



bringing healthcare together

2022 MEDIA KIT

bringing healthcare together



Introducing pharmaphorum

pharmaphorum and its associated digital magazine Deep Dive, deliver news, insight and analysis to your customers and prospects every day

It is the timeliness, ease of access, quality and reputation of our content which sets pharmaphorum apart

Working with us enables you to connect with and influence our monthly audience of almost **150,000*** pharma & life science decision makers

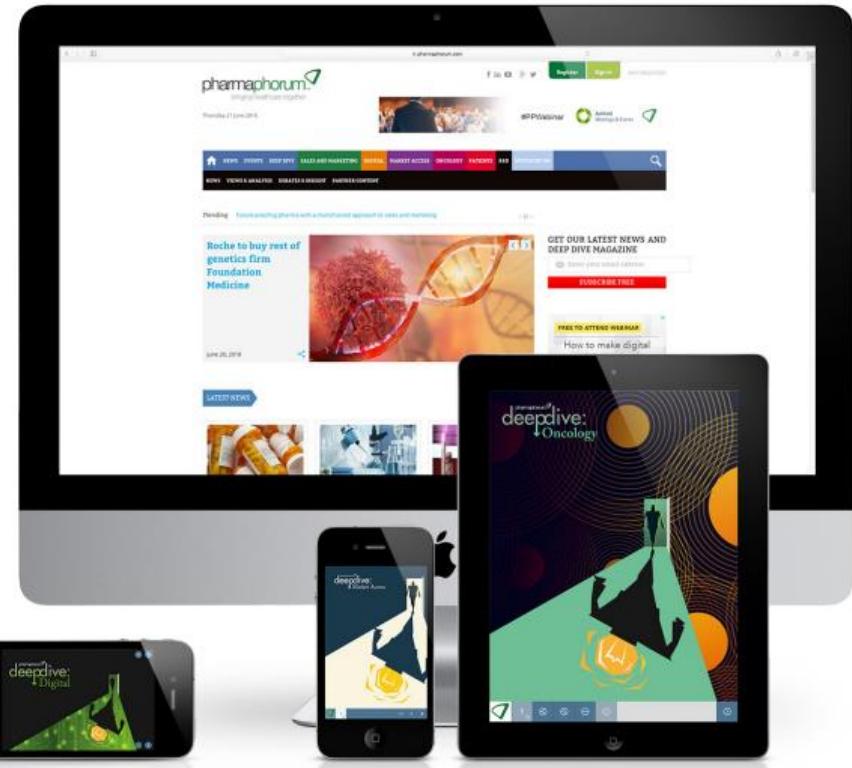
Our clients include; global pharma companies, mid-size biopharma, biotech, tech companies, CRO's, consulting, medcoms, medtech, marketing agencies, digital health, service providers, patient organisations / charities & healthcare providers and many others

Contact me to see how we can work together to deliver your message to market

Matt Brookes - Sales Manager

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* Google Analytics June 2022

All prices in this Media Kit are effective Jan 1 to Dec 31 2022

While prices in this Media Kit are in £ we can invoice in \$



Pharmaphorum – an audience that delivers!



Site Metrics (June 2022*)

Monthly Unique Users **147,000**
Monthly Page Views **218,000**
Pages/Session **1.23**



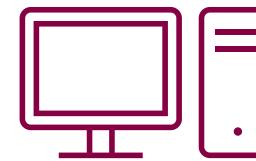
Audience Geo Split

USA & Canada **45%**
Europe **27%**
UK **21%**
ROW **7%**



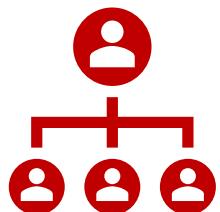
Company Type

Pharma/Bio **87%**
Service Providers **8%**
Other **5%**



Devices

Desktop **67%**
Mobile **33%**



Audience Seniory

Director / VP + above **41%**



Social Media

Twitter **23,000**
LinkedIn **7,425**

* Google Analytics



Digital Advertising

Ensure a high level of reach and influence with our monthly audience of pharma & life science professionals

Digital advertising is a very effective way to build brand awareness & recall, promote key messages and to reinforce confidence & trust in your company

Our website is purposely “advertising-light” carrying just four ad positions per page, guaranteeing you high audience exposure.

