

pharmaphorum™  
bringing healthcare together

## 2024 Media Kit



**In this Media Kit we describe the extensive and ever-growing range of marketing solutions offered by **pharmaphorum** and its sister topic-based e-publication, **Deep Dive**.**

Using a range of solutions and both titles, will create a 'multiplier effect', helping you to maximise the value of your investment.

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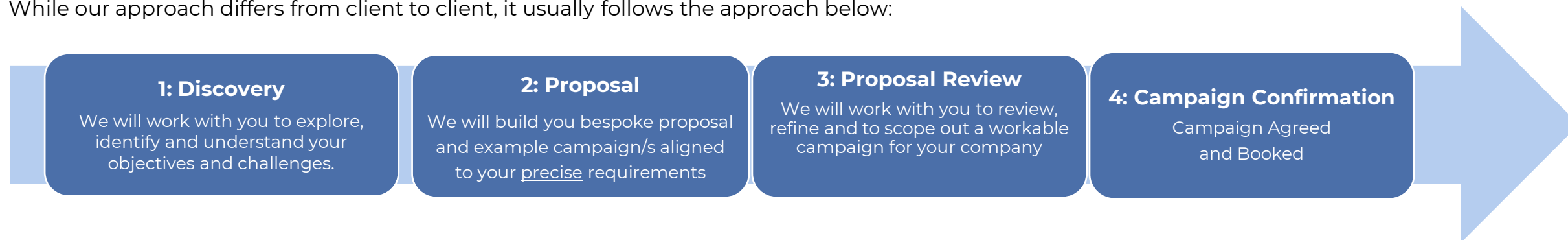


# Working with us

**Whether you are looking to book a single piece of activity or a fully integrated campaign, the **pharmaphorum** and **Deep Dive** teams will work with you to ensure your investment is optimised and your voice is amplified.**

With decades of experience, we take pride in bringing a level of client support rarely seen in b2b media these days. We are passionate about what we do, are flexible and innovative. We will work as an adjunct to your business, unearthing your challenges, pain points, and objectives, to build the most effective marketing solution possible.

While our approach differs from client to client, it usually follows the approach below:



Once your activity is booked, you will be allocated a member of the editorial team who will be your point contact across your campaign. We believe having one person to oversee your account is best, as it means they can *really* get to know your business, enabling them to lever the maximum benefit for your company.

Please do not hesitate to contact me if you have any questions about any aspect of **pharmaphorum** or if you would like my advice in shaping your campaign

**Matt Brookes, Sales Manager** [Matthew.Brookes@pharmaphorum.com](mailto:Matthew.Brookes@pharmaphorum.com)





# Editors' Introduction

**pharmaphorum** is the leading destination for news, views, analysis & insights from within the biopharma and life sciences sectors.

We aim to educate, inform, and connect people and businesses by creating a thriving destination for industry stakeholders.

Whether through written work, podcasts, videos, or interactive webinars, **pharmaphorum** – as its name implies – offers a forum in which your company's voice will be amplified to decision makers globally.

Working with you, we will produce high-quality, bespoke thought leadership content that shares your learnings, pushes innovation, and drives better outcomes for all.

The editorial standards we apply to our paid solutions are identical to those for earned content and, whatever your objectives, we will guide you through the process, from concept to publishing.

At pharmaphorum, we strive to be **where pharma leaders come together.**

**Jonah Comstock, Editor in Chief** [jonah.comstock@pharmaphorum.com](mailto:jonah.comstock@pharmaphorum.com)

**Nicole Raleigh, Editor** [nicole.raleigh@pharmaphorum.com](mailto:nicole.raleigh@pharmaphorum.com)



**It is the quality and the reputation of our content combined with a monthly readership of ±150,000 that makes **pharmaphorum** an ideal platform for those needing to reach, engage, and influence pharma decision makers globally.**

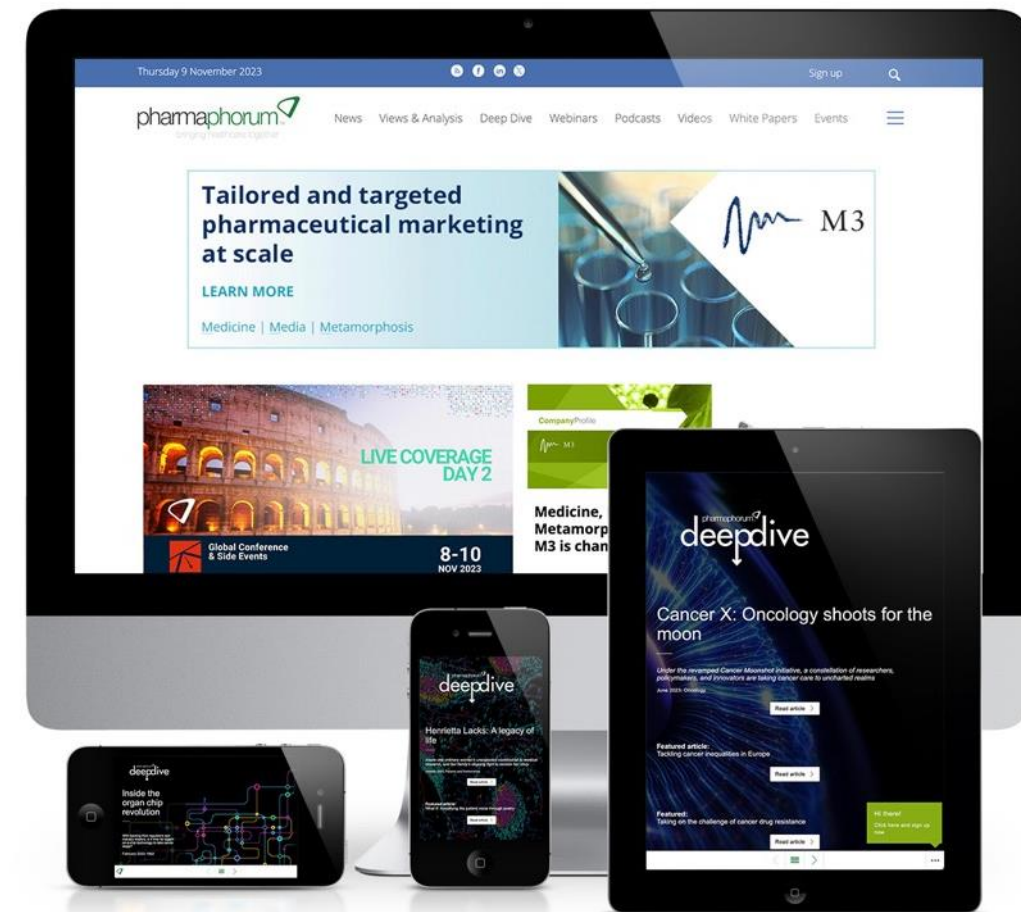
Our solutions give you a competitive edge & will help you to:

- ✓ Raise brand & product awareness
- ✓ Showcase success, innovation, insight & opinion
- ✓ Differentiate your business from your competitors
- ✓ Enhance your reputation
- ✓ Engage with new clients
- ✓ Reinforce relationships with existing clients
- ✓ Lower barriers to sales
- ✓ Generate leads

To discuss any of the solutions in this media kit or for help with building your campaign, please contact

**Matt Brookes - Sales Manager**

[Matthew.Brookes@pharmaphorum.com](mailto:Matthew.Brookes@pharmaphorum.com)





## Monthly Site Metrics

Unique Users **147,000**

Page Views **218,000**

Page Views per Session **1.23**



## Company Type

Pharma/Bio **90%**

Service Providers **7%**

Other **3%**



## Audience Seniority

Director / VP + above **44%**



## Audience Geo Split

USA **45%**, Europe **27%**, UK **21%**,  
ROW **7%**



## Devices

Desktop **62%**

Mobile **38%**



## Social Media

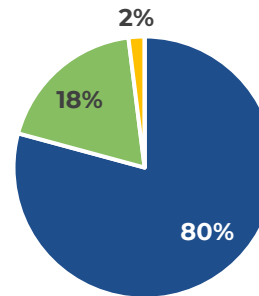
Twitter **24,000**

LinkedIn **9,064**

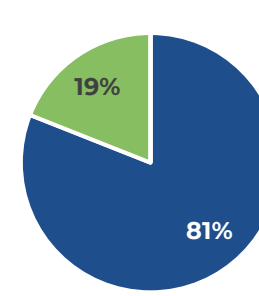
## pharmaphorum Reader Survey 2023

In April 2023 we asked readers for their thoughts on pharmaphorum's editorial output. As you can see, their responses were overwhelmingly positive – contact Matt Brookes for details

