

pharmaphorum

Media Pack 2021

advertising@pharmaphorum.com

bringing healthcare together



pharmaphorum combines industry leading publications with a specialist strategy and content marketing 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.



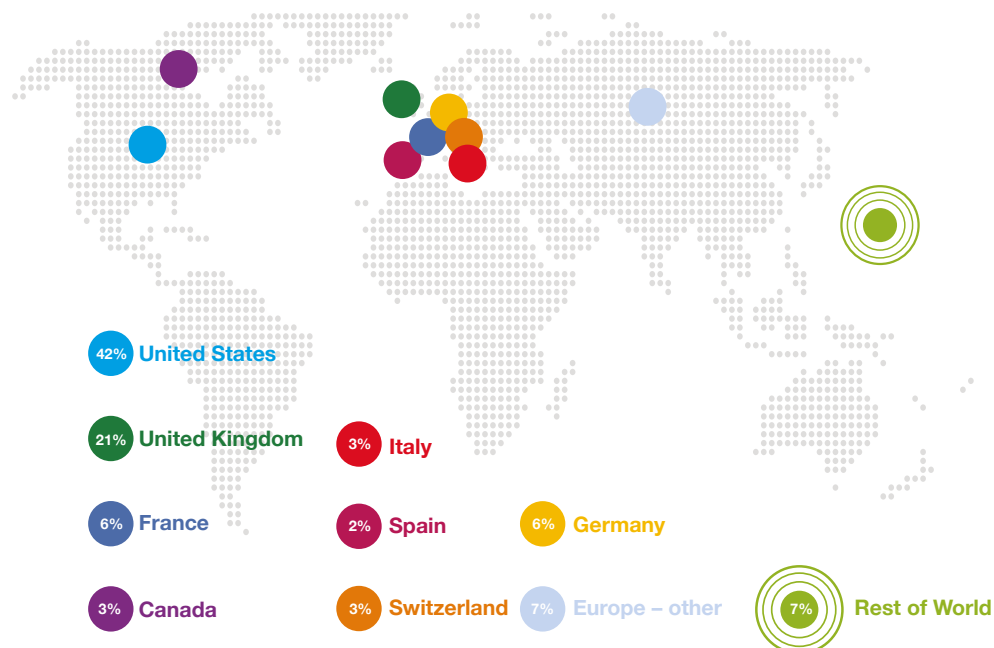
our audience

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

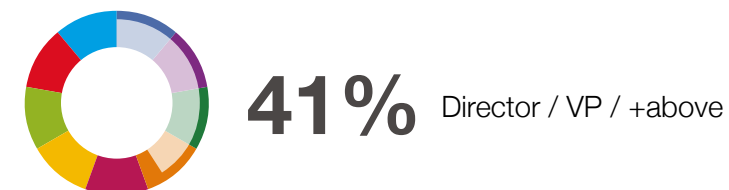
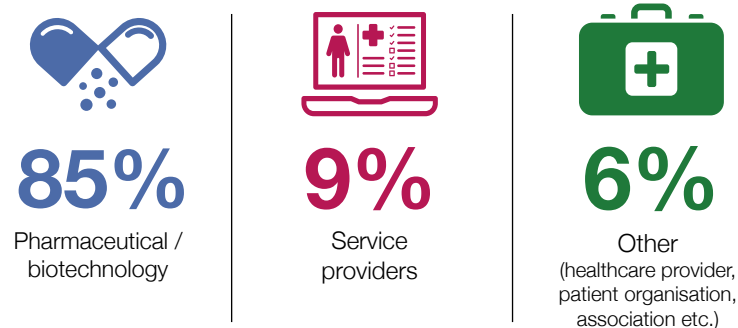
Overall reach (April 2020 Google Analytics)



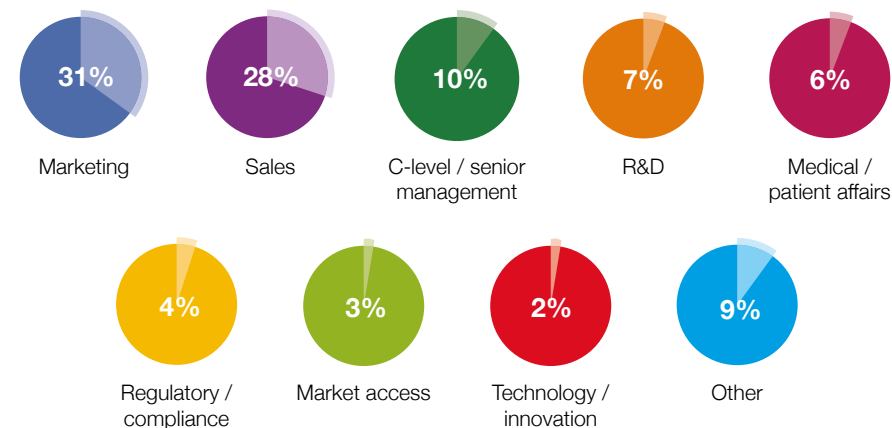
Global presence (Google Analytics)



