

# pharmaphorum

## *Media Pack 2021*

[advertising@pharmaphorum.com](mailto:advertising@pharmaphorum.com)

bringing healthcare together



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

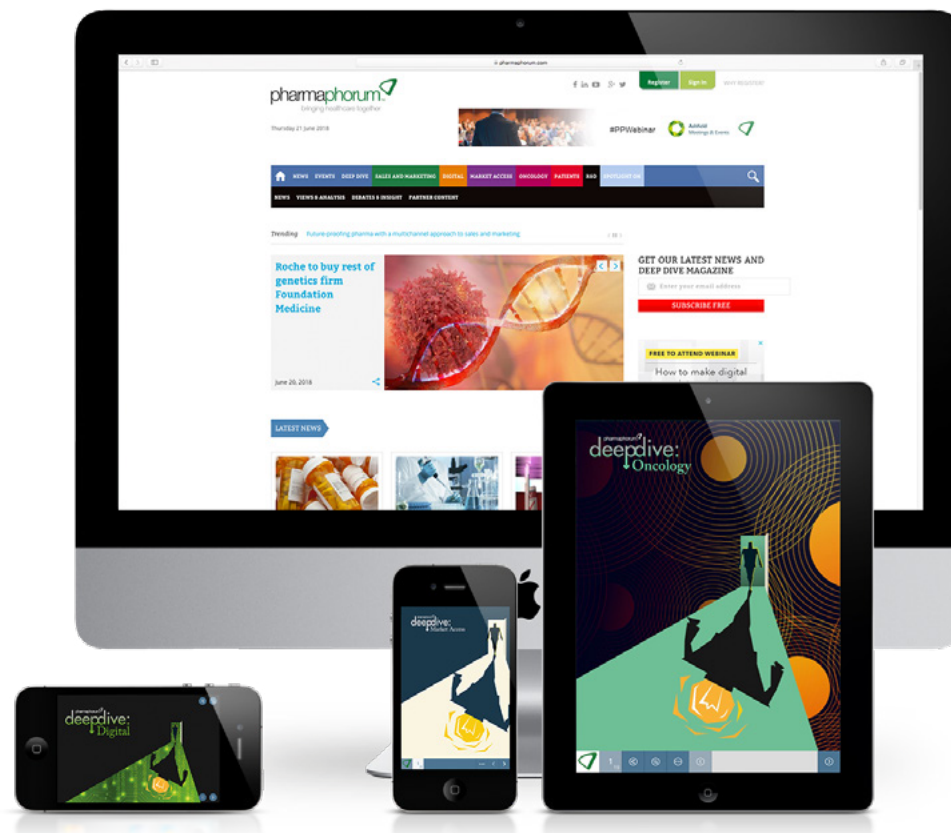
Industry decision-makers have little time and lots of choice for channels providing news, insights and information.

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**

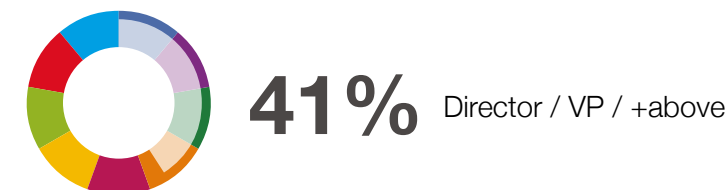
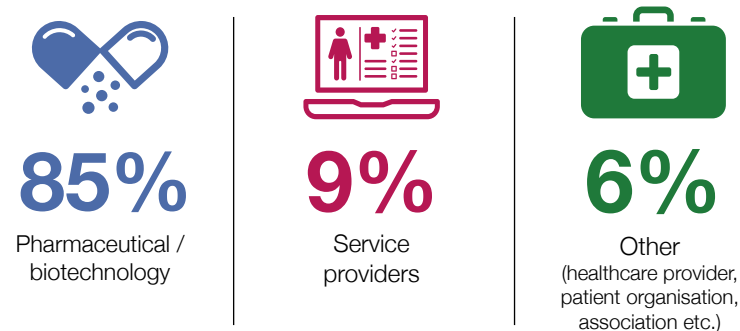
Overall reach (April 2020 Google Analytics)