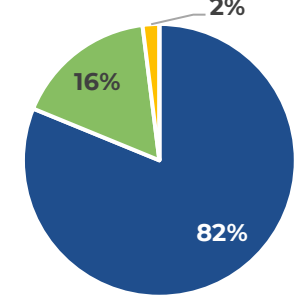
Editorial Quality



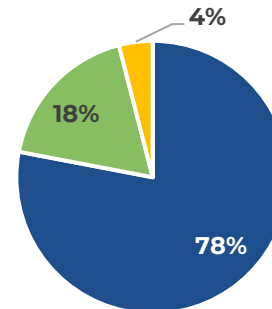
Editorial Accuracy



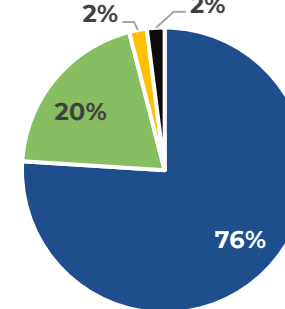
Editorial Trust



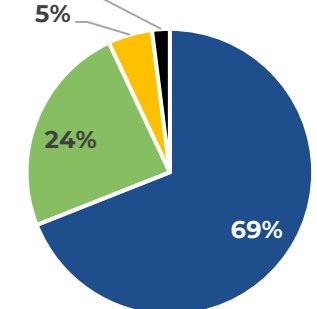
Timeliness



Usefulness



Design



■ Very Good ■ Good ■ Average ■ Poor



# Display Advertising

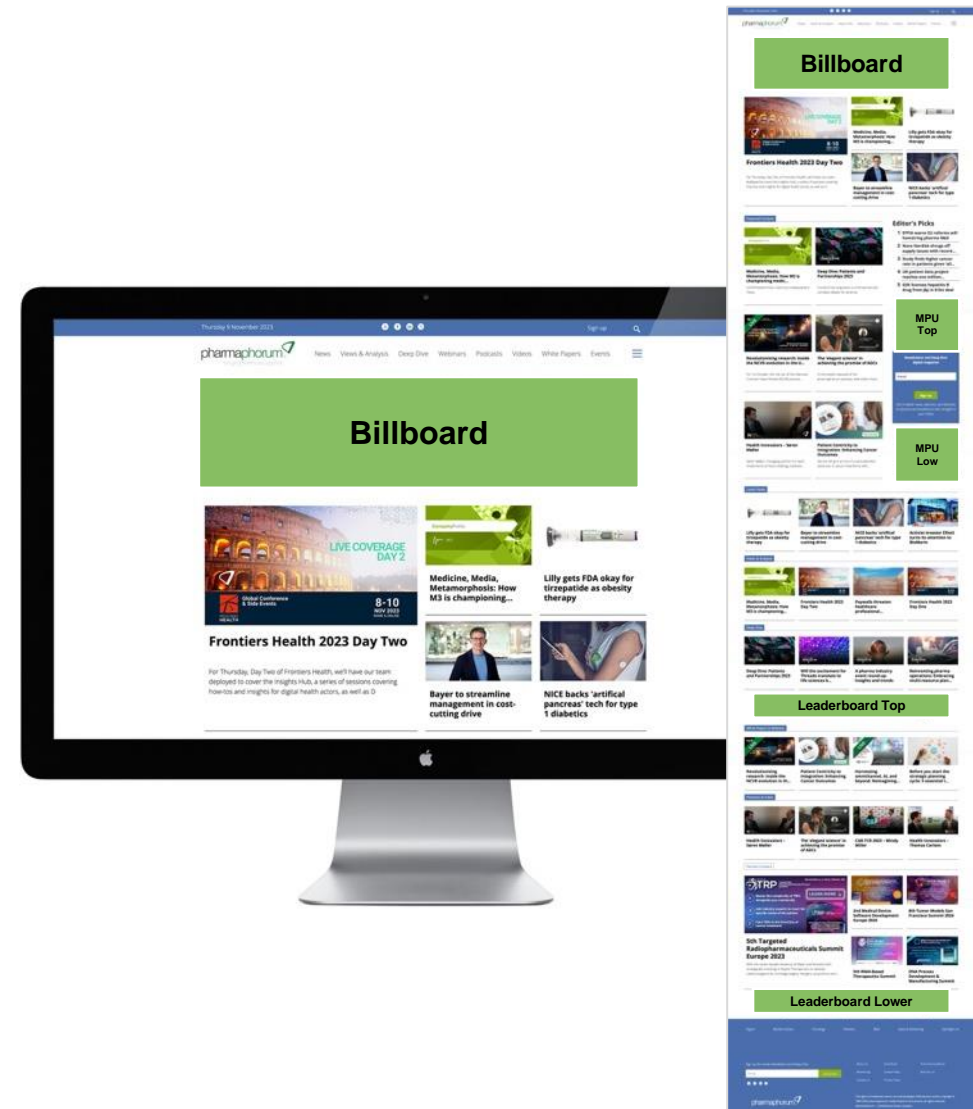
**Digital advertising reinforces awareness, builds confidence, trust & recall, while crucially lowering barriers to engagement.**

pharmaphorum is purposely “advertising-light”, with just five ad positions per page, ensuring the impact of your ad is maximised.

Ad Type	Size (PX)	Position	Price (Monthly)
Billboard	970 x 250	Top of page	£2,000 / \$2,600
MPU	300 x 250	Top	£1,500 / \$1,950
		Lower	£1,250 / \$1,625
Leaderboard	970 x 90	Top	£1,000 / \$1,300
		Lower	£750 / \$975

Further details

- Your ad will appear on all pages of pharmaphorum and on all device types
- We only allow 3 advertisers (on rotation) per ad position = minimum 33% SOV
- Ads can be static or animated – we recommend animated
- Copy can be changed every 2 weeks - all assets to be supplied at campaign start.
- Advertising on pharmaphorum is tenancy only, not CPM
- Contact for availability and/or to request our “Digital Advertising Briefing Sheet”
- Minimum lead time = 1 week, inventory permitting.



Each month **pharmaphorum** sends around 300,000 emails to our ±12,800 Newsletter subscribers.

Newsletter sponsorship is a simple & cost-effective way of promoting your brand & key messages to our highly engaged, senior level subscriber audience.

In a typical month, you will appear on a total of **24** pharmaphorum Newsletters

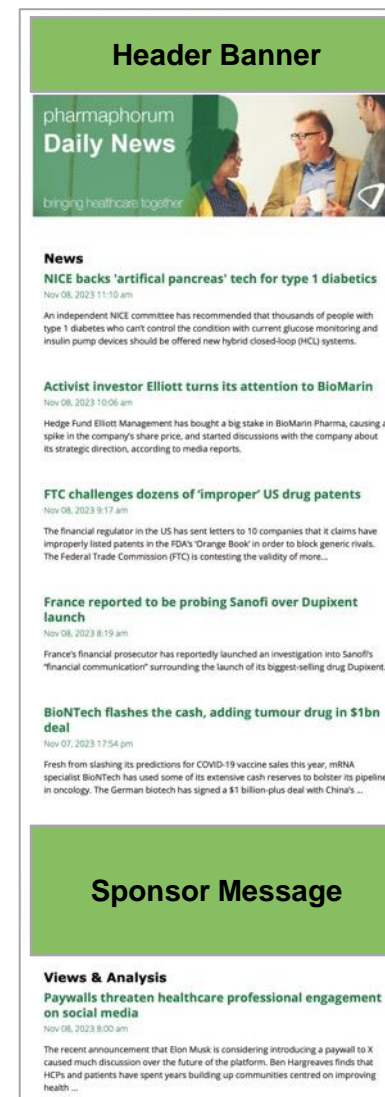
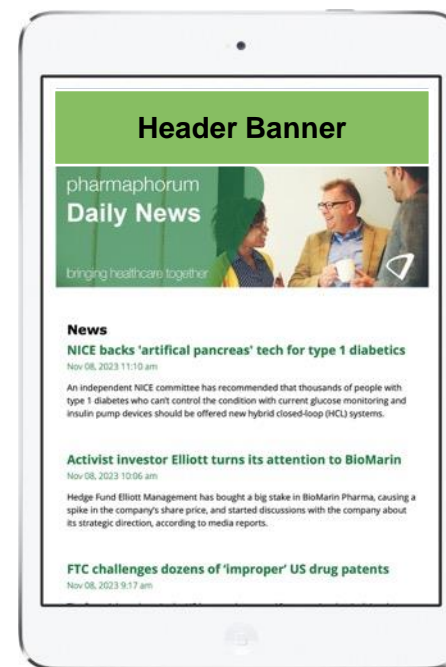
- 20 x Daily Newsletters
- 4 x Weekly (Top Story) Newsletters

Newsletter sponsorship consists of two banner ads, making it an excellent way of promoting your business over a full month to this prime audience.

Further details

- We only allow one Newsletter sponsor per month
- Sponsorship is by calendar month only – call to secure your preferred months today
- Header Banner Ad measures 600px x 110px while the Sponsor Message banner is slightly larger measuring 600px x 200px giving you space for an advert, message or call to action
- Your ads can be static, or an animated Gif hyperlinked to your website
- Your Banner Ads can be refreshed every two weeks allowing you to develop your messaging, which will increase impact; all assets to be supplied at the start of your campaign
- Contact us for more information, examples and/or to request our “Newsletter Briefing Sheet”
- Minimum lead time = 1 week

**Price** £1,950 / \$2,500





## Send a personalised email to **pharmaphorum's** carefully curated & GDPR-compliant Newsletter database.

A pharmaphorum Eblast is a great way of getting your messaging into the inboxes of our audience of highly engaged, senior level decision makers.

### Further details

- Our Eblasts are sent to our ±12,800 Newsletter subscribers
- They are sent under the “pharmaphorum recommends” banner, ensuring readers have confidence in the content of your email
- The process is simple. Supply your copy as an HTML doc, along with subject line, body text, banner(s), call to action, etc.
- Alternatively, we can build your Eblast - a small charge may apply
- Emails can be timed to be sent on specific days and times
- Targeted emails are available on request, but an additional charge may apply.
- Contact us for examples and/or to request our “Eblast Briefing Sheet”
- Minimum lead time = 1 week

**Price**    **£1,950 / \$2,500**



# pharmaphorum Feature

**Our most popular thought leadership solution allows you to showcase your insights, opinion & expertise to pharma decision makers, alongside **pharmaphorum's** content.**