Ad Type	Ad Size	Position	Monthly Cost
Banner	728 x 90px	Top	£2,000
		Lower	£1,500
MPU	300 x 250px	Top	£2,000
		Lower	£1,500

- Ads appear on all pages, all channels and on all devices
- Max 3 advertisers per position = minimum 33% SOV
- Ads can be static or animated
- Copy can be changed every two weeks to maximise impact
- Contact us for monthly metric estimates



Daily News email

Every month we send **± 300,000 emails** to our highly engaged audience of **13,000** daily news email subscribers globally

Sponsorship of our e-newsletter is an efficient way of positioning your brand / message consistently in front of an engaged audience – while they are focused on our breaking news content

Perfect for brand & product awareness, they consist of:

- Monthly Sponsorship
- Total of ±24 e-newsletters per month (20 Daily & 4 Weekly)
- Header Banner (600 x 75px) - static or animated Gif
- Copy can be changed every two weeks to increase impact

Cost: £2,000 per month (or £83 per email)



Header Banner

News

GSK gets June 2023 FDA decision date for momelotinib

Aug 17, 2022 12:20 pm

The clock is now ticking on the FDA's review of GSK's momelotinib for myelofibrosis patients with anaemia – the centrepiece of its \$1.9 billion acquisition of Sierra Oncology which completed last month. The US regulator is due to make a decision ...

End of the line for Sanofi's SERD amcenestrant as it fails first-line trial

Aug 17, 2022 11:48 am

Sanofi has called time on breast cancer candidate amcenestrant – at one time one of its top pipeline prospects – after it missed the mark in another clinical trial. The decision to abandon development of the oral selective oestrogen receptor de...

First Zantac cancer case dropped before trial, without



E-Blast service

Our e-blast service, allows you to send personalised emails to selected pharmaphorum subscribers

Perfect for when you need to distribute messaging to a relevant sub-set of our audience and to generate response

- Audience can be built by type, job title, location etc
- Client supplies subject line, text, banner/s and call to action
- E-Blast sent under “pharmaphorum recommends” banner
- For an additional cost we can build your e-blast
- Full circulation e-blast available – details and costs on request
- E-Blast service cost regardless of number of recipients

Cost: £1,500



Thought Leadership Solutions

As a trusted information source, working with us gives your content added credibility, traction ... and delivers results

Our solutions are client collaborative. They combine and lever our joint expertise, to create relevant and stimulating content, showcasing your business to our monthly audience of almost 150,000 decision makers

pharmaphorum's editorial team are experts who know how to create pharma & life science content to optimise audience engagement & response

Our thought leadership solutions include

- Pharmaphorum Feature
- Company Profile
- Webinar
- Podcast
- White Papers / Reports
- Surveys / Market Research



Pharmaphorum Feature

Our features are designed to highlight your company's unique industry insight and opinions

Our approach is flexible but broadly follows two models

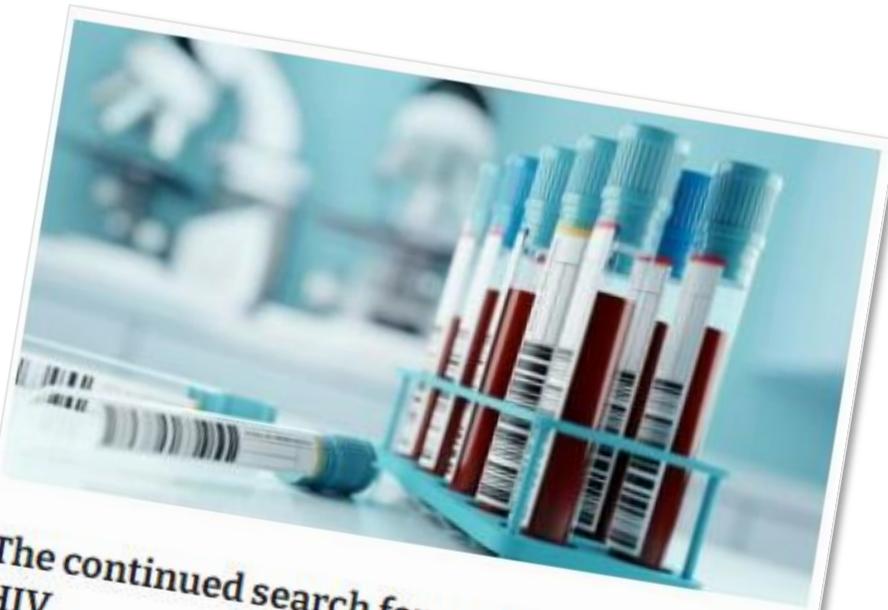
Interview – we write based on a one-to-one Q&A interview with your representative and publish your feature in our voice

