

pharmaphorum™

deepdive

2023 MEDIA KIT

Editors introduction

Every development in life sciences comes with a rich & impactful story. At Deep Dive, we bring these stories to life through creative and engaging content creation.

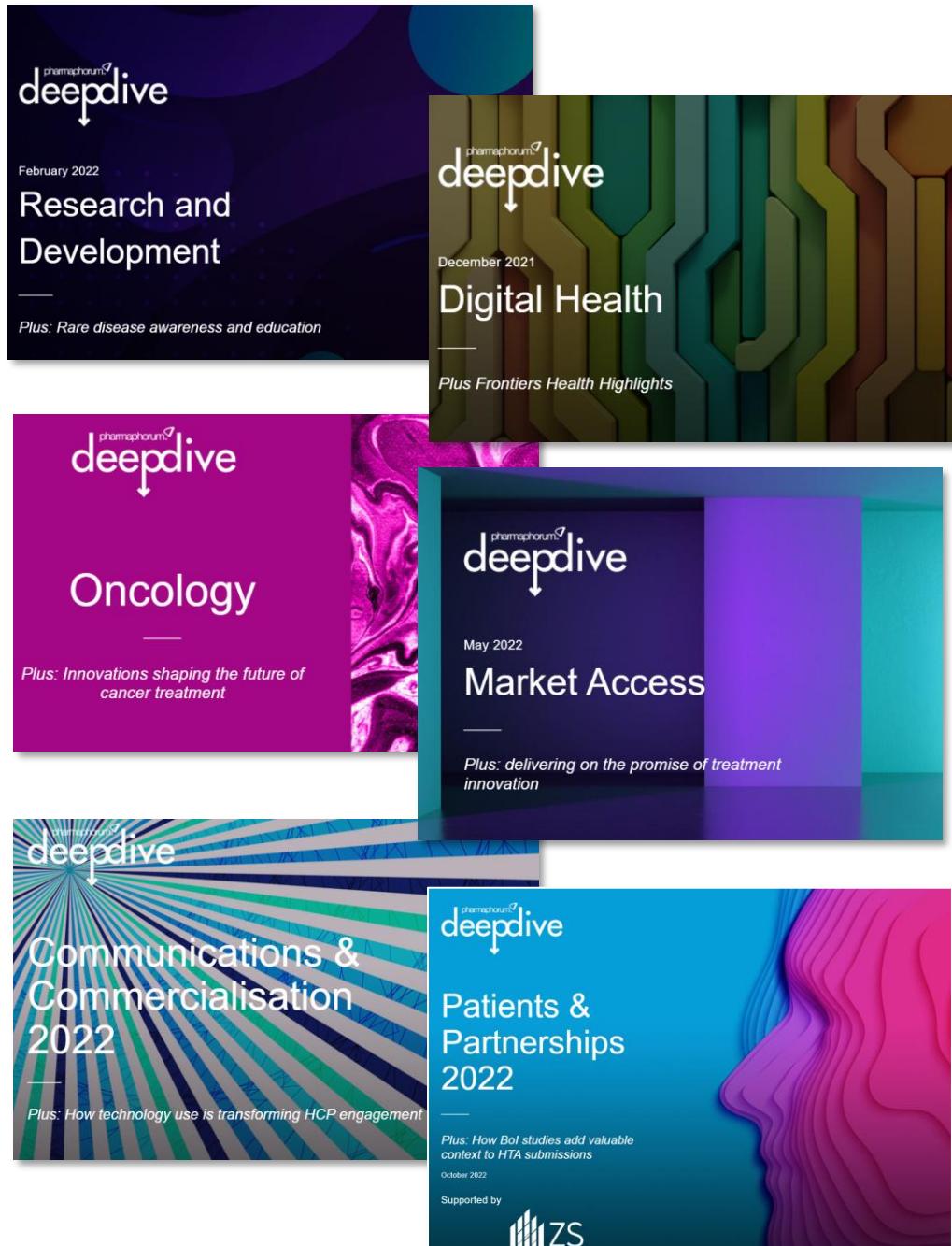
Deep Dive digital magazine is published six times a year. Completely free and packed with expert opinions, industry insight, and in-depth analysis of news and trends in healthcare, each edition focuses on a central topic.

The digital magazine platform allows for a more creative and multimedia approach to scientific storytelling. With options to include video, audio, and imagery alongside traditional copy, our experienced editorial team works in partnership with clients to identify the most impactful way to share your stories with a broad audience of healthcare stakeholders.

As part of the **pharmaphorum** publishing family, we focus on bringing healthcare together, story by story.



Eloise McLennan - Editor



What is Deep Dive?

Deep Dive seeks to help readers make better decisions by unravelling the complexities of key pharma / life science topics through a mix of propriety and paid for content.