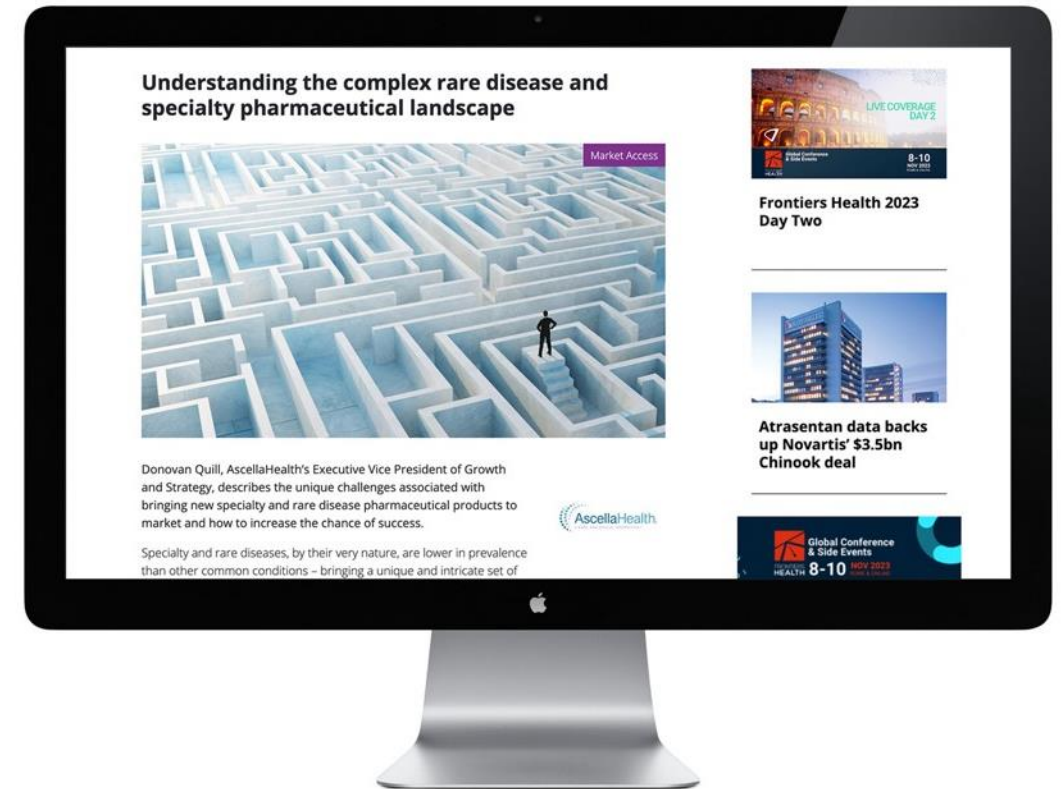
Our team of expert pharma and life sciences journalists will work with you on your Feature, adding clarity, depth, texture, and impact.

We are flexible and can write your Feature for you based on an interview with your KOL (or up to 3 spokespeople) or we can adapt your own content for publishing – whatever works best for you.

## Further details

- pharmaphorum features are up to 1,200 words long
- Full feature support – feature planning, writing, and design are all included
- Your feature will include company branding, interviewee biography with ideally a LinkedIn link to encourage direct engagement
- Option to include graphics / photos - highly encouraged where applicable. - embedded video / audio & hyperlinks internal and external
- Published alongside our content & hosted on pharmaphorum in perpetuity
- To maximise engagement, features will be written in pharmaphorum's voice
- 7–10-day promo campaign via website, email, social media & Google ad push
- Provision of printable PDF version on request
- Content can be hosted on your website, after a period of exclusivity, call for details
- We recommend amplifying your feature through your own social media channels
- Contact us for examples and/or to request our “Feature Briefing Sheet”
- Minimum lead time = 4 weeks

**Price** **£1,750 / \$2,275**



# 12 Questions with (12QW)

**Twelve Questions With ... allows you to introduce key staff to the industry, showing the person & the personality behind the role.**

Ideal for raising the profiles of key employees, new appointments, promotions, and others, 12QW will not only boost your subject's personal brand and encourage new business connections, but gives them the opportunity to talk about your business more broadly.

## Further details

- Full editorial support – feature planning, writing, and design are included
- Headline: Twelve Questions With ... name, job title, company
- Short subject biography ±100 words
- Candidates select and answer 12 questions from a preprepared 30 question set – opportunity to add your own questions at discretion of Editor ±800 words
- Company logo, candidate photo as feature image, and up to two additional photos
- “Contact me” included as hyperlink to the subjects LinkedIn profile
- 7–10-day promo campaign via website, email, social media & Google ad push
- Hosted on pharmaphorum in perpetuity
- Provision of printable PDF version on request
- Content can be hosted on your website – contact us for details
- We recommend amplifying through your own channels
- Contact us for examples, and/or request our “12 Questions With Briefing Sheet”
- Minimum lead time = 4 weeks

**Price**    **£1,500 / \$1,950**





# Company Profile

**When you need to establish, reinforce, or differentiate your proposition, a Company Profile could be the perfect solution.**

There are myriad reasons to run a Company Profile, they are ideal for new entrants, for companies that have undergone change... or just if you have a need to boost your corporate awareness.

Whatever the reason, a Company Profile allows you to showcase your business, educate our readers and grow your brand footprint.

## Further details

- pharmaphorum features are up to 1,200 words long
- Company Profile content can be slightly more commercial, but must not be overly promotional or sell products / services outright – call for details
- Full editorial support – feature planning, writing, and design
- Company branding, interviewee biography & LinkedIn links to encourage engagement
- Option to include graphics / photos - highly encouraged where applicable - embedded video / audio & hyperlinks both internal and external
- Published alongside our own content & hosted on pharmaphorum in perpetuity
- 7-10-day feature promo campaign via website, email, social media & Google ad push
- Provision of printable PDF version on request
- Content can be hosted on your website – contact us for details
- We recommend amplifying your Company Profile through your own channels
- Contact us for examples and/or to request our “Company Profile Briefing Sheet”
- Minimum lead time = 6 weeks

**Price** £1,950 / \$2,500





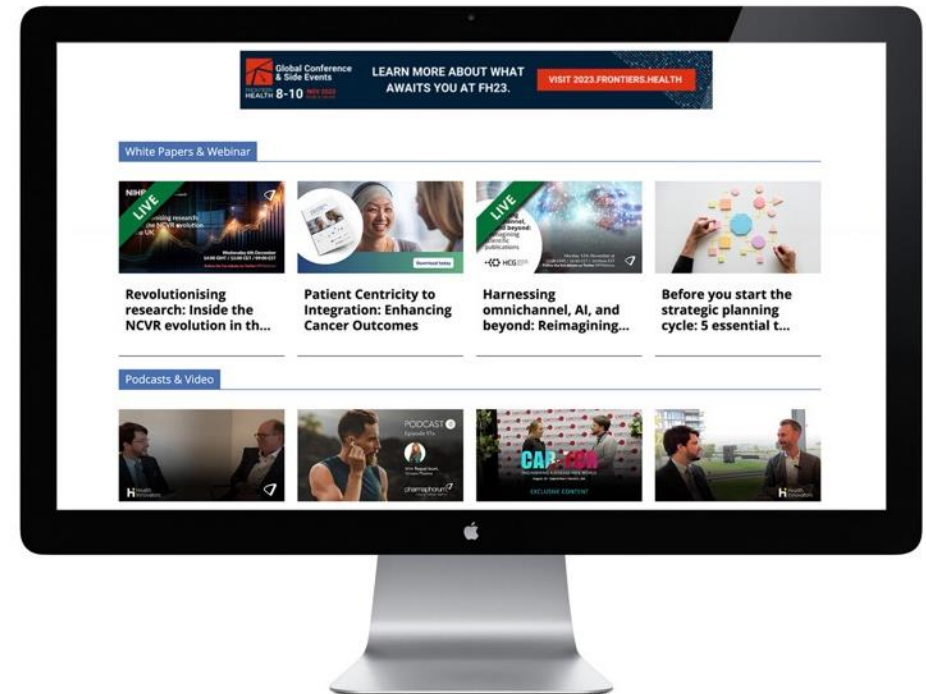
**Launching a new product or service offering and looking to let the world know? Let **pharmaphorum** support your launch with our new “Solution Spotlight”.**

Through a templated feature we will highlight your new offering, giving readers all the key details: what your product or service does, who it's for, and how it outshines the competition or status quo. Translate your passion for your new offering into a brief readers can rely on.

#### Further details

- Full editorial support – feature planning, writing, and design are included
- We'll send you a list of questions about the key details of your launch, you provide answers around 800 words total
- Our editors will review content against our guidelines
- Company logo and up to three product/service photos. Photos highly encouraged where applicable.
- 7–10-day promo campaign via website, email, social media & Google ad push
- Hosted on pharmaphorum in perpetuity
- Provision of printable PDF version on request
- Content can be hosted on your website – contact us for details
- Contact us for details, and/or to request our “Solution Spotlight Briefing Sheet”
- Minimum lead time = 4 weeks

**Price**    **£1,650 / \$2,150**



# Case Study

**Telling a real-life success story is a great way of letting prospects know how working with you can make a real difference to their business!**

Using the templated headings below, combined with an in-depth interview, adding depth, texture & richness we will build you a 1,200-word Case Study which will be published in an easy-to-read format

- About your customer
- About your company
- The problem
- The solution
- The result

#### Further details

- Full editorial support – feature planning, writing and design included
- Logo branding, by-lined contributor image and short biography
- Option to include graphics/ photos - highly encouraged where applicable
- Video and audio can be embedded, 10 min max – supplied by client
- Published alongside our content and hosted on our website in perpetuity
- 7–10-day promo campaign via website, email, social media & Google ad push
- Provision of printable PDF version on request
- Content can be hosted on your website – contact us for details
- We recommend amplifying through your marketing channels as well
- Contact us for examples, and or to request our “Case Study Briefing Sheet”
- Minimum lead time = 4 weeks