Ghostwritten – we develop content from your editorial collateral & produce a by-lined feature in your voice

pharmaphorum features very popular, great for raising awareness and providing insightful content about your business to market

- 1,200 words maximum
- Full editorial support – feature planning and writing
- Inclusion of graphics, photos and hyperlinks where appropriate
- Published alongside our content and hosted on our website in perpetuity
- 1 week promotion in pharmaphorum via Web, Email & Social Media
- Provision of digital and print PDF version
- We recommend sharing your feature through your marketing channels

Cost: Interview £1,500 / Ghostwritten £2,000



The continued search for a cure to HIV



Ben Hargreaves

July 26, 2022

Not very long ago, contracting HIV was an effective death sentence; today, there are treatments that allow the condition to be managed but not eradicated. Ben Hargreaves outlines how research is revealing new aspects of the virus and how the scientific community is making progress in the search for a cure.

People living with AIDS prior to the emergence of treatments had an average lifespan of just eight to ten years once infected with HIV. Fortunately, since the emergence of the first treatment in 1987 and the development of effective countermeasures, the condition is no longer a terminal one. With the option to medicate with pre-exposure prophylaxis (PrEP), the chance of transmitting HIV from sex or drug use through injection has also been greatly reduced.

The reason there has been, as yet, no effective cure for the condition is due to the complexity of the virus and the way in which it is activated within the body. At a basic level, the virus's protein 'coat' and the enzymes it uses to gain control of the host cell's DNA mutate frequently, making it difficult to target with therapeutics. Once a person contracts HIV, the virus's method of duplication also poses challenges, as it commandeers the body's own immune system and is able to build a 'HIV reservoir' of dormant immune cells that can become active again if treatment is stopped. The virus, however, there are persistent reservoirs of the virus with the end goal of



Company Profile

Sometimes it's really important to quickly build your profile and to put your business front & centre of the market.

Our company profiles are ideal for this, for new entrants, businesses that have undergone change, or if your awareness is low

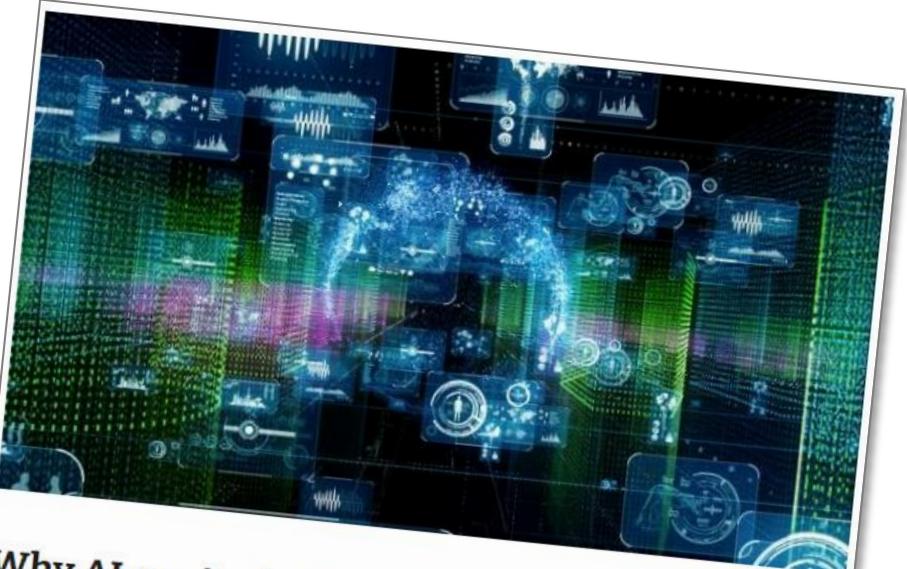
Working with you we will create an outstanding company profile, providing insight into and actively promoting your business

Excellent for building awareness and for providing compelling marketing collateral