Access is totally free, and in addition our 8,888 registered readers, the title is heavily promoted to pharmaphorum's 147,000 readers - and shared by contributing companies via their own marketing channels.

Deep Dive's expert team will provide expert support in planning, writing and designing of your content add clarity depth and impact to your pieces.

All articles receive a one-month cycle of promotion and in addition to the digital publication a PDF version is also available.



Registered Readers
8,888



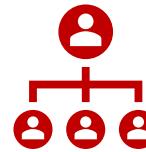
Site Metrics (June 2022*)
Monthly Visitors **147,000**
Monthly P Views **218,000**
Pages/Session **1.23**



Geo
N America **45%**
Europe **27%**
UK **21%**
ROW **7%**



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



Seniority
Director / VP
and above **41%**



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

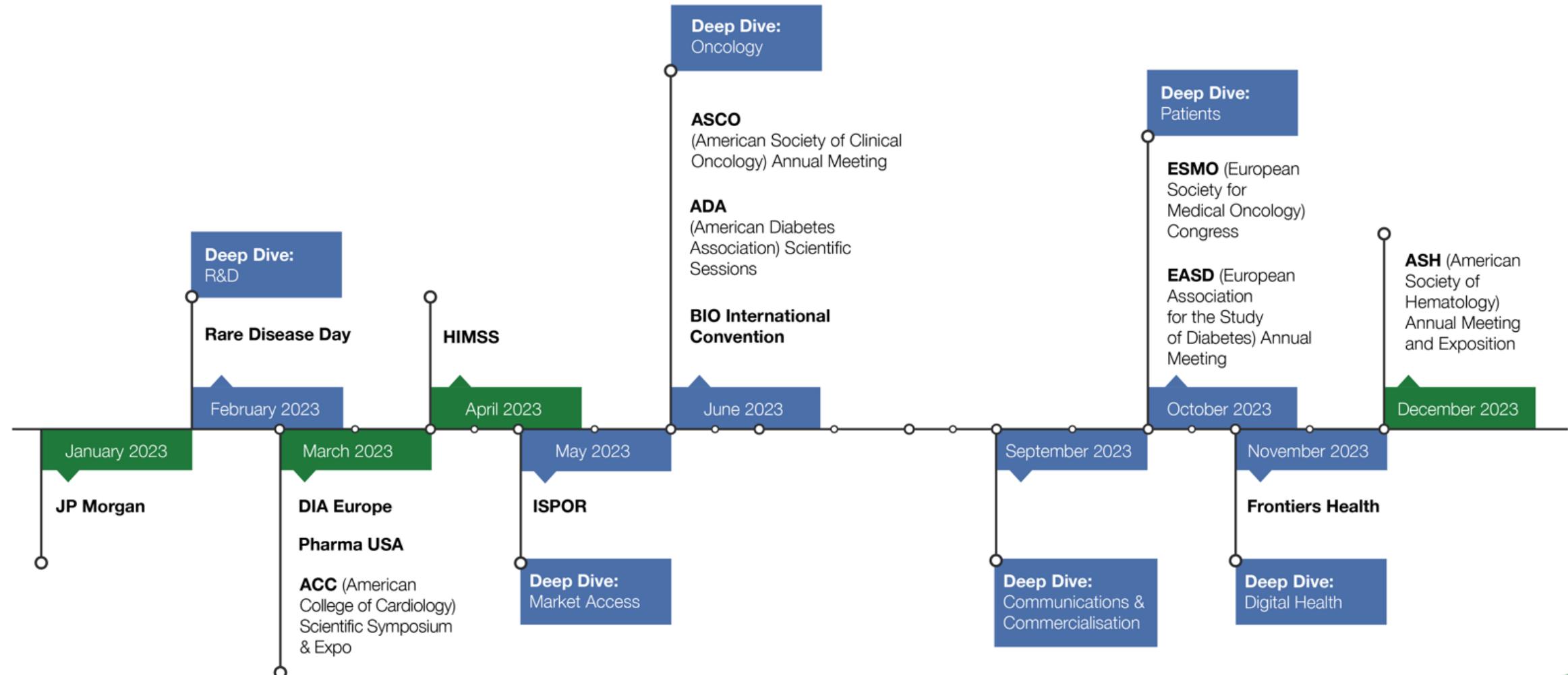


Social
Twitter **23,200**
LinkedIn **14,295**



2023 Editorial Calendar

To maximise engagement Deep Dive is carefully scheduled to hit the market at the optimum time



2023 publication synopsis

Research & Development – February 2023

As pharma companies explore new approaches to R&D to navigate the evolving needs of patients and market changes, innovative technologies and strategic partnerships are opening doors to new opportunities.