**Price**   **£1,750 / \$2,275**

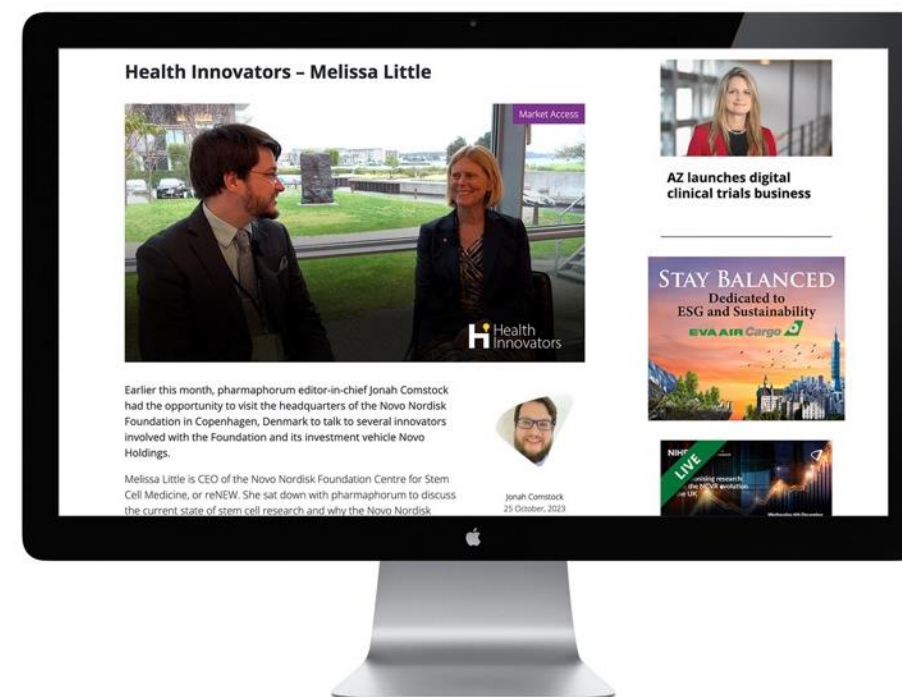


**There's no better way to get your thought leaders into the community than through Video, where **pharmaphorum** readers can experience their mastery firsthand.**

We offer two options for sponsored Video content: We can host video you've created, such as a mini-documentary or an animated explainer, video, as long as it's not promotional; or, we can have one of our editors sit down with your thought leader for a maximum 20-minute on-camera interview on the thought leadership topic of your choice.

#### Further details

- Maximum of 20 minutes
- We can interview your thought leader in person in Boston, London, or at major pharma events where pharmaphorum is present (preferred)
- Otherwise, a virtual interview over video conferencing software can be arranged
- You have input into topic and interview questions and final approval of the video
- Video will appear on pharmaphorum as well as the pharmaphorum YouTube channel, clearly marked as sponsored
- 7-10-day promo campaign via website, email, social media & Google ad push
- Contact us for examples and/or to request our "Video Briefing Sheet"
- Minimum lead time = 4 weeks



#### Price

<b>Sponsor-provided video</b>	<b>£1,750 / \$2,275</b>
<b>pharmaphorum video interview</b>	<b>£2,250 / \$2,925</b>



**Our Webinars are ideal for raising your corporate profile, demonstrating thought leadership, showcasing initiatives and innovation, and discussing hot industry topics.**

Allowing you to interact directly with our readers - your potential customers they are great for engagement, feedback, and lead generation.

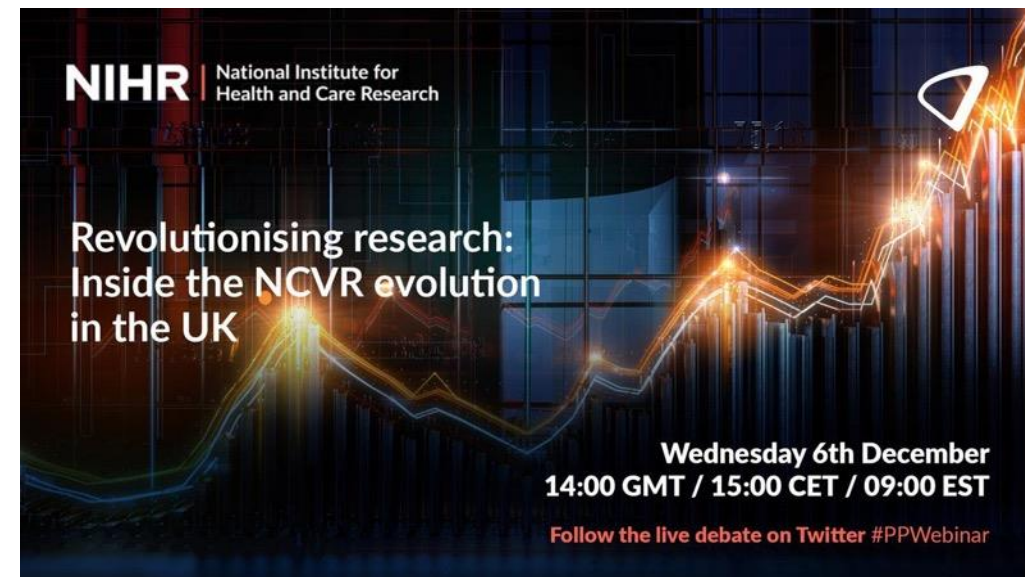
For an extra investment, you can amplify your Webinar by writing a Wrap Up feature that we will publish 2 – 4 weeks after your webinar.

#### Further details

- End-to-end project management, planning, rehearsal, on the day moderation of live event & full editorial support. Client to provide speakers.
- Inclusion of live polls, attachments, slides, video, etc
- Multi-channel promotion (6 weeks) via website, email, social media, & Google ad push, to onboard registrations for live event and on-demand engagement
- Building of landing page on pharmanthor
- On-demand Webinar hosted in perpetuity
- Provision of leads – all live webinar registrants and post-event registrants
- Content can be hosted on your website – contact us for details
- We recommend amplifying through your marketing channels
- Maximise impact, by buying a 1,200-word webinar Wrap-Up feature
- Contact us for more information, and/or request our “Webinar Briefing Sheet”
- Minimum lead time = 8 weeks

#### Price

<b>One to One webinar (30')</b>	<b>£4,500 / \$5,850</b>
<b>Roundtable - max 4 people (1hr)</b>	<b>£6,000 / \$7,800</b>
<b>Wrap Up feature (1,200words)</b>	<b>£1,000 / \$1,300</b>





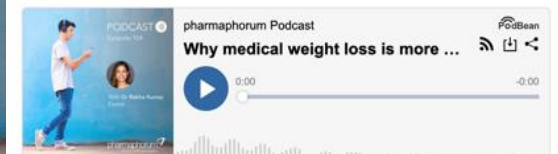
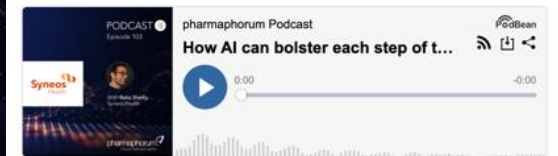
**Our Podcasts focus on the latest data, news and insight on a key industry topic, and feature experts from around the industry.**

Share your thought leadership and get your executives and customers out in the world with an informal, but informative, conversation with our hosts.

Further details

- You supply a thought leader guest, subject to editorial approval; pharmaphorum will provide the interviewer and work with you to shape the episode
- End to end project management, planning podcast structure, pre-interview, interview & full editorial support
- Vocal thank you/acknowledgement of sponsor in episode intro
- Branded landing page with speaker bios
- 7-10 days promotion on email, website, social media and & Google ad push
- Podcast hosted on our website in perpetuity (live and on-demand)
- Provision of leads – all podcast listeners
- To maximise impact, we recommend buying a 1,200-word podcast Wrap-Up feature, to be published after the podcast
- Contact us for more information, and/or to request our “Podcast Briefing Sheet”
- Minimum lead time = 4 weeks

Price	One to one podcast (30')	£3,000 / \$3,900
	Roundtable - max 4 people (1hr)	£4,500 / \$5,850
	Wrap-Up feature (1,200words)	£1,000 / \$1,300



# Sponsorship of pharmaphorum Podcasts

**Get your marketing into our listeners' ears as they commute or go about their day with a host-read ad on **pharmaphorum** editorial podcasts.**

Positioning your brand alongside our own exclusive and acclaimed podcast content gives you valuable exposure and excellent engagement at a cost-effective price.

Further details

- You supply either copy to be read by our Podcast host or a pre-recorded 30 second recorded audio advert
- Your company logo will appear on the podcast
- Our podcast host will read or play your ad during the recording, at the beginning or mid-point of a podcast
- You can choose from a list of upcoming podcast topics to find the one that best aligns with your messaging or book a 3-, 6- or 12-month campaign
- pharmaphorum Podcasts air bi-weekly
- Contact us for more information, and/or to request our "Podcast Briefing Sheet"
- Minimum lead time = 4 weeks



**The 'elegant science' in achieving the promise of ADCs**

**PODCAST**  
Episode 97a

With Raquel Izumi,  
Vincera Pharma

pharmaphorum  
bringing healthcare together

In this week's episode of the pharmaphorum podcast, web editor Nicole Raleigh speaks with Raquel Izumi, chief operating officer and co-founder of Vincera Pharma, who is on a mission to improve antibody drug conjugate (or ADC) drug development, aiming to conquer cancer with safe, well-tolerated, and paradigm-shifting therapeutics.

Wanting to do something with her career that was going to help patients, Izumi was driven to pursue drug development as a direct way to impact the amelioration of patient outcomes, choosing to go into industry, rather than continuing onto a post-doctorate and remaining in academia.

From protocols and FDA briefings and early days in medical writings, it is that foundation that provided her with a bird's eye view of how to design studies across indications that has served her well in running clinical trials. With understanding of the scientific, strategy, and operational aspects of clinical trials, Izumi's evolution into ADC drug development is now focussing on addressing the side effects and toxicities of these treatments.

Aiming to achieve the promise of ADCs, taking them only to the cancer cells, Izumi discusses the 'elegant science' involved in the development of Vincera's 'conjugation platform' and the importance of the chemical linker in the ADC - in particular the company's specific linker and the inhibition of kinesin spindle protein (KSP).

With this promising technology coming to fruition, the haematological oncological landscape has certainly come a long way. Take a listen and be similarly inspired.

You can listen to episode 97a of the [pharmaphorum podcast](#) in the player below, download the episode to your computer, or find it - and subscribe to the rest of the series - in [iTunes](#), [Spotify](#), [Stitcher](#), and [PodBean](#).

Price	30-second ad on one podcast	£500 / \$650
	Quarterly (6 per Q)	£2,700 / \$3,150
	6 Months (12 per 6 months)	£4,800 / \$6,250
	Full Year (24 per year)	£8,400 / \$10,900



## Generate sales leads while communicating your unique perspectives, analysis, and insight to our readership.

Provide pharmaphorum readers with a Whitepaper and report content, presenting the facts and unravelling the complexities of an issue, helping them solve a problem or enabling them to make better decisions.