Company type (database analysis)



Company function (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



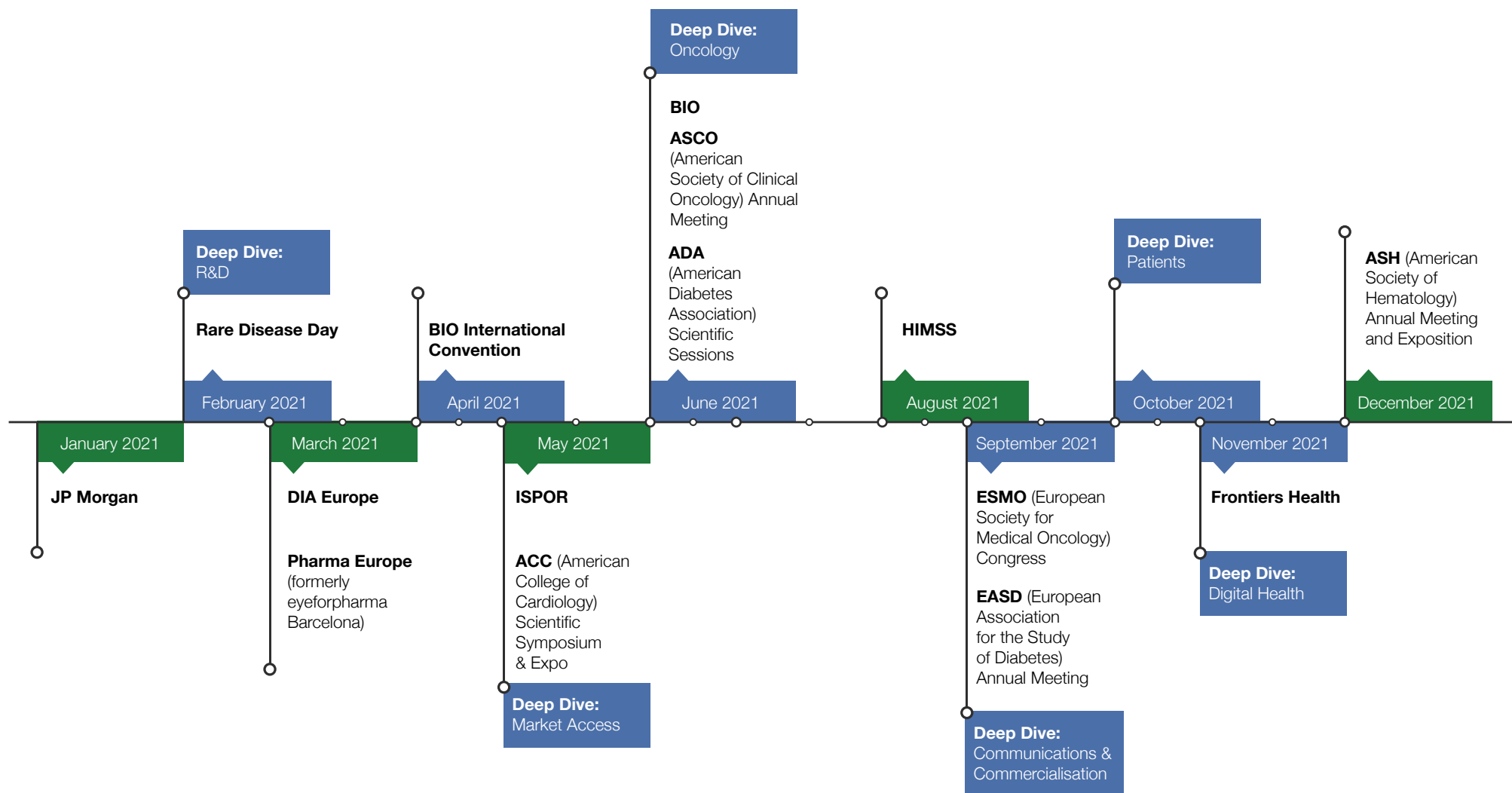
Surveys



Bespoke email blasts

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 2021*



February (w/c 22nd) R&D

- Clinical trials in the era of COVID-19
- Best practice in R&D innovation

Additional focus on:

- Rare disease awareness and education
- Digital transformation



April (w/c 26th) Market Access

- Improving access in challenging markets
- Changing concepts of value

Additional focus on:

