

pharmaphorum

Media Pack

June 2018

advertising@pharmaphorum.com

+44 (0)1932 339260

bringing healthcare together



pharmaphorum is a leader in content marketing and communications

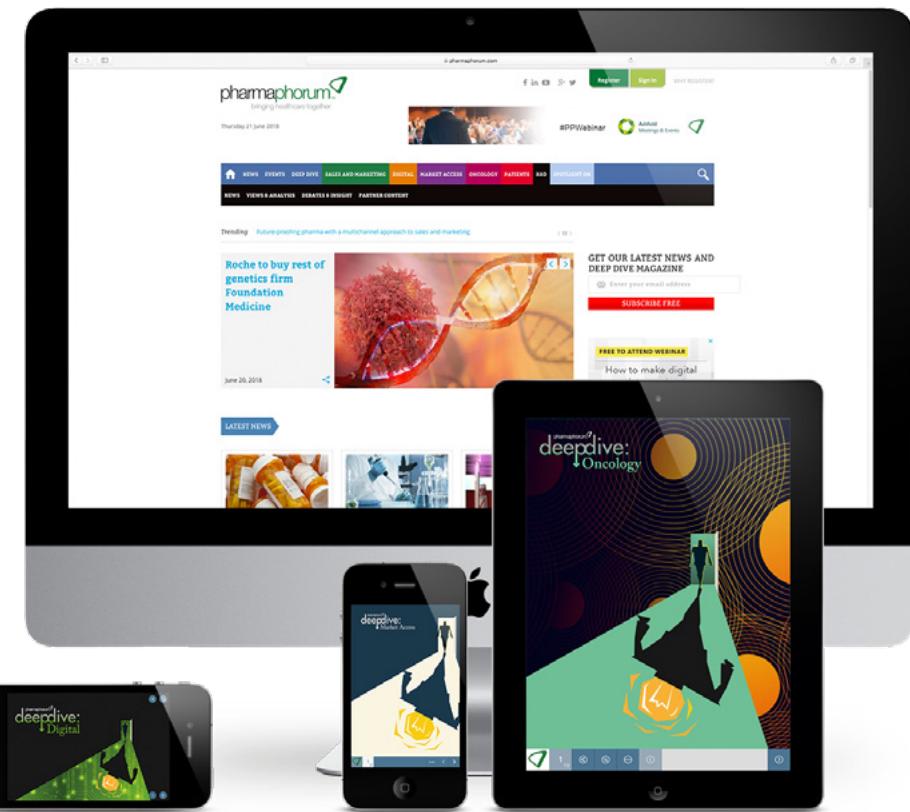
Industry decision-makers have little time and lots of choice for channels providing news, insights and information.

In today's B2B publishing market, the only differentiator is **quality** of content and delivery.

We are **digital natives** and adept **storytellers**. We draw upon our **connectivity** with all healthcare stakeholders and collective **experience** spanning journalism, creative writing and design to deliver unique **thought leadership**.

The result is a **highly engaged** audience and **unique brand**.

We combine all these skills and connectivity to deliver **impactful results** for our clients.



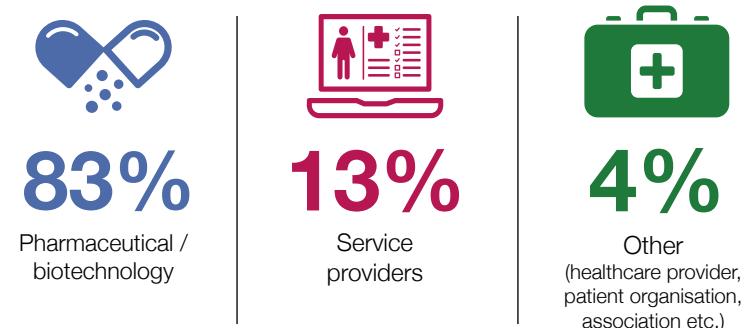
our audience

pharmaphorum reaches a **global** audience of highly **engaged** pharmaceutical and biotechnology **decision-makers**