Great for demonstrating your expertise, for providing critical industry insight and lead generation.

### Further details

- Full editorial support – planning, writing, and design included
- Can include primary and secondary research
- Publication and promotion (4 weeks) on pharmaphorum
- You will need to set up a data capture form on your website to allow people to download your Whitepaper and gather leads
- Landing Page but not your Whitepaper will be hosted on pharmaphorum in perpetuity
- Provision of a digital and print PDF version
- Content can be hosted on your website
- Contact us for more information, examples, and/or to request our “Whitepaper Briefing Sheet”
- We recommend amplifying through your marketing channels
- Minimum lead time = 8 weeks

### Price

Up to 2,500 words from **£4,500 / \$5,850**

Up to 4,000 words from **£6,250 / \$8,125**

Up to 6,000 words from **£8,950 / \$11,635**



# NEW: Whitepaper Landing Page

## Have your own Whitepaper that you want to push to market? If so, we can help!


We can build you a Landing Page and undertake a marketing campaign to promote your whitepaper to pharmaphorum readers.

Working with us will add gravitas to your whitepaper and will generate new leads.

### Further details

- Editorial support and design included to build your Landing Page
- You will need to set up a data capture form on your website to allow people to download your Whitepaper and gather leads
- Landing Page but not your Whitepaper will be hosted on pharmaphorum in perpetuity
- 7–10-day promo campaign via website, email, social media & Google ad push
- We recommend amplifying through your marketing channels
- Contact us for examples and/or to request our “Whitepaper Briefing Sheet”
- Minimum lead time = 4 weeks

**Price** £1,650 / \$2,150



[Download today](#)

## Patient Centricity to Integration: Enhancing Cancer Outcomes

We are living in an era of unprecedented advances in cancer treatments with transformative therapies being regularly approved.





# Partner Content

**Our Partner Content solution is a cost-effective way to promote events, appointments and a wide variety of press releases to market.**

Following a simple process, you can post your content on our website in our Partner Content channel.

Further details

- You supply logo, copy, summary, body text, and images.
- Our designers will build your partner content article, send you a proof, and publish
- Your partner content article will be promoted via our website homepage and on our Daily newsletter
- Content is subject to terms and conditions; pharmaphorum reserves the right not to publish inaccurate, inflammatory, or inappropriate content at our discretion.
- Discounts available for pre-booked multiple insertions – call for details
- Contact us for examples and/or to request our “Partner Content Briefing Sheet”
- Minimum lead time = 3 days

**Price** £275 / \$350



5th Annual **TRP** TARGETED RADIOPHARMACEUTICALS SUMMIT

December 5-7 2023 | Berlin, DE

**LEARN MORE**

- 1 Master the complexity of TRPs alongside your community
- 2 Join industry experts to meet the specific needs of the patient
- 3 Take TRPs to the front line of cancer treatment

Advancing Next-Generation Radioligand Candidates to Commercialisation Through Rigorous Clinical Rationale, Novel Target Selection & Reliable Supply Chain Design

## 5th Targeted Radiopharmaceuticals Summit



**CKD Summit**  
Chronic Kidney Disease Drug Development  
March 19-21, 2024 | Boston, MA

**Advance More Personalized Therapies for Rare and Common Kidney Diseases**

- ▶ 3 Days of Content
- ▶ 60+ Expert Speakers
- ▶ 200+ Biopharma Attendees

**DOWNLOAD EVENT GUIDE**

R&D

## 6th Chronic Kidney Disease Drug Development Summit



# pharmaphorum Ratecard 2024

Type	Description	£	\$
Digital Advertising	Billboard	£2,000	\$2,600
	MPU - Top	£1,500	\$1,950
	MPU - Lower	£1,250	\$1,625
	Leaderboard - Top	£1,000	\$1,300
	Leaderboard - Lower	£750	\$975
Newsletter	Per Month	£1,950	\$2,500
Eblast	Email	£1,950	\$2,500
Feature	1,200 words	£1,750	\$2,275
Video Feature	Sponsor provided	£1,750	\$2,275
	Interview format	£2,250	\$2,925
Company Profile	1,200 words	£1,950	\$2,500
12 Questions With	KOL Profile	£1,500	\$1,950
Solution Spotlight	New Products etc	£1,650	\$2,150
Case Study	1,200 words	£1,750	\$2,275

Type	Description	£	\$
Webinar	One-to-One (30m)	£4,500	\$5,850
	Roundtable (1hr)	£6,000	\$7,800
	Wrap Up Feature	£1,000	\$1,300
Podcast	One-to-One (30m)	£3,000	\$3,900
	Roundtable (1hr)	£4,500	\$5,850
	Wrap Up Feature	£1,000	\$1,300
pharmaphorum Podcast Sponsorship	One advertisement	£500	\$650
	Quarterly (6 ads)	£2,700	\$3,150
	Half Year (12 ads)	£4,800	\$6,250
	Full Year (24 ads)	£8,400	\$10,900
Whitepaper	Up to 2,500 words from	£4,500	\$5,850
	Up to 4,000 words from	£6,250	\$8,125
	Up to 6,000 words from	£8,950	\$11,635
Whitepaper Landing Page	Landing Page	£1,650	\$2,150
Partner Content	Event, Appt & PR	£275	\$350

Rates effective January 1 to December 31<sup>st</sup> 2024.





**2024 Media Kit**





# Editors' introduction

**In the ever-evolving landscape of life sciences, every breakthrough carries a compelling narrative.**

**At Deep Dive, we don't just report these stories; we weave them into a tapestry of creative and engaging content that captivates our audience.**

Published six times a year, Deep Dive is not just a digital magazine; it's a dynamic canvas where expert opinions, industry insights, and in-depth analyses converge on a central theme in healthcare.

Our platform builds upon the foundations of traditional storytelling, embracing a multimedia approach that integrates video, audio, and imagery with expertly crafted copy.

To create each issue, our seasoned editorial team collaborates with clients, ensuring your stories resonate with a diverse healthcare stakeholder audience.

As a proud member of the pharmaphorum family, Deep Dive is committed to unifying healthcare, one story at a time.

**Eloise McLennan** - Editor

E: [eloise.mclennan@healthwareinternational.com](mailto:eloise.mclennan@healthwareinternational.com)





# What is Deep Dive?

**Deep Dive's helps unravel the complexities of key pharma / life science topics, through a mix of propriety and paid for content.**

It allows clients to position their thought leadership in a relevant & stimulating editorial environment aligned to their business.

Access is free, and in addition our **8,888** subscribers, Deep Dive is heavily promoted to pharmaphorum's **147,000** monthly readers - and shared further by contributing companies through their own marketing channels.

Deep Dive's expert team provides support in planning, writing and designing your content adding clarity, depth and impact.

All articles receive a one-month cycle of promotion and in addition to the digital publication, we circulate a PDF version to pharmaphorum's readership a month after the digital issue is released.

For more information, please contact

Matt Brookes  
Sales Manager

E: [matthew.brookes@pharmaphorum.com](mailto:matthew.brookes@pharmaphorum.com)



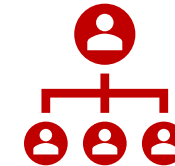
**Registered Readers**  
8,888



**Geo**  
N America **45%**  
Europe **27%**  
UK **21%**  
ROW **7%**



**Company Type**  
Pharma/Bio **90%**  
Service Providers **7%**  
Other **3%**



**Seniority**  
Director / VP  
and above **44%**



**Devices**  
Desktop **62%**  
Mobile **38%**

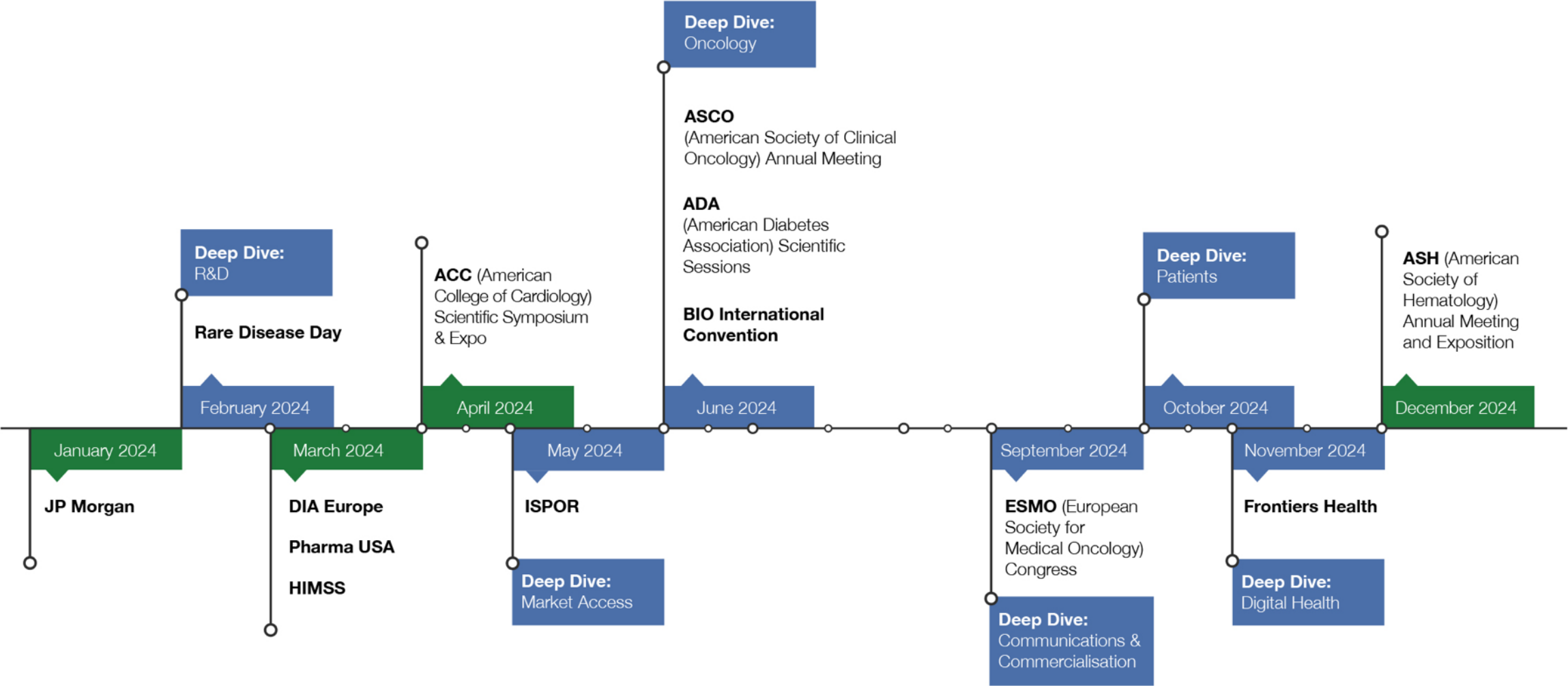


**Social**  
Twitter **24,000**  
LinkedIn **9,064**



# 2024 Editorial Calendar

To maximise engagement Deep Dive's issues are carefully scheduled to hit the market at the optimum time.



