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

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, delivery and reach.

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)

- 142,020 unique monthly users
- Average session duration > 1'
- Average 2.71 pages per session
- 16k+ Twitter followers

Company type (April 2018 – database analysis)

- 83% Pharmaceutical / biotechnology
- 13% Service providers
- 4% Other (healthcare provider, patient organisation, association etc.)

Global presence (April 2018 – Google Analytics)

- United States 48%
- United Kingdom 11%
- France 8%
- Canada 4%
- Italy 8%
- Spain 3%
- Germany 3%
- Europe – other 7%
- Rest of World 20%

Company function (April 2018 – database analysis)

- Marketing 31%
- Sales 28%
- C-level / senior management 10%
- R&D 7%
- Medical / patient affairs 6%
- Regulatory / compliance 4%
- Market access 3%
- Technology / innovation 2%
- Other 9%
delivering value
What is the VALUE of working with pharmaphorum?

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.

Industry experts

Tesaro stock rockets as rumours of Roche takeover abound
June 22, 2018
# 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-focused 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**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>WWW</td>
<td>Full site pharmaphorum.com</td>
</tr>
<tr>
<td></td>
<td><strong>Leaderboard 728x90px</strong></td>
</tr>
<tr>
<td>WWW</td>
<td>Full site pharmaphorum.com</td>
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<tr>
<td></td>
<td><strong>MPU 300x250px</strong></td>
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<tr>
<td></td>
<td>Weekly newsletters</td>
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<td></td>
<td><strong>Header Banner 600x75px</strong></td>
</tr>
<tr>
<td></td>
<td>Full magazine Deep Dive</td>
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<tr>
<td></td>
<td><strong>Banners 728x290px &amp; 300x250px</strong></td>
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<td></td>
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<tr>
<td></td>
<td><strong>from $1,900 per month</strong></td>
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</tbody>
</table>

Leaderboard 728x90px

MPU 300x250px

Header Banner 600x75px

Banner 728x290px
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

from $2,250

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 $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
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 consultancy providing first-class strategic and creative content services to pharmaceutical companies and other healthcare organisations.
“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

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital advertising</td>
<td>Leaderboard 728x90 full site</td>
<td>$2,250 per month</td>
</tr>
<tr>
<td></td>
<td>MPU 300x250 full site</td>
<td>$2,250 per month</td>
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<tr>
<td>Articles</td>
<td>Interview style (up to 1,200 words)</td>
<td>$2,250</td>
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<tr>
<td></td>
<td>Ghostwritten (up to 1,200 words)</td>
<td>$3,000</td>
</tr>
<tr>
<td>White papers / reports</td>
<td>Up to 2,500 words</td>
<td>$6,750</td>
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<tr>
<td></td>
<td>Up to 4,000 words</td>
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<td></td>
<td>Up to 6,000 words</td>
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<tr>
<td>Webinars</td>
<td>One-to-one (30’)</td>
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<td>Roundtable (1h)</td>
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<tr>
<td>Podcasts</td>
<td>One-to-one (30’)</td>
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<td>Roundtable (1h)</td>
<td>$6,750</td>
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<tr>
<td>Videos</td>
<td>Various formats</td>
<td>From $2,250, ask for details</td>
</tr>
<tr>
<td>Infographics</td>
<td>Various formats</td>
<td>From $2,250, ask for details</td>
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<tr>
<td>Company profiles</td>
<td>Short profile (up to 1,200 words)</td>
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<td></td>
<td>Long profile (up to 2,500 words)</td>
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<tr>
<td>Event coverage</td>
<td>Various formats</td>
<td>Ask for details</td>
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<tr>
<td>Series sponsorship</td>
<td>Various formats</td>
<td>Ask for details</td>
</tr>
<tr>
<td>Partner content</td>
<td>Appointment, event, PR</td>
<td>Ask for details</td>
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### pharmaphorum Deep Dive

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<th>Service</th>
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<tbody>
<tr>
<td>Digital advertising</td>
<td>Full magazine 728x90 &amp; 300x250</td>
<td>$2,250</td>
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<td>Articles</td>
<td>Interview style (up to 1,200 words)</td>
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<td></td>
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<tr>
<td></td>
<td>Keynote (up to 2,000 words)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Company profiles</td>
<td>Deep Dive profile (up to 2,500 words)</td>
<td>$6,000</td>
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<tr>
<td>Edition sponsorship</td>
<td>Keynote, Deep Dive company profile, digital advertising and comprehensive sponsor branding</td>
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<td>Bespoke editions</td>
<td>Various formats</td>
<td>Ask for details</td>
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### Email / database offerings

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<td>Newsletter advertising</td>
<td>Newsletter 600x75 header banner</td>
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<tr>
<td>Surveys</td>
<td>Various formats</td>
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pharmaphorum | bringing healthcare together