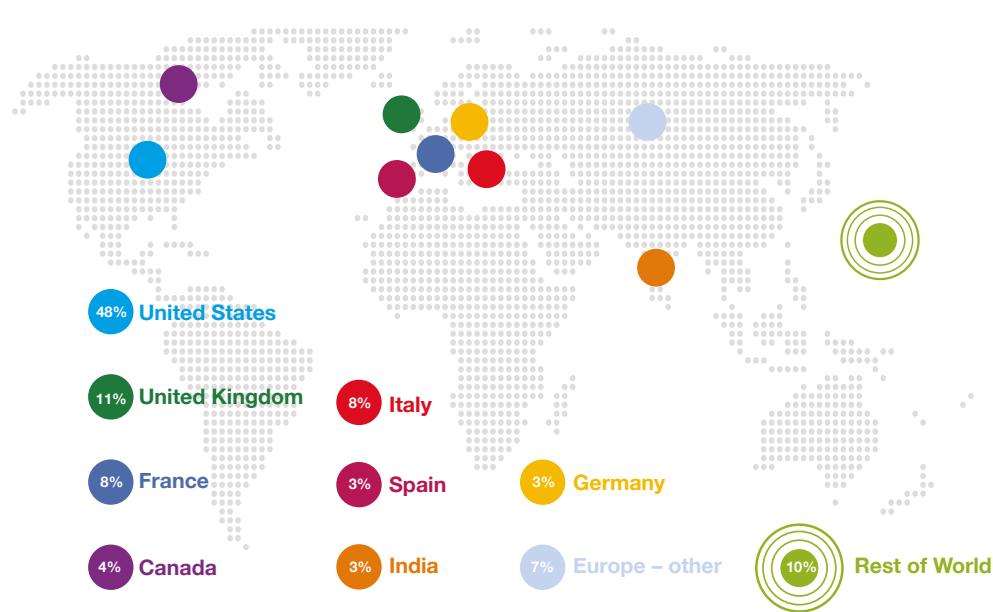
Overall reach (April 2018 – Google Analytics)



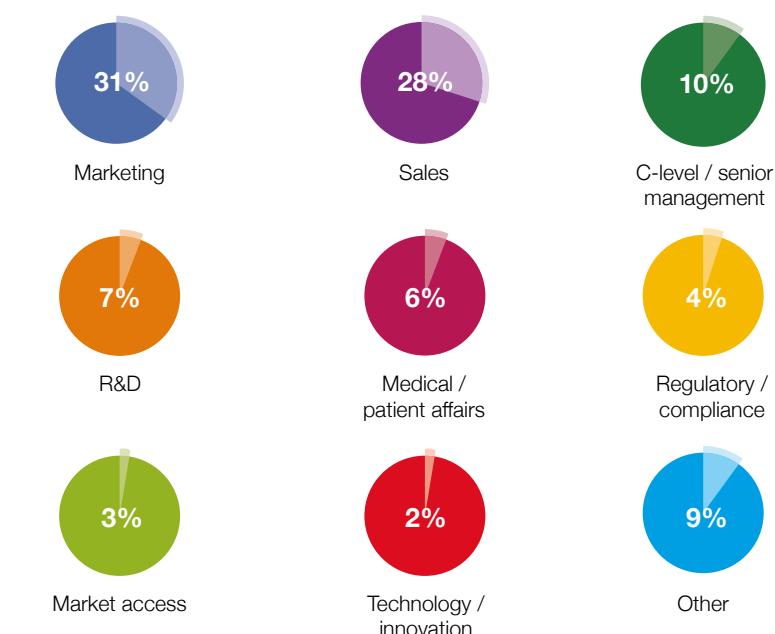
Company type (April 2018 – database analysis)



Global presence (April 2018 – Google Analytics)