## Research & Development – February 2024

In a pharmaceutical landscape marked by innovation, R&D takes centre stage as companies navigate patient needs and market shifts. Deep Dive explores the evolving clinical trial landscape, best practices in R&D innovation, and the transformative power of technology. This issue also delves into the evolving role of patients in research, AI in the clinical setting, and the synergy of public-private partnerships.

**Perfect for:** Contract research organisations, medical affairs, drugmakers, patient organisations, biotechnology companies, payers, pharmacovigilance, and clinical research associates.

**Publishing: w/c February 26, 2024.**

**Deadlines:** Booking January 26 / Copy February 12.



## Market Access – April 2024

Navigating the delicate balance between treatment, patient, and price is a critical challenge facing the pharma industry. In Deep Dive: Market Access, we explore how companies are addressing the issue, plus emerging market access models, evolving concepts of value, and the pursuit of patient-focused developments.

**Perfect for:** Pharmaceutical benefit managers, payers, health economists, market access managers, medical sales representatives, and regulatory affairs.

**Publishing : w/c April 22, 2024.**

**Deadlines:** Booking March 25 / Copy April 8.



## Oncology – June 2024

Focusing on the fight against cancer, Deep Dive sheds light on advancements in treatment, new approaches to clinical trials, and the transformative power of technology. The issue covers ASCO 2024, data-driven diagnosis, patient access to innovative treatments, and the role of genomics in oncology.

**Perfect for:** Oncologists, pharmaceutical companies, biotechnology companies, contract research organisations, medical affairs, and patient organisations.

**Publishing : w/c June 24, 2024.**

**Deadlines:** Booking May 27 / Copy June 13.



## Sales & Marketing – September 2024

As stakeholder engagement evolves, Deep Dive explores the changing landscape and the need for adaptability in the pharmaceutical industry. This issue delves into the power of engaging storytelling, leveraging digital tools and channels to create impactful content for healthcare professionals, and trends to watch in commercialisation.

**Perfect for:** Pharma marketing teams, medical affairs, medical science liaisons, regulatory affairs, and medical communications.

**Publishing : w/c September 23, 2024.**

**Deadlines:** Booking August 26 / Copy September 9.





## Patients & Partnerships – October 2024

Patients stand at the heart of medical research, but how can the industry bring these individuals closer to the action, transforming passive participants into active partners? In this issue, we examine real patient engagement and the role of strategic partnerships in fostering innovation. Topics include patient experience and engagement, co-creation for improved patient care and value, clinical trial innovation, and new models for market access.

**Perfect for:** Contract research organisations, drugmakers, patient organisations, medical affairs, clinical research associates, and payers.

**Publishing : w/c October 28, 2024.**

**Deadlines:** Booking September 30 / Copy October 14.



## Digital Health – November 2024

Digital tools are reshaping healthcare possibilities. Deep Dive explores digital-first healthcare, AI and machine learning applications, highlights from Frontiers Health 2024, and the impact of data-driven drug development.

**Perfect for:** Data insights and analytics companies, omnichannel engagement experts, telehealth, AI and ML organisations, contract research organisations, medical affairs teams, and payers.

**Publishing : w/c November 25, 2024.**

**Deadlines:** Booking October 28 / Copy November 11.



## Perfect for making a significant “statement of intent” about your business in a publication dedicated to your area of expertise.

Available to one company per issue, Deep Dive’s Edition Sponsorship consists of an extensive package of solutions, making it a very powerful solution for raising awareness and for demonstrating thought leadership.

Sponsorship consists of

- ✓ **1 x Keynote Article** (2,000 words)
- ✓ **1 x Company profile** (1,200 words)
- ✓ **1 x Fast Facts Case study** (850 words)
- ✓ **1 x Full Page Banner Ad** (Size 1366 x 768px)
- ✓ **Logo branding** (Front Cover logo & 3 other logos to go on common pages)

Further details

- Full editorial support – feature planning, writing and design
- Company branding, by-lines, interviewee biography, company info
- Hosted on Deep Dive and pharmaphorum in perpetuity
- 7–10-day promo campaign via website, email, social media & Google ad push
- Provision of digital and print PDF version
- Content can be hosted on your website – contact us for details
- We recommend you amplify your Edition Sponsorship through your own channels
- Edition Sponsor packages can be tailored – contact us for details
- Contact us for details, and/or to request our “Edition Sponsor Briefing Sheet”

**Price** **£7,500 / \$9,750**



# Deep Dive Feature

**A Deep Dive Feature will allow your thought leaders to showcase your company's expertise and insight in a relevant and stimulating environment, to a highly engaged audience.**

Our editorial team will work with you to build your feature, ensuring it is optimised for our audience. There are two options, either a Keynote Feature (2,000 words) or a Standard Feature (1,200 words)

Further details

- Full editorial support – feature planning, writing and design
- Company branding, by-lined, interviewee biography, company info
- Option to include graphics, photos, embedded video / audio & hyperlinks
- Hosted on Deep Dive and pharmaphorum in perpetuity
- 7–10-day promo campaign via website, email, social media & Google ad push
- Provision of digital and print PDF version
- Content can be hosted on your website – contact us for details
- We recommend you amplify your feature through your own channels
- Contact us for details, and/or to request our “Feature Briefing Sheet”

Price

**Keynote (2,000 Words) £2,750 / \$3,575**  
**Standard (1200 Words) £1,950 / \$2,535**



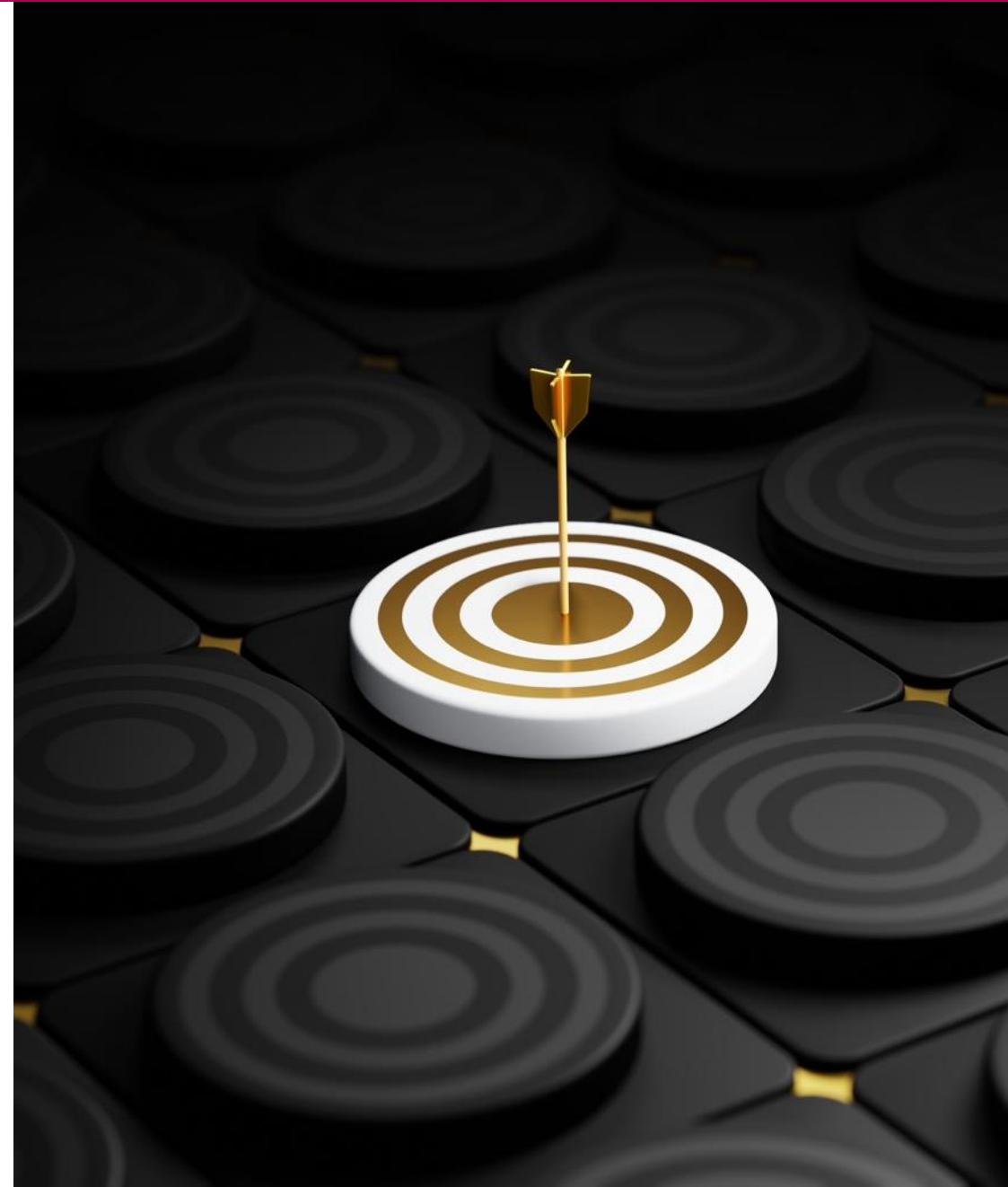
### Launching a new product or service offering and looking to let the world know? Let Deep Dive support your launch with our new “Solution Spotlight”.