Key topics: Rebuilding the clinical trial landscape, best practice in R&D innovation, and using technology to drive innovation

Other Topics: Rare disease awareness and education, digital transformation in clinical research, innovation hubs, and public-private partnerships

This issue of Deep Dive is perfect for: Contract research organisations, medical affairs, drugmakers, patient organisations, biotechnology companies, payers, pharmacovigilance, clinical research associates

Research & Development will publish w/c February 20th 2023

Deadlines: Booking - January 20th / Copy - February 6th 2023



Market Access – April 2023

Getting the right treatment to the right patient at the right price is a critical challenge for the pharma industry. But, amid rising costs and resource limitations, creating an effective market strategy that balances reimbursement and affordability requires innovative thinking.

Key topics: Emerging market access models, changing concepts of value, driving patient-focused developments

Other Topics: Value-based pricing agreements, purchasing power of pharmaceutical benefit managers, affordability economics

This issue of Deep Dive is perfect for: Pharmaceutical Benefit Managers, payers, health economists, market access managers, medical sales representatives, regulatory affairs

Market Access will publish w/c April 24th 2023

Deadlines: Booking March 24th 2023 Copy Deadline April 10th 2023



2023 publication synopsis

Oncology – June 2023

Cancer remains one of the most prevalent challenges for life sciences organisations and HCPs, but with each year, new technologies, therapies, and innovations help to relieve the burden of cancer for patients around the world.

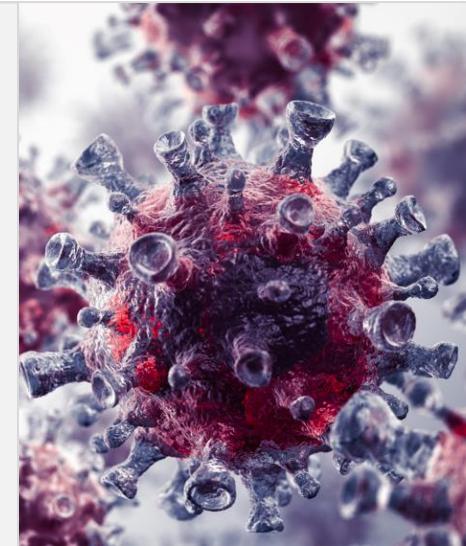
Key topics: ASCO 2023, advancements in cancer treatment, new approaches to clinical trials in cancer

Other topics: Data-driven diagnosis in oncology, patient access to innovative treatments, genomics in oncology

This issue of Deep Dive is perfect for: Oncologists, pharmaceutical companies, biotechnology companies, contract research organisations, medical affairs, patient organisations

Oncology will publish w/c June 27th 2023

Deadlines: Booking May 27th / Copy June 13th 2023



Communications & Commercialisation – September 2023

The way that stakeholders engage with content is changing, and drugmakers must adapt to this new landscape in order to remain competitive. With omnichannel, modular content, and digital tools now in the spotlight, how can companies maximise emerging opportunities?

Key topics: Omnichannel engagement approaches, making the most of digital tools, creating impactful & dynamic content for HCPs

Other topics: Achieving launch excellence in 2023, data driven sales and marketing, reevaluating 'success' in a hybrid environment

This issue of Deep Dive is perfect for: Pharma marketing teams, medical affairs, medical science liaisons, regulatory affairs, medical communications

Communications & Commercialisation will publish w/c September 4th 2023

Deadlines: Booking August 4th / Copy August 20th 2023



2023 publication synopsis

Patients & Partnerships – October 2023

Patient centricity is a key topic for the industry. But what does real patient engagement look like in practice? In this issue, we take a look at notable opportunities to champion the patient voice and how strategic partnerships can open doors for innovation.

Key topics: Patient experience and engagement, improving patient care and value through co-creation

Other Topics: Clinical trial innovation, new models for market access, patients in real-world evidence studies and beyond

This issue of Deep Dive is perfect for: Contract research organisations, drugmakers, patient organisations, medical affairs, clinical research associates, medical affairs, payers

Patients & Partnerships will publish w/c October 23rd 2023

Deadlines: Booking September 23rd / Copy October 9th 2023



Digital Health – November 2023

New and advanced technologies are revolutionising what is possible to achieve in healthcare. From drug development to communications, we take a look at how digital tools are being used to improve care for patients around the world.