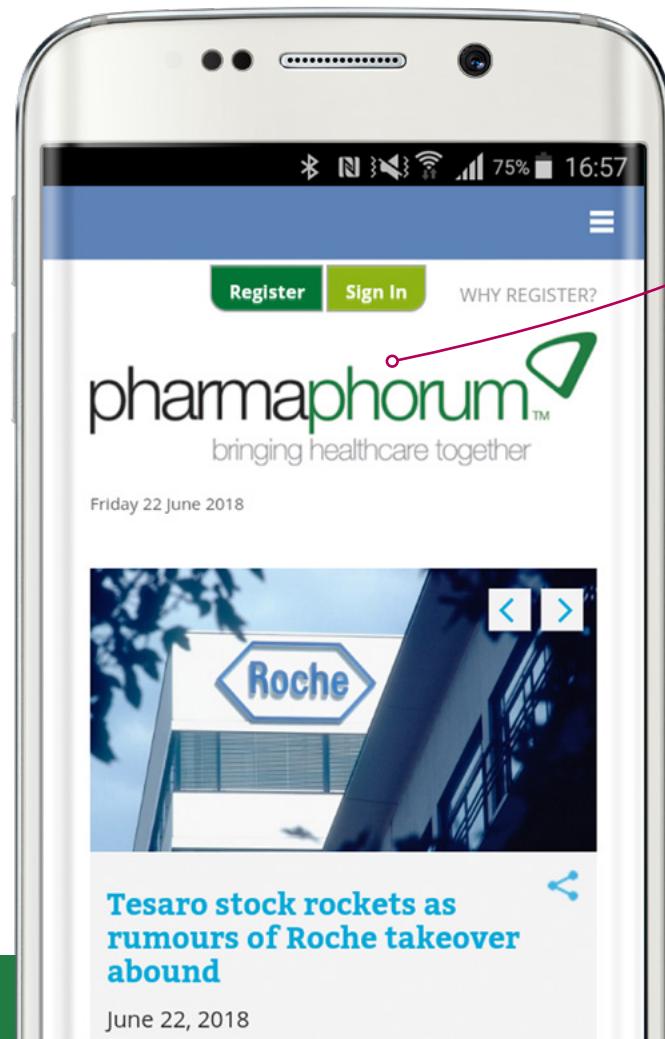


Company function (April 2018 – database analysis)



delivering value

What is the VALUE of working with pharmaphorum?



Industry experts

Visibility

Maintain your brand presence in front of our engaged and relevant audience.

Awareness

Increase awareness of your specific services to relevant prospects we reach.

Leads

Generate qualified leads from our database for direct business opportunities.

Useful collateral

Create, with our help, powerful marketing collateral for further use.

Expertise

Communicate your unique assets and advantage to target customers.

our offerings

pharmaphorum.com

Regular daily online news and insights, with a focus on six major channels (sales and marketing, digital, market access, oncology, patients, R&D)



Digital advertising



Infographics



Articles



Company profiles



White papers / reports



Event coverage



Webinars



Series sponsorship



Podcasts



Partner content



Videos

pharmaphorum Deep Dive

Periodical topic-focussed digital magazine, with an emphasis on the pharmaphorum.com channel topics and major industry events



Digital advertising



Edition sponsorship



Articles



Bespoke editions



Company profiles

Email / database offerings

Draw upon our database of engaged subscribers, spanning pharmaphorum.com and Deep Dive