Using a templated feature, we will highlight your new offering, giving readers all the key details: What your product or service does, who it’s for, and how it outshines the competition or status quo. Translate your passion for your new offering into a brief readers can rely on.

#### Further details

- Full editorial support – feature planning, writing, and design are included
- We’ll send you a list of questions about the key details of your launch, you provide answers around 800 words total
- Our editors will review content against our guidelines
- Company logo and up to three product/service photos. Photos highly encouraged where applicable.
- 7–10-day promo campaign via website, email, social media & Google ad push
- Hosted on Deep Dive and pharmaphorum in perpetuity
- Provision of printable PDF version on request
- Content can be hosted on your website – contact us for details
- Contact us for details, and/or to request our “Solution Spotlight Briefing Sheet”

**Price**    **£1,950 / \$2,535**





# Company Profile

## Company Profiles are ideal for introducing your company and educating the market about exactly what your business does.

Perfect for new entrants, businesses that have gone through change or for just raising your company's profile

Copy can be slightly more commercial than for Deep Dive features, but content cannot be overly promotional. There are two options, either the Standard 1,200-word option or a shorter Mini Company profile of 750 words

Further details

- Full editorial support – feature planning, writing and design
- Company branding, by-lined, interviewee biography, company info
- Option to include graphics, photos, embedded video / audio & hyperlinks
- Hosted on Deep Dive and pharmaphorum in perpetuity
- Promotion via the pharmaphorum website, advertising, email, social media & SEO push
- Provision of digital and print PDF version
- Content can be hosted on your website – contact us for details
- We recommend you amplify your feature through your own channels
- Strict editorial guidelines apply – call for details
- Contact us for details, and/or to request our “Company Profile Briefing Sheet”

### Price

**Standard (1,200 Words) £2,500 / \$3,250**

**Mini (750 Words) £1,000 / \$1,300**

**Company profile: ZS Associates**

ZS Associates is transforming global healthcare by driving toward a connected ecosystem. We leverage the power of data, science, and technology to make more intelligent healthcare decisions and deliver innovative solutions to improve health outcomes for all. We serve all top 50 pharmaceutical companies and 21 of the top 25 medical technology firms, accomplishing great things at every turn.

**Creating real-world impact with our patient-centric solutions**

ZS provides patient-centric solutions to 48 of the top 50 pharmaceutical companies. Here:

- 30%-40% increase in patient support
- 15% increase in patient engagement
- 20x increased experience

ZS provides an array of solutions to help your organization address disparities in care.

**Enterprise readiness**

Are you ready to prepare your organization for patient-centricity? We'll assess your readiness and identify key areas of overlap between your organization and business objectives. We'll help you work with your team to develop a next-level patient-centric strategy and ensure you succeed in delivering experiences and value to your business.

**Who we are**

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science, and products to help our clients make more intelligent decisions, deliver innovative solutions, and improve outcomes for all.

**Year founded**  
1983

**Headquarters location**  
Evanston, Illinois

**Number of locations**  
35

**Number of employees**  
12,000+

**Our areas of expertise**

We leverage our deep industry expertise, leading-edge analytics, technology, and strategy to create actionable solutions for your most complex challenges. Our solutions include:

- Strategy & Advisory
- AI & Analytics
- Digital & Technology
- Life Sciences R&D & Medical
- Portfolio & Pipeline
- Value & Access
- Marketing & Sales

**Industries we work in**

- Pharmaceuticals & Biotech
- Health Plans
- Medical Technology
- Consumer Goods
- Financial Services
- High-tech & Telecommunications
- Industrials & Business Services
- Private Equity
- Retail
- Travel & Hospitality

**Insights and research**

Precise insights into patient decision-making and behaviours provide the baseline for improving patient engagement. We offer a broad range of collaborative market research, data analysis, behavioural and health insights, patient barrier analysis, and more.

**Patient support and programme measurement**

We can help you plan your investments, promotions, and channel mix, and measure the impact through tracking studies, closed-loop measurement approach to DTC impact measurement, marketing mix models, KPI tracking and benchmarking, and predictive modelling.

**Patient-led business models to life**

Ensure your years of experience working in the industry are put to use. We share how critical it is to put the patient at the center of the business. The result is a book that offers a unique perspective on how patient-centricity is important, but how companies can truly put the patient at the center, including Michael Thomas, Linda M. Mendenhall, Thomas H. Mendenhall, Mary Mendenhall, and Greg Fry.

**Why real patient-centricity is more essential than ever before**

[Read article](#)

38 | pharmaphorum.com/deep-dive | October 2022

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# Twelve Questions with

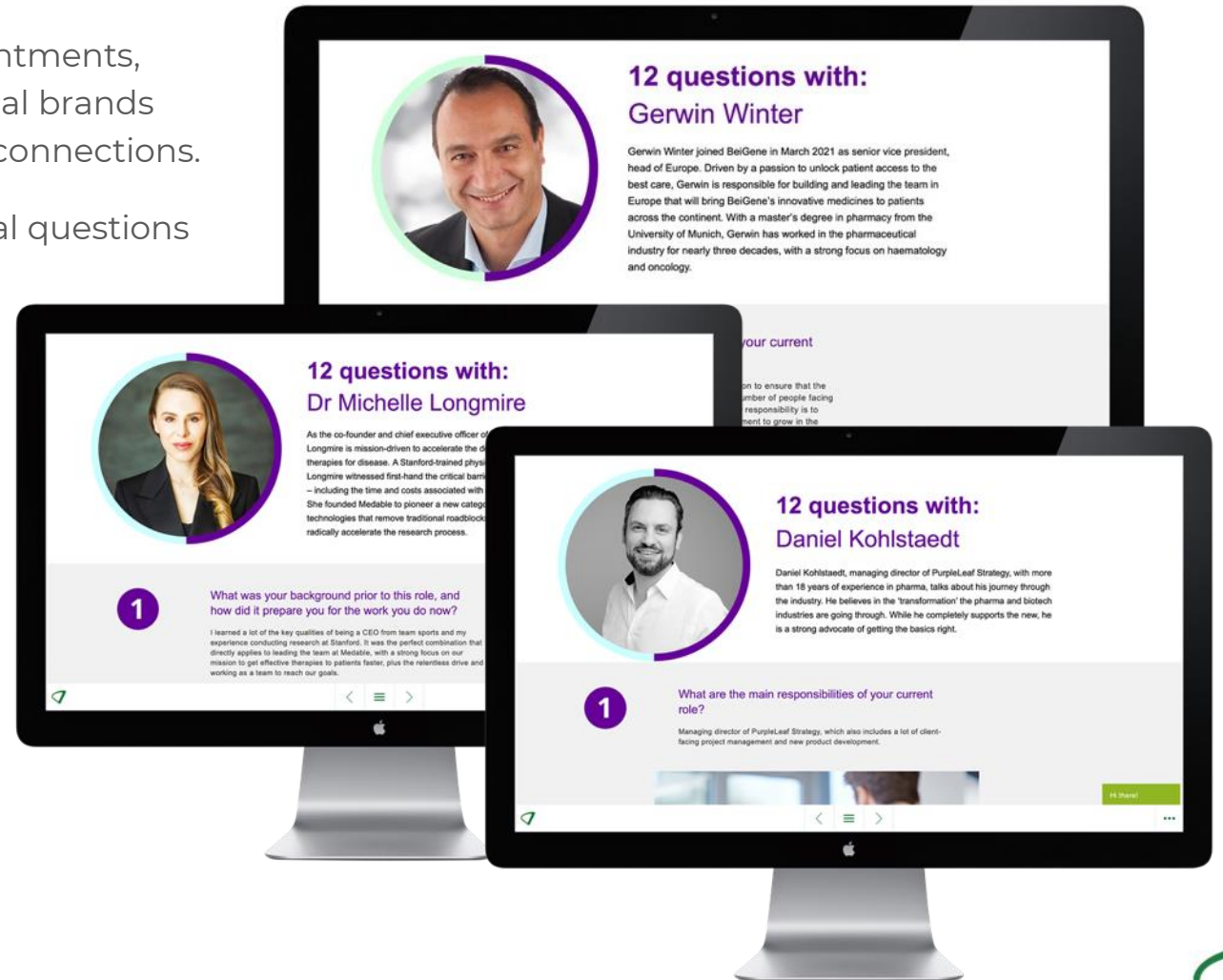
## Twelve Questions With ... allows you introduce key employees to the market, showing the person & personality behind the role.

Ideal for raising the profiles of key employees, for new appointments, promotions etc. This solution will not only boost their personal brands but your corporate brand and will encourage new business connections.

Your candidate will answer a mix of 12 professional & personal questions from a set of 30 questions Deep Dive will supply.

