pharmaphorum

Media Pack 2018 – 2019

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bringing healthcare together
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 2.71 pages per session
- Average session duration > 1'
- 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)

- 59% United States
- 11% United Kingdom
- 8% Italy
- 8% France
- 3% Spain
- 3% Germany
- 4% Canada
- 3% India
- 7% Europe – other
- 4% Rest of World

Company function (April 2018 – database analysis)

- 31% Marketing
- 28% Sales
- 10% C-level / senior management
- 7% R&D
- 6% Medical / patient affairs
- 4% Regulatory / compliance
- 3% Market access
- 2% Technology / innovation
- 9% Other
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.
# Our Offerings

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<td><img src="newsletter.png" alt="Newsletter Advertising" /></td>
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<td><strong>Infographics</strong></td>
<td>Edition sponsorship</td>
<td><img src="survey.png" alt="Surveys" /></td>
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**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.
Deep Dive features list for 2019

**February**
Special focus

- R&D Innovation incl.
  - Technology advances in research
  - Harnessing real-world evidence

Plus Deep Dives into
- Optimising content for doctors
- Putting patients first

**September**
Special focus

- Sales and Marketing Innovation incl.
  - Next generation sales strategies
  - Future shapes of marketing

Plus Deep Dives into
- Data-driven decision-making
- Optimising clinical development

**April**
Special focus

- Access and Commercialisation incl.
  - Launch strategies
  - Optimising market access

Plus Deep Dives into
- Improving outcomes with digital health
- Customer experience

**October**
Special focus

- Digital Health incl.
  - Trends in mobile health
  - AI and machine learning

Plus Deep Dives into
- Strategic planning
- Transforming cancer care

**June**
Special focus

- Oncology incl.
  - Reflections on ASCO 2019
  - The multiplicity of cancer

Plus Deep Dives into
- Integrating the patient perspective
- Communications creativity

**November**
Special focus

- Patient Engagement incl.
  - Developing patient services
  - Behavioural change

Plus Deep Dives into
- Multichannel marketing
- Patient-centric clinical trials

For more information and to benefit from everything Deep Dive has to offer visit: www.pharmaphorum.com/deep_dive/
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**

| WWW   | Full site pharmaphorum.com                  | Leaderboard 728x90px |
| WWW   | Full site pharmaphorum.com                  | MPU 300x250px        |
|       | Weekly newsletters                         | **Header Banner 600x75px** |
|       | Full magazine Deep Dive                    | **Banners 728x290px & 300x250px** |

£1,250 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 £1,500

£ from £2,000
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 £4,500
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 £4,500
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.
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

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<tr>
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<th>Description</th>
<th>Price</th>
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<tr>
<td><strong>Digital advertising</strong></td>
<td>Leaderboard 728x90 full site</td>
<td>£1,500</td>
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<tr>
<td></td>
<td>MPU 300x250 full site</td>
<td>£1,500</td>
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<tr>
<td><strong>Articles</strong></td>
<td>Interview style (up to 1,200 words)</td>
<td>£1,500</td>
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<tr>
<td></td>
<td>Ghostwritten (up to 1,200 words)</td>
<td>£2,000</td>
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<tr>
<td><strong>White papers / reports</strong></td>
<td>Up to 2,600 words</td>
<td>£4,500</td>
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<tr>
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<td>Up to 4,000 words</td>
<td>£6,250</td>
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<td></td>
<td>Up to 6,000 words</td>
<td>£8,800</td>
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<tr>
<td><strong>Webinars</strong></td>
<td>One-to-one (30’)</td>
<td>£4,500</td>
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<td></td>
<td>Roundtable (1h)</td>
<td>£8,000</td>
</tr>
<tr>
<td><strong>Podcasts</strong></td>
<td>One-to-one (30’)</td>
<td>£3,000</td>
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<td>Roundtable (1h)</td>
<td>£4,500</td>
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<tr>
<td><strong>Videos</strong></td>
<td>Various formats</td>
<td>Ask for details</td>
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<tr>
<td><strong>Infographics</strong></td>
<td>Various formats</td>
<td>Ask for details</td>
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<tr>
<td><strong>Company profiles</strong></td>
<td>Short profile (up to 1,200 words)</td>
<td>£2,000</td>
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<td></td>
<td>Long profile (up to 2,500 words)</td>
<td>£3,000</td>
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<tr>
<td><strong>Event coverage</strong></td>
<td>Various formats</td>
<td>Ask for details</td>
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<td><strong>Series sponsorship</strong></td>
<td>Various formats</td>
<td>Ask for details</td>
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<tr>
<td><strong>Partner content</strong></td>
<td>Appointment, event, PR</td>
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## pharmaphorum Deep Dive

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<tr>
<td><strong>Digital advertising</strong></td>
<td>Full magazine 728x90 &amp; 300x250</td>
<td>£1,500</td>
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<td><strong>Articles</strong></td>
<td>Interview style (up to 1,200 words)</td>
<td>£2,000</td>
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<tr>
<td></td>
<td>Ghostwritten (up to 1,200 words)</td>
<td>£2,500</td>
</tr>
<tr>
<td></td>
<td>Keynote (up to 2,000 words)</td>
<td>£3,000</td>
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<tr>
<td></td>
<td>Expert opinion (up to 300 words and profile image included in pharmaphorum written feature)</td>
<td>£600</td>
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<tr>
<td><strong>Company profiles</strong></td>
<td>Deep Dive profile (up to 2,500 words)</td>
<td>£4,000</td>
</tr>
<tr>
<td><strong>Edition sponsorship</strong></td>
<td>Keynote, Deep Dive company profile, digital advertising and comprehensive sponsor branding</td>
<td>£7,500</td>
</tr>
<tr>
<td><strong>Bespoke editions</strong></td>
<td>Various formats</td>
<td>Ask for details</td>
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## Email / database offerings

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<tr>
<td><strong>Newsletter advertising</strong></td>
<td>Newsletter 600x75 header banner</td>
<td>£400 per week, £1,200 per month</td>
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<td><strong>Surveys</strong></td>
<td>Various formats</td>
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