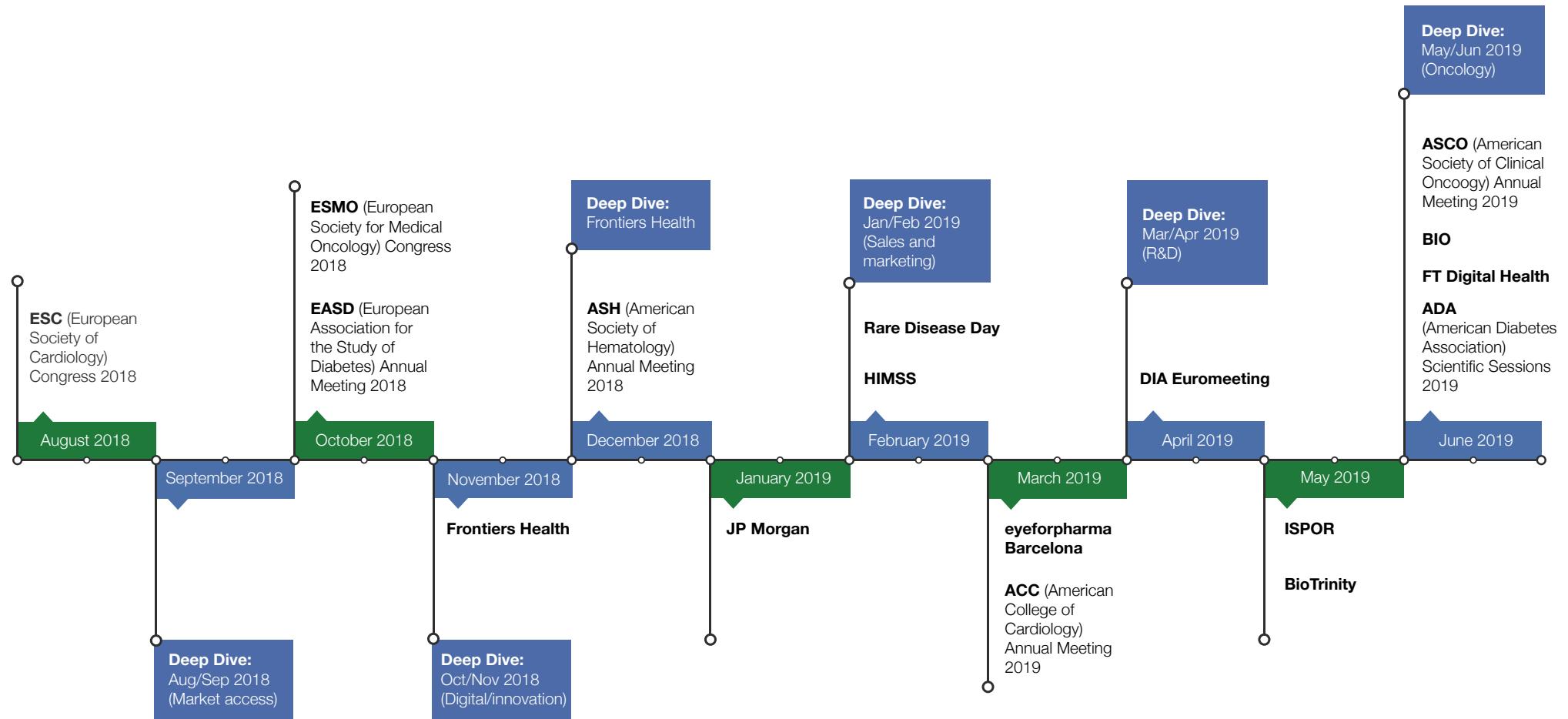
Newsletter advertising



Surveys

editorial calendar

Our '**always on**' daily content on pharmaphorum.com is accompanied by specific periodic editions of Deep Dive and coverage of key events via both channels



core offerings:

banner and email advertising

Use our reach to display your brand and messages directly to the pharmaphorum audience

Good for **visibility** and **awareness**



Full site pharmaphorum.com
Leaderboard 728x90px



Full site pharmaphorum.com
MPU 300x250px



Weekly newsletters
Header Banner 600x75px



Full magazine Deep Dive
Banners 728x290px & 300x250px



from \$1,900
per month



core offerings:

thought leadership articles

Feature your people, opinions and expertise alongside our own editorial

Good for **awareness** and **useful collateral**

pharmaphorum feature

- Interview style or ghostwritten article up to 1,200 words
- Full editorial support in planning and writing
- Inclusion of appropriate graphics and links
- Publication and promotion (1 week) in pharmaphorum
- Provision of a digital and print PDF version



Deep Dive feature

- Interview style or ghostwritten article up to 2,000 words
- Full editorial support in planning and writing
- Inclusion of appropriate graphics and links
- Publication and promotion (1 month) in a specific Deep Dive edition
- Provision of a digital and print PDF version



from \$2,250



from \$3,000

core offerings:

live and on-demand webinars

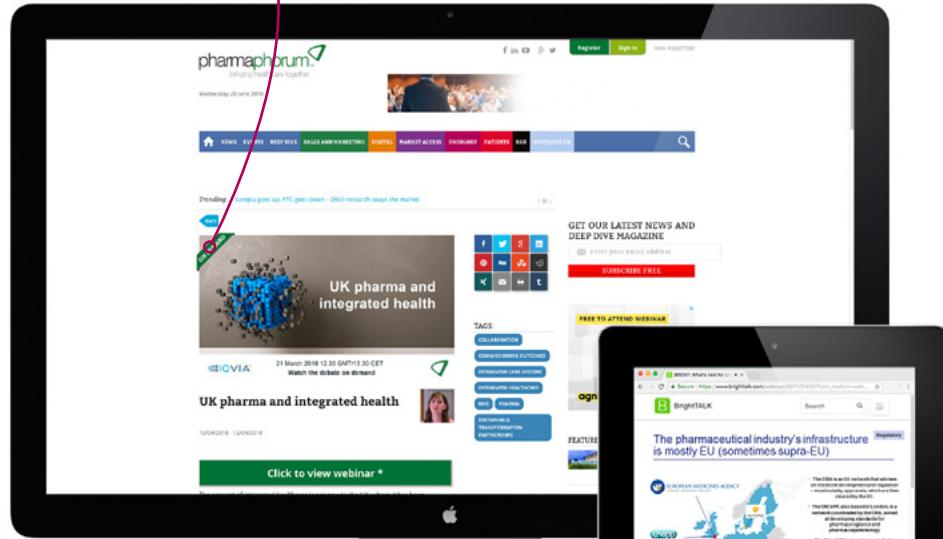
Generate leads and interact directly with prospective customers