### Further details

- Full editorial support – feature planning, writing and design
- Company branding, by-lined, interviewee biography, company info
- Hosted on Deep Dive and pharmaphorum in perpetuity
- Promotion via the pharmaphorum website, advertising, email, social media & SEO push
- Provision of digital and print PDF version
- Content can be hosted on your website – contact us for details
- We recommend you amplify your feature through your own channels
- Contact us for details, and/or to request our “12 Questions With Briefing Sheet”



**Price** £1,500 / \$1,950



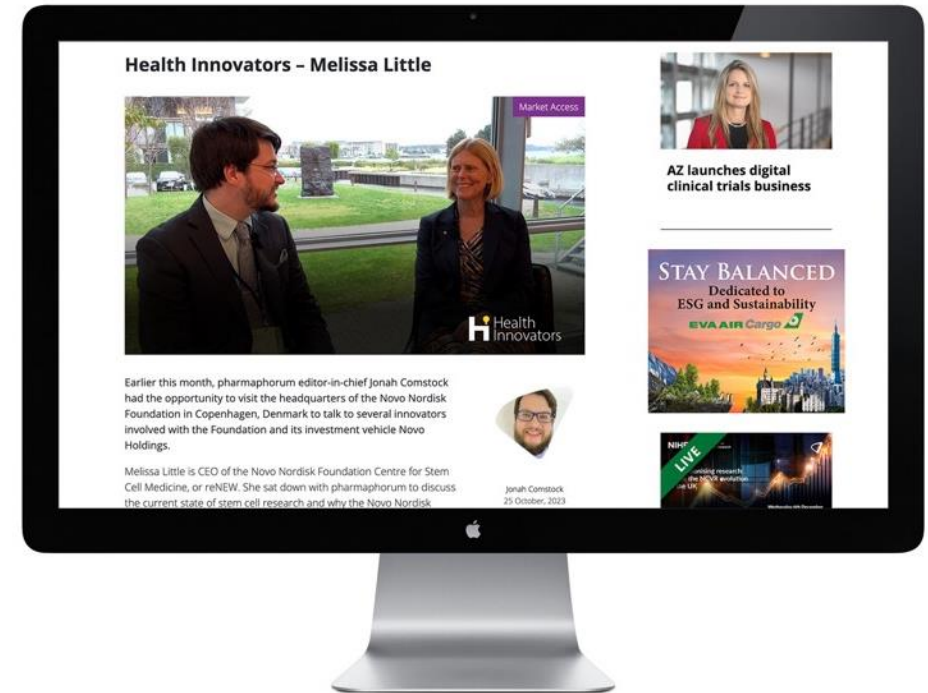
# NEW: Video Feature

**There's no better way to get your thought leaders into the community than through video, where Deep Dive readers can experience their mastery firsthand.**

We offer two options for sponsored video content: We can host video you've created, such as a mini-documentary or an animated explainer video, as long as it's not promotional. Or, we can have one of our editors sit down with your thought leader for a maximum 20-minute on camera interview on the thought leadership topic of your choice.

Further details

- Maximum of 20 minutes duration
- We can interview your thought leader in person in Boston, London, or at major pharma events where the pharmaphorum / Deep Dive team are present (preferred)
- Otherwise, a virtual interview over video conferencing software can be arranged
- You have input into topic and interview questions and final approval of the video
- Video will appear on Deep Dive as well as the pharmaphorum YouTube channel, clearly marked as sponsored
- Hosted on Deep Dive and pharmaphorum in perpetuity
- 7-10-day promo campaign via website, email, social media & Google ad push
- Contact us for details and/or to request our "Video Briefing Sheet"



## Price

<b>Sponsor-provided video</b>	<b>£1,750 / \$2,275</b>
<b>Deep Dive video interview</b>	<b>£2,250 / \$2,925</b>



## The best advertisement for your business is to share a true and compelling success story!

To improve their business efficiency pharma executives are constantly looking for solutions to their problems. A case study of how you have helped a client solve a problem – could be exactly what they're looking for.

- **Case Study** (1,200 words)  
Using the Fast Facts template we will also conduct an in-depth interview with your representative, adding detail and richness to your case study
- **Fast Facts Case Study** (850 words)  
Using a simple template we provide, in 850 words you will describe your case study (customer, your company, the problem, the solution & the results)

### Further details

- Full editorial support – feature planning, writing and design
- Company branding, by-lined, interviewee biography, company info
- Option to include graphics, photos, embedded video / audio & hyperlinks
- Hosted on Deep Dive and pharmaphorum in perpetuity
- Promotion via the pharmaphorum website, advertising, email, social media & SEO push
- Provision of digital and print PDF version
- Content can be hosted on your website – contact us for details
- We recommend you amplify your feature through your own channels
- Contact us for details, and/or to request our “Case Study Briefing Sheet”

### Price

**Case Study (1,500 Words) £2,000 / \$2,600**

**Fast Facts Case Study (850 Words) £1,500 / \$1,950**





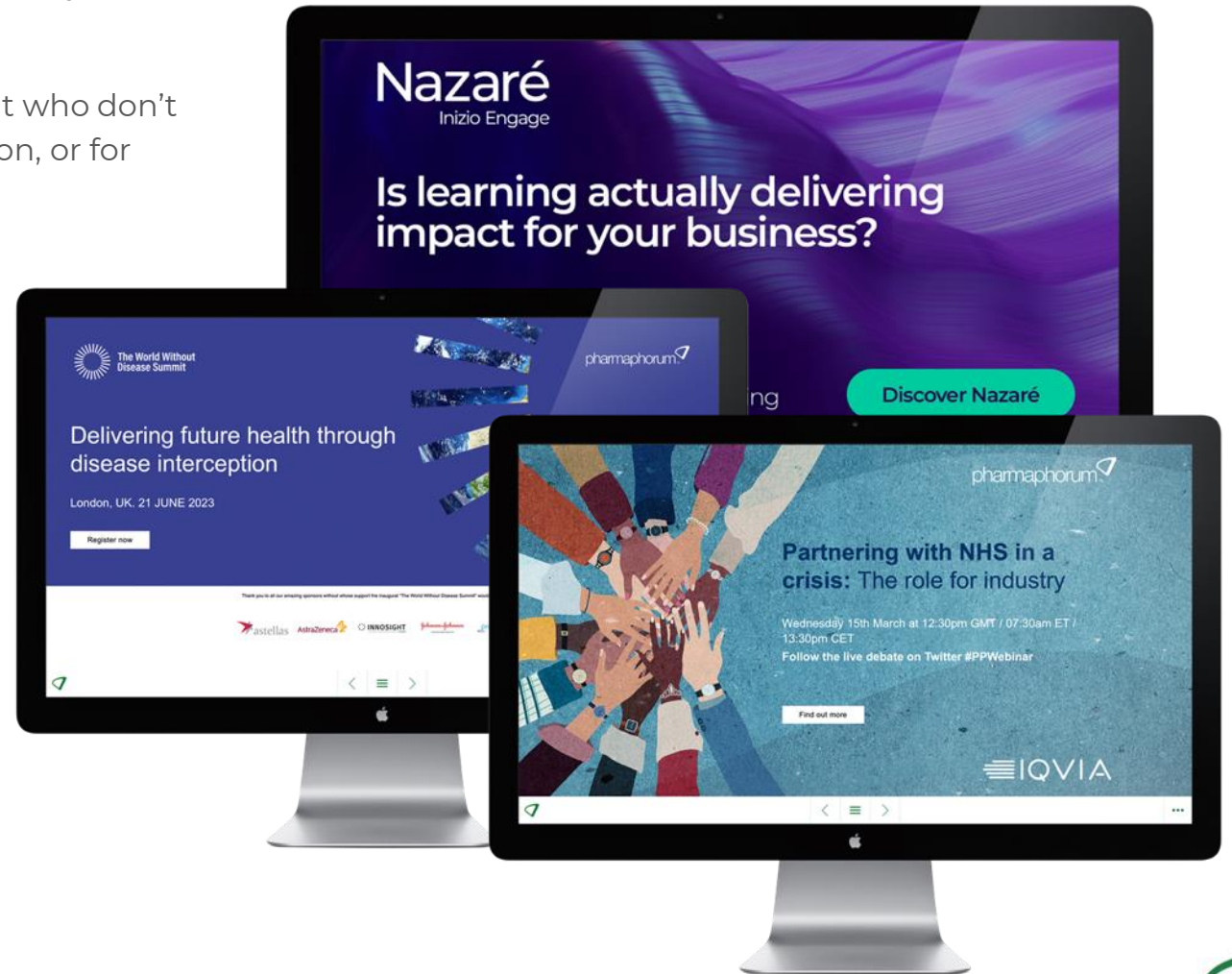
# Full Page Advertisement

## Digital advertising reinforces awareness, builds confidence, trust & recall, lowers barriers to engagement and crucially drives leads

A perfect solution for those who want a presence in Deep Dive but who don't have the bandwidth to work with us on thought leadership solution, or for those who want to augment their thought leadership activity etc.

Further details

- Full Page Banner ads in Deep Dive measure 1366 x 768 px
- They can be static, animated, interactive and can include video
- Hosted on Deep Dive and pharmaphorum in perpetuity
- Contact us for details, and/or to request our "Advertising Briefing Sheet"



**Price** £950 / \$1,235



# Deep Dive Ratecard 2024

Type	Description	£	\$
Edition Sponsor	Integrated Package	£7,500	\$9,750
Feature	Keynote - 2,000 words	£2,750	\$3,575
	Standard Interview -1,200 words	£1,950	\$2,535
Solution Spotlight	New product / service and initiatives	£1,950	\$2,535
Company Profile	Standard - 1,200 words	£2,500	\$3,250
	Mini-Profile - 750 words	£1,000	\$1,300
Case Study	Fast Facts – 850 words	£1,500	\$1,950
	Full Case Study – 1,200 words	£2,000	\$2,600
12 Questions With ...	Feature	£1,500	\$1,950
Video Feature	Sponsor-provided video	£1,750	\$2,275
	Deep Dive video interview	£2,250	\$2,925
Full Page Advertisement	Dimensions 1366 x 768 px	£950	\$1,235

## Deep Dive 2024 Early Bird Discounts

Deep Dive bookings received **12 weeks** before the issue booking deadline (see pages 5-7) will receive a **10% discount**

Deep Dive bookings received **24 weeks** before the issue booking deadline (see pages 5-7) will receive a **20% discount**



pharmaphorum<sup>TM</sup>  
bringing healthcare together

pharmaphorum<sup>TM</sup>  
**deepdive**

**For more information, please contact**

**Matt Brookes | Sales Manager**

**E: [matthew.brookes@pharmaphorum.com](mailto:matthew.brookes@pharmaphorum.com)**