pharmaphorum

Media Pack 2018 – 2019

advertising@pharmaphorum.com
+44 (0)1932 339260

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 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.)

**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**

<table>
<thead>
<tr>
<th>our offerings</th>
<th>pharmaphorum.com</th>
<th>pharmaphorum Deep Dive</th>
<th>Email / database offerings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Regular daily online news and insights, with a focus on six major channels (sales and marketing, digital, market access, oncology, patients, R&amp;D)</td>
<td>Periodical topic-focused digital magazine, with an emphasis on the pharmaphorum.com channel topics and major industry events</td>
<td>Draw upon our database of engaged subscribers, spanning pharmaphorum.com and Deep Dive</td>
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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 patient's first

April
Special focus
Access and Commercialisation incl.
- Launch strategies
- Optimising market access

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

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

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

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

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

Plus Deep Dives into
- Strategic planning
- Transforming cancer care

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/
Deep Dive 2019 schedule

**BOOK EARLY AND SAVE**

- **Super Early Bird** 20%
  - Up to 24 weeks ahead of commission deadline – super early bird discount of 20%

- **Early Bird Fee** 10%
  - Up to 12 weeks ahead of commission deadline – early bird discount of 10%

- **Normal Price**
  - From 6 weeks ahead of commission deadline to the commission deadline – tax rate no discount

- **Late Fee + 20%**
  - Up to 2 weeks after commission deadline – late charge of an additional 20% of any undiscounted price. Copy deadline may be extended to accommodate.

**Commissioning Deadline**
- 26th October 2018
- 11th January 2019
- 31st May 2019
- 1st February 2019
- 19th April 2019

**Copy Deadline**
- 11th February 2019
- 29th April 2019
- 24th June 2019
- 2nd September 2019
- 28th October 2019
- 9th December 2019

**Publication Date** ‘week commencing’
- 20th February 2019
- 15th March 2019
- 1st June 2019
- 13th July 2019
- 10th August 2019
- 7th November 2019

**Discounts**
- 20% on RAD Innovation
- 20% on Access and Commercialisation
- 20% on Oncology
- 20% on Sales & Marketing Innovation
- 20% on Digital Health
- 20% on Patient Engagement
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**

<table>
<thead>
<tr>
<th>WWW</th>
<th>Full site pharmaphorum.com</th>
<th><strong>Leaderboard 728x90px</strong></th>
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<tbody>
<tr>
<td>WWW</td>
<td>Full site pharmaphorum.com</td>
<td><strong>MPU 300x250px</strong></td>
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<td></td>
<td>Weekly newsletters</td>
<td><strong>Header Banner 600x75px</strong></td>
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<td></td>
<td>Full magazine Deep Dive</td>
<td><strong>Banners 728x290px &amp; 300x250px</strong></td>
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$ 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
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.
our clients

Ashfield
CHAPPER healthcare
healthcare at home
KANTAR HEALTH
IQVIA
medmeme
SAP
santhera Pharmaceuticals
Syneos Health
Veeva
Health.
Frontiers Health

“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>
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<tr>
<td>Digital advertising</td>
<td>Leaderboard 728x90 full site</td>
<td>$2,250 per month</td>
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<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>
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<tr>
<td>White papers / reports</td>
<td>Up to 2,600 words</td>
<td>$8,760</td>
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<td>Up to 4,000 words</td>
<td>$9,400</td>
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<td></td>
<td>Up to 6,000 words</td>
<td>$13,450</td>
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<tr>
<td>Webinars</td>
<td>One-to-one (30')</td>
<td>$8,760</td>
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<td>From $2,250, ask for details</td>
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<tr>
<td>Infographics</td>
<td>Various formats</td>
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<tr>
<td>Company profiles</td>
<td>Short profile (up to 1,200 words)</td>
<td>$3,000</td>
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<tr>
<td></td>
<td>Long profile (up to 2,500 words)</td>
<td>$4,500</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>
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<td>Ask for details</td>
</tr>
<tr>
<td>Partner content</td>
<td>Appointment, event, PR</td>
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## pharmaphorum Deep Dive

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<td>$3,750</td>
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<tr>
<td></td>
<td>Keynote (up to 2,000 words)</td>
<td>$4,500</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>$750</td>
</tr>
<tr>
<td>Company profiles</td>
<td>Deep Dive profile (up to 2,500 words)</td>
<td>$6,000</td>
</tr>
<tr>
<td>Edition sponsorship</td>
<td>Keynote, Deep Dive company profile, digital advertising and comprehensive sponsor branding</td>
<td>$11,250</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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<tr>
<td>Newsletter advertising</td>
<td>Newsletter 600x75 header banner</td>
<td>$600 per week, $1,900 per month</td>
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