Good for **awareness, expertise and leads**

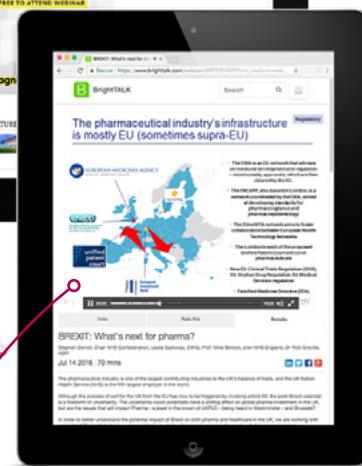
- Full editorial support in planning webinar structure, rehearsal and on-the-day moderation
- Additional editorial input into participants
- Use of the pharmaphorum webinar platform (live and on-demand)
- Publication and promotion (8 weeks) in pharmaphorum
- Provision of leads – webinar registrants and viewers

 from \$6,750

live and on-demand



webinar platform



core offerings:

white papers and reports

Communicate your unique perspectives, analysis and case studies

Good for **awareness, expertise** and **useful collateral**

- Full editorial support in storyboarding and writing
- Full design support for graphics and layout
- Can include primary and secondary research
- Publication and promotion (4 weeks) in pharmaphorum
- Provision of a digital and print PDF version

 from \$6,750



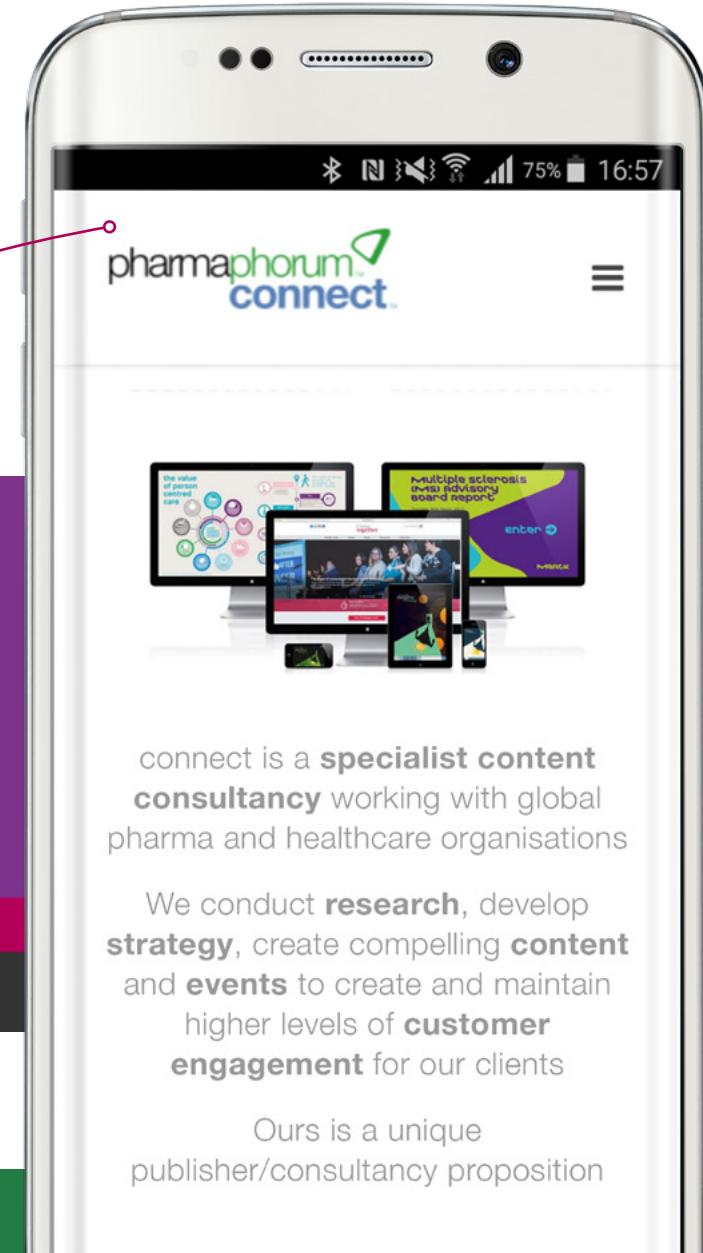
beyond publishing

Helping you beyond our own publications, for when you need an experienced content communications and marketing partner.