- Developing unbranded HCP/patient resources
- Listening to patients



June (w/c 28th) Oncology

- ASCO 2021 and cancer treatment advances
- New approaches to clinical trials in cancer

Additional focus on:

- Telehealth progress and future development
- Digital health start-ups – ones to watch



September (w/c 6th) Communications & Commercialisation

- Commercialisation trends and strategies
- Successful HCP communications and engagement

Additional focus on:

- Launch excellence
- Data-driven sales & marketing



October (w/c 25th) Patients & Partnerships

- Patient experience and engagement
- Improving patient care and value through co-creation

Additional focus on:

- Clinical trial innovation
- New models for market access



November (w/c 29th) Digital Health Innovation

- Digital therapies and other breakthrough technologies
- Healthcare transformation

Additional focus on:

- Defining a brand's value proposition
- Pharma's evolving approach to oncology

Up to **24**
weeks

ahead of commission
deadline – **super**
early bird discount

20%

Up to **12**
weeks

ahead of commission
deadline – **early bird**
discount

10%

Package prices available
for multiple bookings.



Commissioning deadline

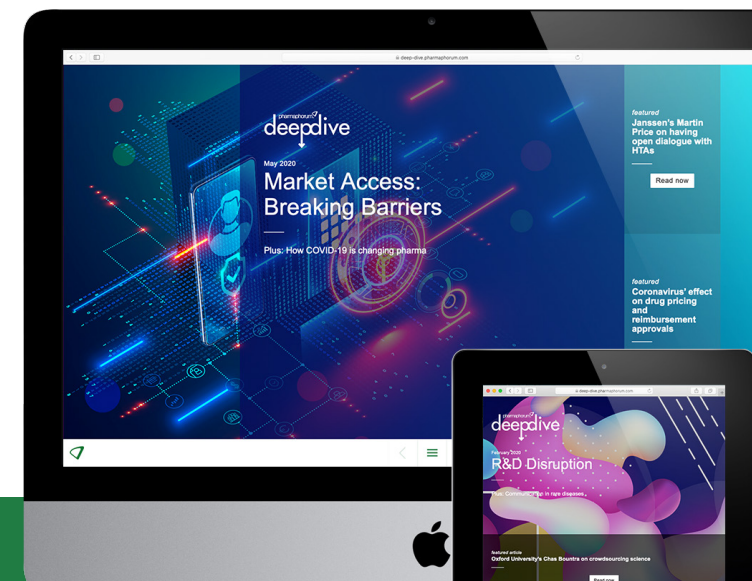
4 weeks before publication date

Copy submission deadline

2 weeks before publication date

For more information and to benefit from everything *Deep Dive* has to offer visit:

www.pharmaphorum.com/deep-dive-upcoming-issues



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 £1,500



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 £2,000

core offerings: live and on-demand webinars

Generate leads and interact directly with prospective customers

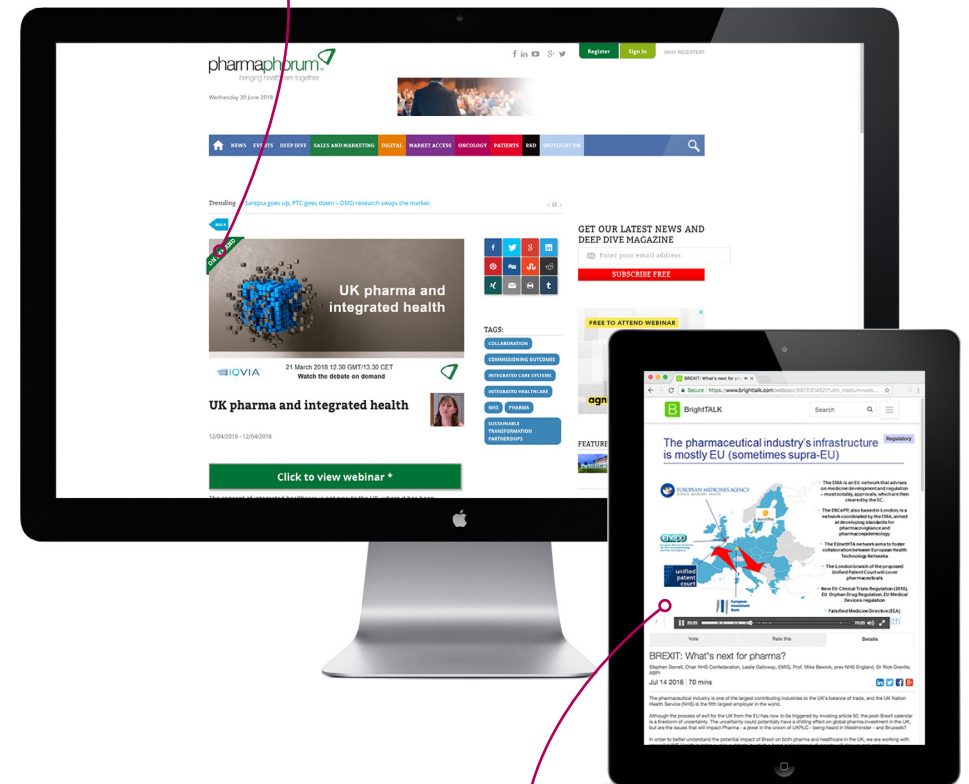
Good for **awareness**, **expertise** and **leads**