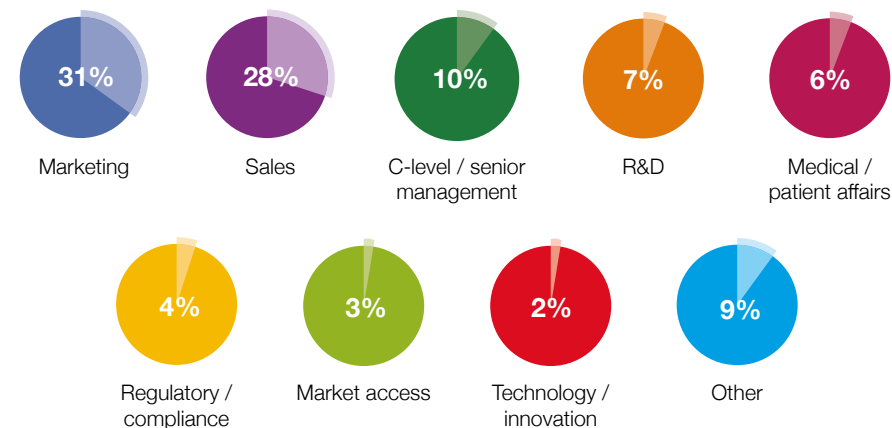
Global presence (Google Analytics)