Introducing **pharmaphorum connect** - a content consultancy bringing strategic and tactical publishing capabilities to pharmaceutical companies and other healthcare organisations.

| | | | |
|---|---|--|--|
| Research & Insight <ul style="list-style-type: none">• Digital listening/conversation mapping• Influencer mapping/profiling• Channel mapping• Competitive benchmarking• Patient journeys• Customer journeys• Surveys• Search assessment | Strategic Consulting <ul style="list-style-type: none">• Concepts, themes, topic ideas & stories• Guiding principles• Content strategy• Channel strategy• Search strategy• Social media strategy• Event strategy• Advisory boards• Processes and systems | Content Development <ul style="list-style-type: none">• White papers• Reports• Articles/blog posts• Visuals & infographics• Video & animation• Webinars & presentations• Roundtables & symposia• Case studies/guides• Events & Amplification• Channel set up | Customer Engagement <ul style="list-style-type: none">• Content syndication• Media planning• Media buying• Search (organic/SEO)• Search (paid)• Social media (organic)• Social media (paid)• Referral• Programmatic• Retargeting |
| Reporting – when you need objectives, KPIs, measurement, analytics and optimisation | | | |
| Contract Services – when it makes more sense to outsource ongoing tasks... Contract publishing – Content development – Event amplification – Social media – Newsletter publication – Search – Capability | | | |

beyond
publishing



our clients



“pharmaphorum's expertise and partnerships with the global pharma and healthcare industry have been extremely valuable”

Global Marketing Manager

“Within an hour of our webinar we had requests for product demonstrations”

Marketing Director

“pharmaphorum is a true partner in our drive to position our unique content with healthcare industry stakeholders globally.”

Global SVP Marketing

“Your white paper won us an award!”

VP Outsourcing Services

rate card

| pharmaphorum.com | | |
|------------------------|-------------------------------------|-------------------------------|
| Digital advertising | Leaderboard 728x90 full site | \$2,250 per month |
| | MPU 300x250 full site | \$2,250 per month |
| Articles | Interview style (up to 1,200 words) | \$2,250 |
| | Ghostwritten (up to 1,200 words) | \$3,000 |
| White papers / reports | Up to 2,500 words | \$6,750 |
| | Up to 4,000 words | \$9,400 |
| | Up to 6,000 words | \$13,450 |
| Webinars | One-to-one (30') | \$6,750 |
| | Roundtable (1h) | \$9,000 |
| Podcasts | One-to-one (30') | \$4,500 |
| | Roundtable (1h) | \$6,750 |
| Videos | Various formats | From \$2.250, ask for details |
| Infographics | Various formats | From \$2.250, ask for details |
| Company profiles | Short profile (up to 1,200 words) | \$3,000 |
| | Long profile (up to 2,500 words) | \$4,500 |
| Event coverage | Various formats | Ask for details |
| Series sponsorship | Various formats | Ask for details |
| Partner content | Appointment, event, PR | Ask for details |

| pharmaphorum Deep Dive | | |
|------------------------|--|-----------------|
| Digital advertising | Full magazine 728x90 & 300x250 | \$2,250 |
| Articles | Interview style (up to 1,200 words) | \$3,000 |
| | Ghostwritten (up to 1,200 words) | \$3,750 |
| | Keynote (up to 2,000 words) | \$4,500 |
| Company profiles | Deep Dive profile (up to 2,500 words) | \$6,000 |
| Edition sponsorship | Keynote, Deep Dive company profile, digital advertising and comprehensive sponsor branding | \$11,250 |
| Bespoke editions | Various formats | Ask for details |

| Email / database offerings | | |
|----------------------------|---------------------------------|-----------------------------------|
| Newsletter advertising | Newsletter 600x75 header banner | \$600 per week, \$1,900 per month |
| Surveys | Various formats | Ask for details |



Get in
touch
today!

o advertising@pharmaphorum.com
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www.pharmaphorum.com
www.pharmaphorumconnect.com

pharmaphorum is a content and
communications company offering
industry leading publications and
a specialist content consultancy