- Full pharmaphorum editorial team support - feature planning and writing
- Content hosted on Views & Analysis section
- Inclusion of graphics, photos and hyperlinks
- Publication on pharmaphorum - hosted in perpetuity
- Promotion (1 week) in pharmaphorum (Web, Email, Social)
- Provision of a digital and print PDF version
- We recommend sharing your feature through your marketing channels

Costs: Standard (1,200 words) **£2,000**

Extended (2,000 words) £4,000



Why AI equity is the next step for transformational pharma

March 4, 2021



AI can be transformative for all areas of healthcare, but often these systems are built off biased datasets that don't reflect the true diversity of the general public - leading to approaches that only work for specific populations. Intouch Group's Abid Rahman explains this concept of AI equity and gives some practical tips for how companies can work towards it.

It might be tempting to think that because AI tools are machines, they are free from the subconscious biases and diversity issues that have long been problematic for clinical research. But in truth these technologies are usually built off datasets that reflect human bias, which can in turn affect how an AI system operates. Because of this, there are increasing calls for 'AI Equity' to be promoted across the industry.

"AI Equity really refers to how effective AI is in a broad range of scenarios with a variety of population groups and demographics," says Abid Rahman, vice president of innovation at Intouch Group.

Rahman notes that this requires taking into account the biases that often are automatically present in data. He notes, though, that he has never run into a situation where this has been intentional.

White Papers / Reports

Communicate your unique perspectives, analysis and case studies to our readership

Provide pharmaphorum readers with white paper and report content presenting the facts and unravelling the complexities of an issue, helping them solve a problem, enabling them to make better decisions

Great demonstrating your expertise and for providing critical insight to the industry

- 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
- Hosted on pharmaphorum in perpetuity
- Provision of a digital and print PDF version

Cost: from **£4,500** dependent on variables



Webinars

Partner with our editorial team to highlight the leading role your company plays on a key issue or topic

Webinars are ideal for demonstrating thought leadership, interacting directly with prospective customers and for generating leads

Available as **One-to-One** or full **Roundtable** events, our package includes

- End to end project management, planning webinar structure, rehearsal, on the day moderation & full editorial support
- Multi-channel marketing (6 weeks) to promote registrations, the live event and on-demand engagement
- Webinar hosted on our website in perpetuity (live and on-demand)
- Provision of leads – all webinar live registrants and post event viewers
- Optimum lead time is 8 weeks
- To maximise impact it is recommended a post webinar “wrap-up” feature is purchased – call for details