- 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

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 £4,500

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 (incl. mobile site) Leaderboard 728x90px
	Full site pharmaphorum.com MPU 300x250px
	Weekly newsletters Header Banner 600x75px
	Full magazine Deep Dive Full page banner 1366x768px
	from £2,000 per month

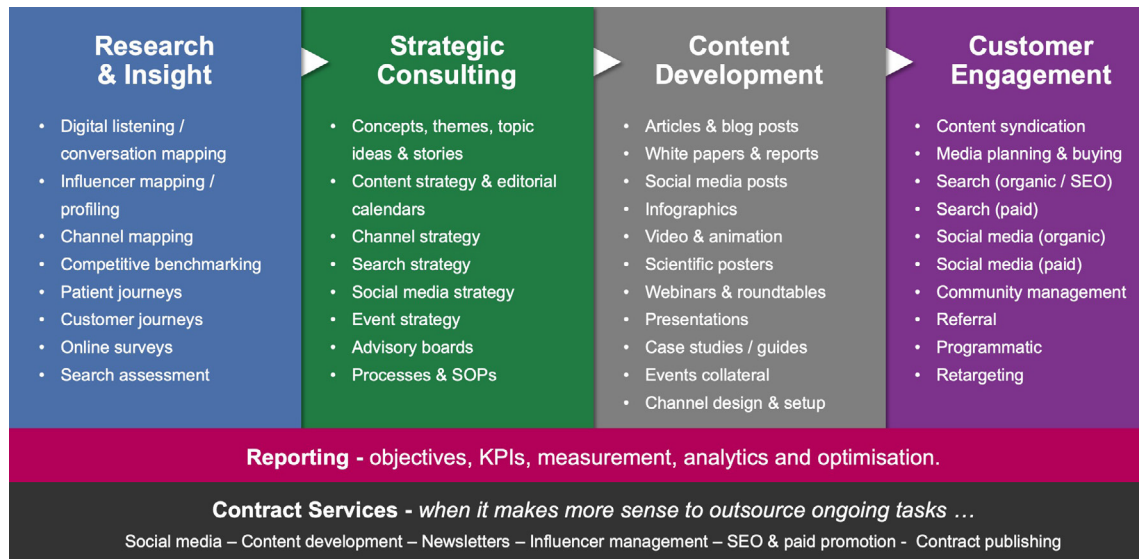


beyond publishing

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

Introducing **pharmaphorum connect** - a consultancy providing first-class strategic and creative content services to pharmaceutical companies and other healthcare organisations.

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

"Let me say this is a brilliant piece of work, I learnt a lot reading it."

Global Head of Digital Health

"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	£2,000 per month
	MPU 300x250 full site	£2,000 per month
Articles	Interview style (up to 1,200 words)	£1,500
	Ghostwritten (up to 1,200 words)	£2,000
White papers / reports	Up to 2,500 words	£4,500
	Up to 4,000 words	£6,250
	Up to 6,000 words	£8,950
Webinars	One-to-one (30')	£4,500
	Roundtable (1h)	£6,000
Podcasts	One-to-one (30')	£3,000
	Roundtable (1h)	£4,500
Videos	Various formats	From £1,500, ask for details
Infographics	Various formats	From £1,500, ask for details
Company profiles	Short profile (up to 1,200 words)	£2,000
	Long profile (up to 2,500 words)	£4,000
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 page banner 1366x768px	£2,000
Articles	Interview style (up to 1,200 words)	£2,000
	Ghostwritten (up to 1,200 words)	£2,500
	Keynote (up to 2,000 words)	£3,000
Company profiles	Deep Dive profile (up to 2,500 words)	£4,000
	Mini-profile, 500 words	£750
Edition sponsorship	Keynote, Deep Dive company profile, digital advertising and comprehensive sponsor branding	£8,000
Bespoke editions	Various formats	Ask for details

Email / database offerings		
Daily News email	Newsletter 600x75 header banner	£600 per week, £2,000 per month
Surveys	Various formats	Ask for details
Bespoke email blasts	Various formats	Ask for details



Get in
touch
today!

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

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