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



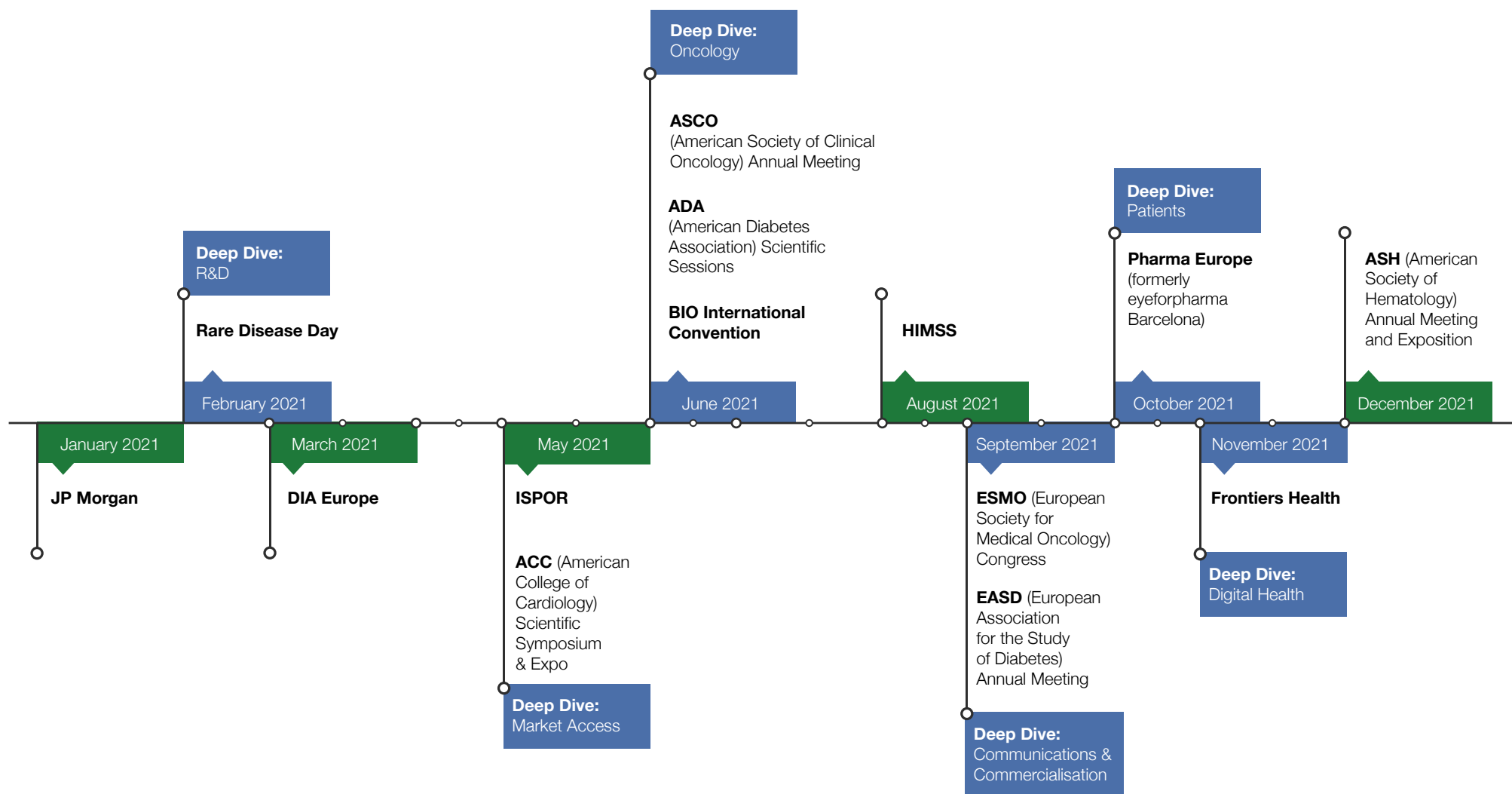
Surveys



Bespoke email blasts

# editorial calendar

Our '**always on**' daily content on [pharmaphorum.com](https://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 22<sup>nd</sup>) 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 26<sup>th</sup>) 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 28<sup>th</sup>) 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 6<sup>th</sup>) Communications & Commercialisation

- Commercialisation trends and strategies
- Successful HCP communications and engagement

### Additional focus on:

- Launch excellence
- Data-driven sales & marketing



## October (w/c 25<sup>th</sup>) 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 29<sup>th</sup>) 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](http://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 \$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

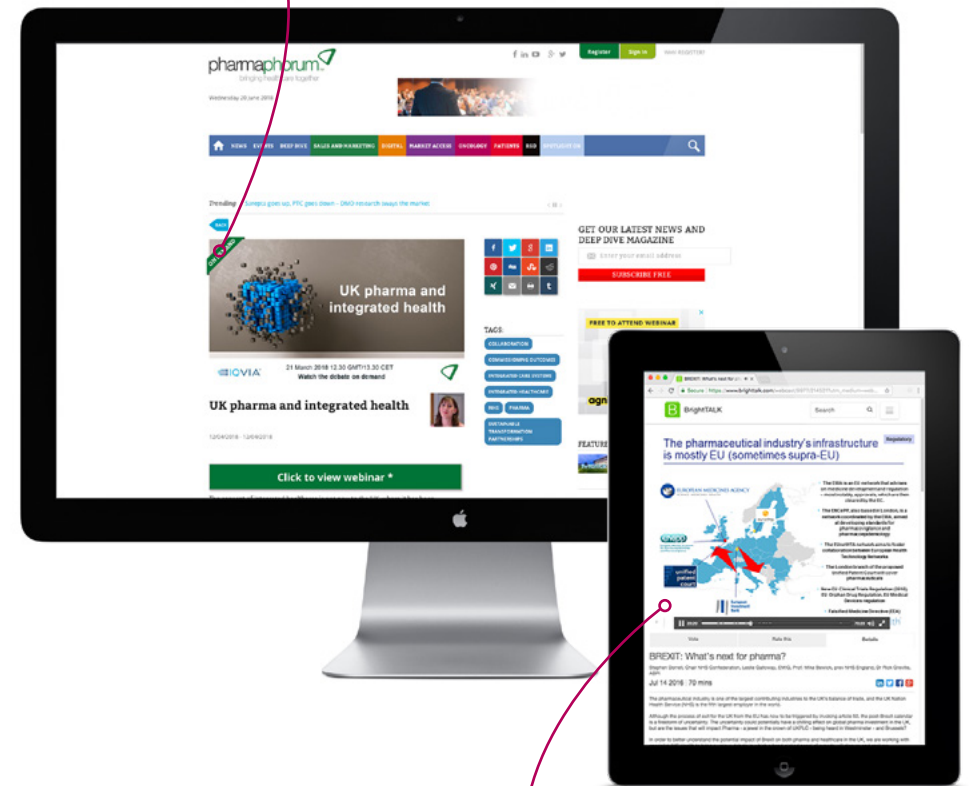
Good for **awareness**, **expertise** and **leads**