Costs: One-to-One (30') from **£4,500**

Roundtable (1hr – up to 4 speakers) from **£6,000**



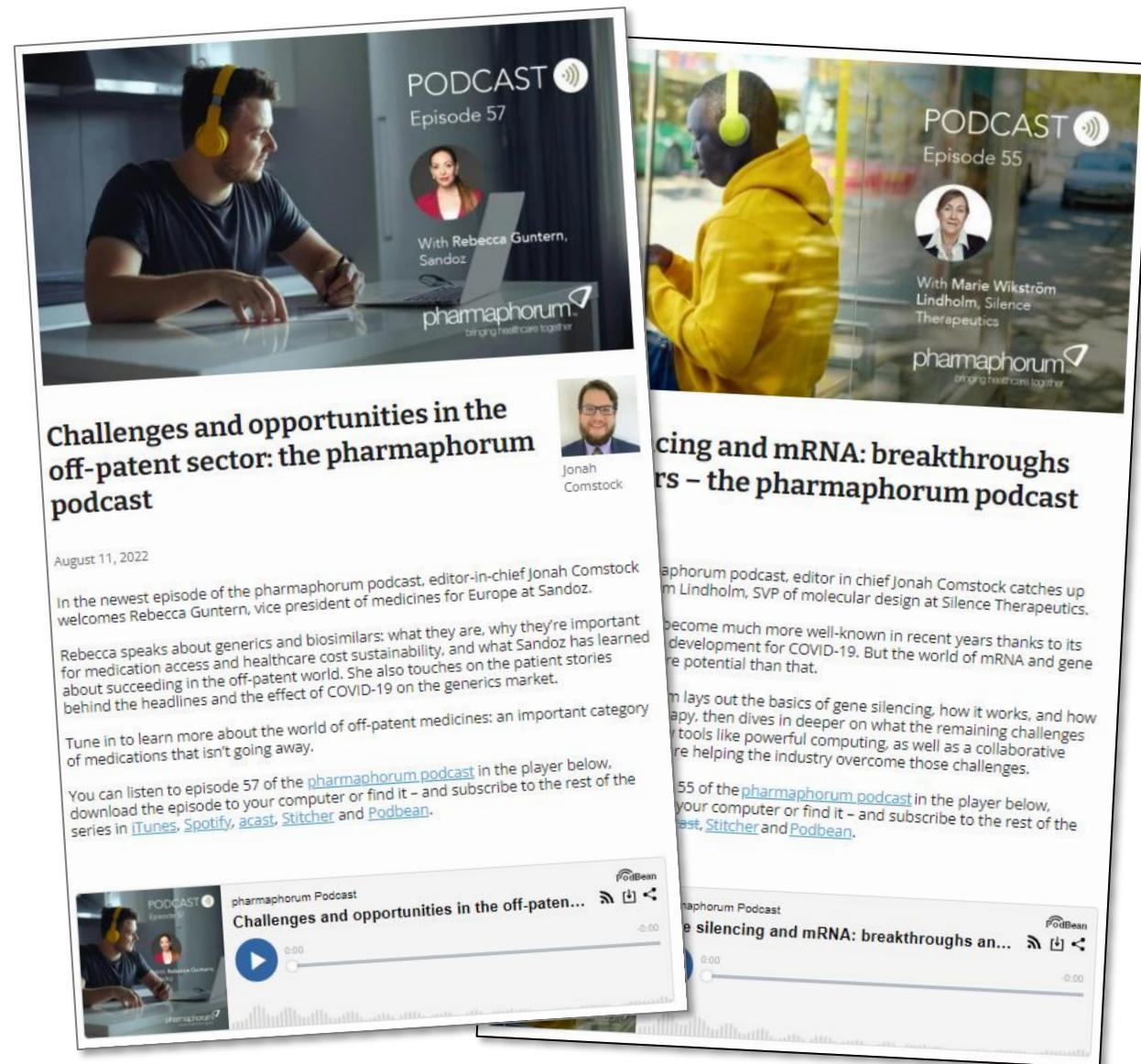
Podcasts

Our podcasts focus on the latest data news and insight on a key industry topic, and features experts from around the industry

They are ideal for promoting your brand alongside our exclusive and acclaimed podcast content gives you valuable exposure and excellent engagement

- End to end project management, planning podcast structure, rehearsal, on the day moderation & full editorial support
- 1 week promotion on email, website and social media
- Webinar hosted on our website in perpetuity (live and on-demand)
- Provision of leads – all podcast listeners
- Optimum lead time is 4 weeks
- To maximise impact it is recommended a post podcast summary feature is purchased – call for details

Costs: One-to-one (30') £3,000
Roundtable (1h) £4,500



Surveys

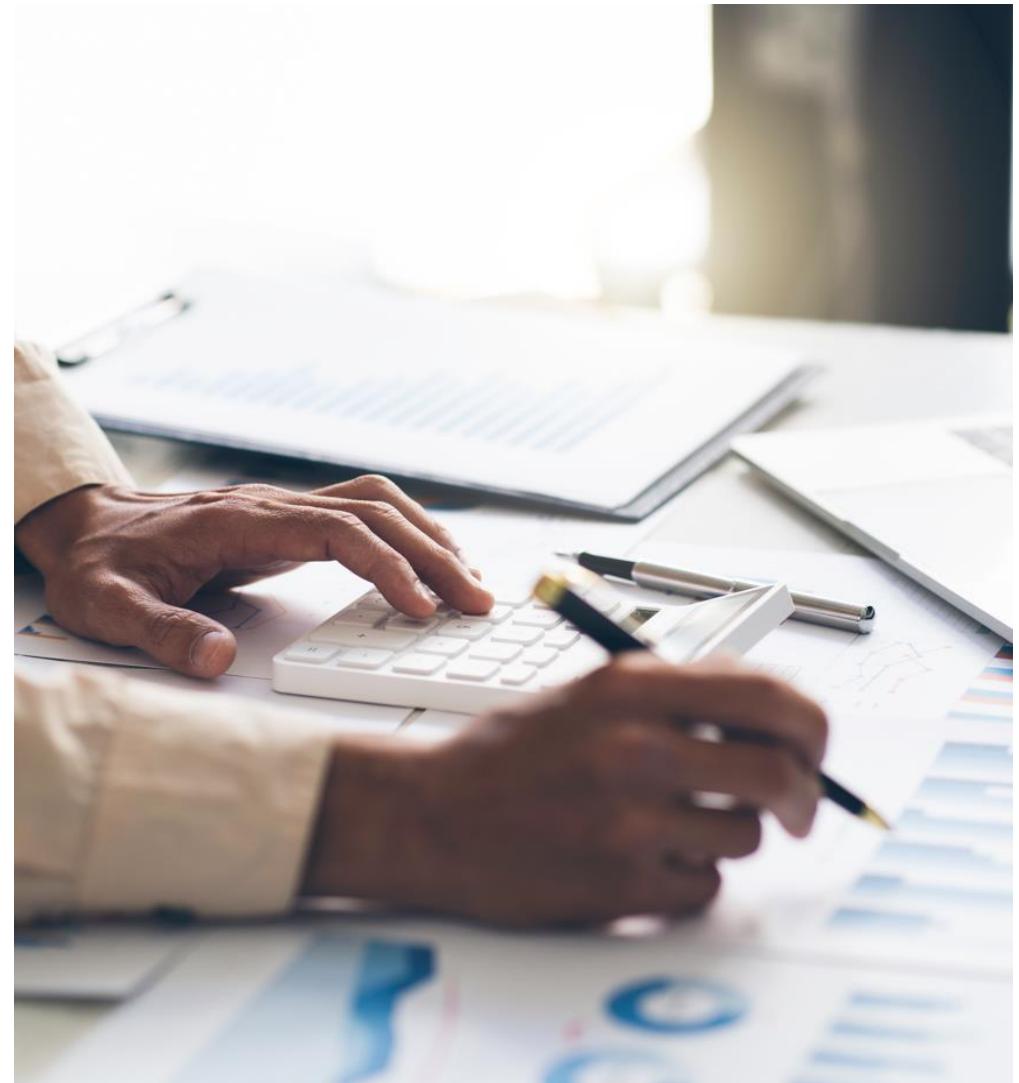
Surveys are a very powerful way of building brand traction and reinforcing your company's reputation.

They also show you as giving something back to the industry, which should not to be underestimated!

Packages are bespoke but broadly include:

- Full project management
- Questionnaire creation
- Promotion to pharmaphorum database
- Data collection & analysis
- Creation of report in collaboration with sponsor including; key findings, infographics etc and commentary from both parties
- Report PDF, hosted permanently on pharmaphorum
- Report initially distributed to those who completed the survey
- Report promoted / distributed via pharmaphorum, article, E-newsletter, on site promotion (banner ad), social media etc
- Sponsor to send / promote Report PDF to customers, prospects and stakeholders including a link to source article on pharmaphorum
- Provision of leads of those completing survey

Cost: Dependent on variables – call for details



Partner Content

Our partner content solution is a cost effective way of promoting your event, appointment or press release to market

Following a simple process you can post your content on our website in the Partner Content channel on our website through a simple backend system which works as follows

- Request a partner content account
- Purchase a credit – one credit per post you load
- We will send you easy to follow upload instructions
- Upload your content and images
- Publish

Cost: £200

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Malnu
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AXON appoints Colette Ba
new US Managing Partner

New malnutrition re
available for reporti

August 17, 2021

New York, United States – 17 August 2021 — A
ppointment of Colette Balaam, our new Mana
AXON New York office. Hiring Colette is a testa
firm's long term growth ambition coming to life
growing opportunity.

AXON is expecting to make several appointments
support existing clients and potential new op
medical affairs, clinical trial services, HEOR an
relations. Having an experienced leader in Ne
a leading integrated healthcare communicati
meaningful communication with a strong tra

"Colette is joining AXON at an exciting time, a
sustained growth," said Ralph Sutton, intern
parent company AVENIR GLOBAL. "As a cons
working with the medical affairs and comm
device and diagnostics clients. As a business
experience with the entrepreneurial spirit of

"I am delighted to join a firm whose continu
excellence to clients and the larger healthca
with the team and expanding AXON's pres
Colette.

The Global Malnutrition Composite Score by Avalea, is the first nutrition
electronic clinical quality measure (eCQI) developed by our policy specialist in Nutrition and Dietetics.