- 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

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



# 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) <b>Leaderboard 728x90px</b>
	Full site pharmaphorum.com <b>MPU 300x250px</b>
	Weekly newsletters <b>Header Banner 600x75px</b>
	Full magazine Deep Dive <b>Full page banner 1366x768px</b>
	from \$3,000 per month

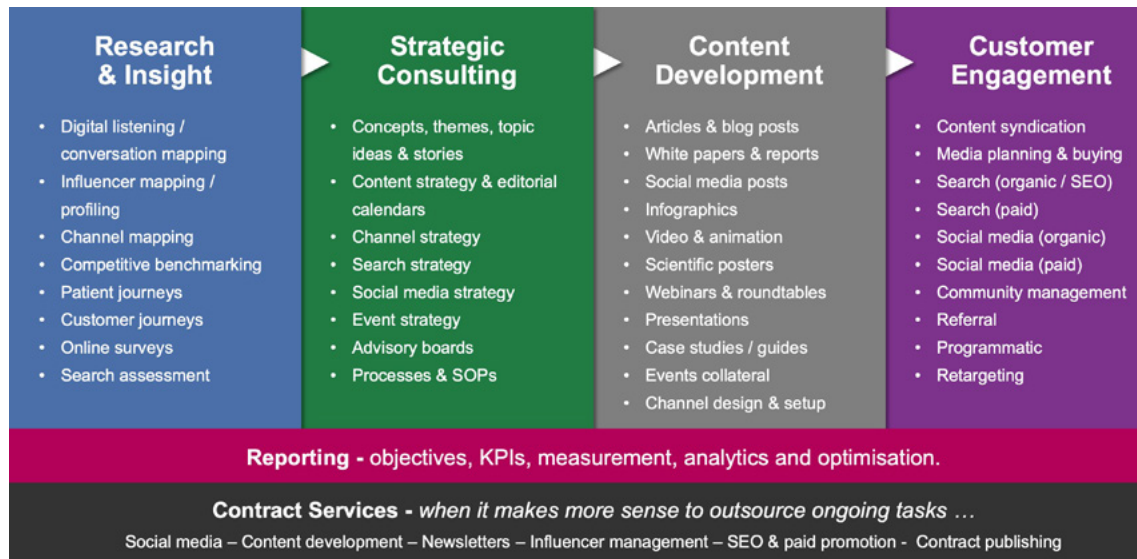


# beyond publishing

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



pharmaphorum  
connect is a

# 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	\$3,000 per month
	MPU 300x250 full site	\$3,000 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)	\$6,000
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	\$3,000
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
	Mini-profile, 500 words	\$1,125
Edition sponsorship	Keynote, Deep Dive company profile, digital advertising and comprehensive sponsor branding	\$12,000
Bespoke editions	Various formats	Ask for details

Email / database offerings		
Daily News email	Newsletter 600x75 header banner	\$900 per week, \$3,000 per month
Surveys	Various formats	Ask for details
Bespoke email blasts	Various formats	Ask for details





Get in  
touch  
today!

[advertising@pharmaphorum.com](mailto:advertising@pharmaphorum.com)  
[www.pharmaphorum.com](http://www.pharmaphorum.com)  
[www.pharmaphorumconnect.com](http://www.pharmaphorumconnect.com)

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