CMS recently finalized its Program Reporting (IQR) Program feature Final Rule.

What is the Global Malnutrition Composite Score?

At AXON, we simplify complex information by bringing together the right people with integrated, multichannel communication about healthcare communications and professionalism. Our expertise includes:

"The Global Malnutrition Composite Score brings together the right people with integrated, multichannel communication about healthcare communications and professionalism. Our expertise includes malnutrition, elevates the role of registered dietitians in clinical trial services and market access, and strengthens the relationship between healthcare teams and incentivizes health systems to provide the best care for patients, which can shorten hospital stays and reduce readmissions," said nutritionist (RDN) and Academy President Ellen R. Shanley.

The Academy and Avalea developed, tested, and fine-tuned the four components of the Global Malnutrition Composite Score through the Mainnutrition Quality Improvement Initiative (MQII).

Medical Devices and IVD
14 - 15 November 2022
London, UK

#MedicalDevicesIVD www.medicaldevices-ivd.com

SAE MEDIA GROUP

SAE Media Group

SAE Media Group have released the key presentations that will be taking place at the Medical Device Development to Commercialisation: Collaborations & Regulations presented by Amanda Matthews, Senior Director, Pfizer which will cover:

- What are the biggest challenges when collaborating between medical device and pharmaceutical companies?
- What works well when collaborating across the whole lifecycle management?
- Clarification of fundamental terms to improve communication (between manufacturers, regulatory bodies, and pharmaceutical companies)
- Discussion of the impact of the EU MDR and IVDR and how collaboration can be improved to optimize processes

The IVDR: What Has Been Learnt So Far presented by Anne Whalen, Previously Director, Novartis, she will cover:

- Discussion of the current experience in the industry with the IVDR rollout
- Requirements for additional guidance in Europe and further IVDR interpretations
- Exploring the role of notified bodies with the EMA- what is this consultation process?
- Examining stakeholder challenges and relationships (NBs/manufacturers/EMA)

EU MDR Clinical Aspects: Reviewing The Progress Of Implementation presented by



deepdive



Covering key industry topics pharmaphorum's digital magazine Deep Dive provides objective, issue-driven views, analysis, high-level interviews and unique research for pharmaceutical companies, biotech firms and the wider healthcare sector. We have two Deep Dive issues remaining for 2022

- Patients & Partnerships - October 2022**

Publishing w/c October 24th

Patient centricity is continually evolving and as an industry, we must evolve with it. October's Deep Dive is the perfect platform for all businesses involved in the patient space.

Example topics include but are not restricted to: Patient experience and engagement · Improving patient care and value through co-creation · Clinical trial innovation · New models for market access

- Digital Health Innovation - November 2022**

Publishing w/c November 21st

COVID-19 accelerated the adoption of digital health, a trend that shows no sign of slowing. The question now is what's next for a sector which has grown from \$2 billion in 2011 to \$44 billion in 2021? A must for all digital health businesses.

Example topics include but are not restricted to : Digital therapies and other breakthrough technologies · Healthcare transformation · Defining a brand's value proposition · Pharma's evolving approach to oncology



pharmaforum™

deepdive



Working with Deep Dive, we provide full editorial support helping you create relevant and stimulating content solutions that position your business as a leader in your area of expertise

Promotional Options include

- **Edition Sponsorship** Long Interview, Company Profile, digital advertising & comprehensive sponsor branding
- **Standard Interview feature** (1,200 words) £2,000
- **Long Interview feature** (2,000 words) £3,000
- **Ghostwritten feature** (1,200 words) £2,500
- **Company Profile** (2,000 words) £4,000
- **Mini- Company Profile** (500 words) £750
- **Full Page Banner Ad** (1366x768px) £2,000

- 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

Visit the Deep Dive library [here](#)



Summary

With approaching 25 years of media experience, the pharmaphorum commercial team is superbly placed to advise you on how to achieve your marketing needs

We know that only by *really* understanding your business can we create effective packages for you to optimise engagement & response

As a business we are renowned for our open and collaborative approach. Our approach is one of “serving” rather than “selling” to our clients.

Backed by the [Healthware Group](#) our growing range of marketing solutions can help businesses like yours successfully engage with the market and accelerate growth

For more information, to arrange a consultation or for a quote please contact me

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

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