Key topics: Digital-first healthcare , AI and machine learning in healthcare

Other Topics: Frontiers Health 2023, digital health start-ups to watch, data-driven drug development

This issue of Deep Dive is perfect for: Data insights and analytics companies, omnichannel engagement experts, telehealth, AI and ML organisations, contract research organisations, medical affairs teams, payers

Digital Health Innovation will publish w/c November 20th 2023

Deadlines: Booking October 20th / Copy November 6th 2023



NEW Edition Sponsor

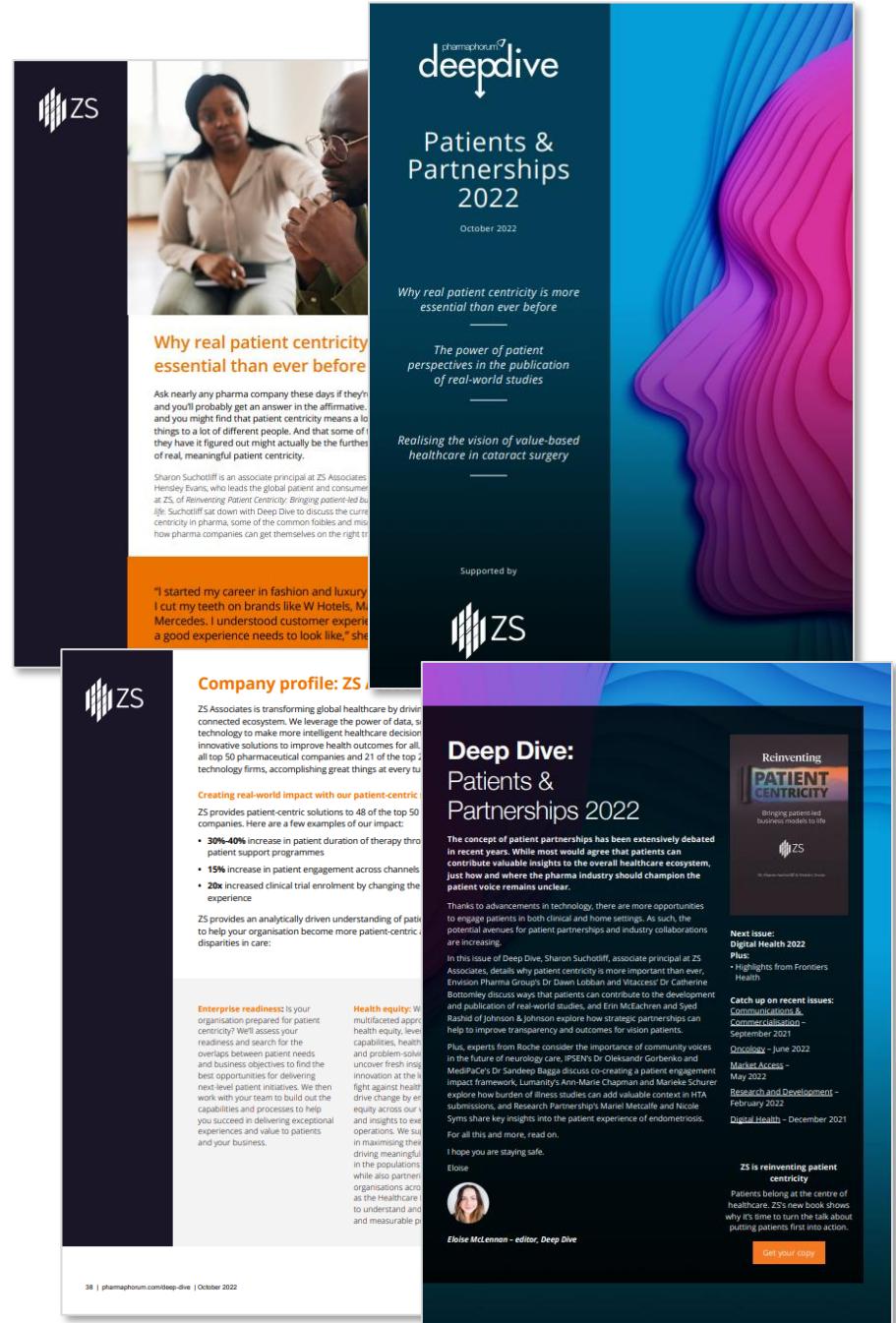
Available to one company in each Deep Dive issue

Edition Sponsorship consists of an integrated marketing package, making it a very powerful solution for businesses wanting to make a statement of intent in a publication dedicated to their area of expertise.

- Keynote Article** (2,000 words)
- Mini Company profile** (750 words)
- Fast Facts Case study** (850 words)
- Full Page Banner Ad** (Size 1366 x 768px)
- Logo branding** (Front Cover logo & 3 other logos to go on common pages)

£8,000 / \$10,400

- This is a new concept – please call for more information
- Edition Sponsor packages can be tailored
- Full editorial support – feature planning, writing and design
- Company branding, by-lines, interviewee biography, company info
- Option to include graphics, photos, embedded video / audio & hyperlinks
- Hosted on pharmaphorum in perpetuity
- Promotion via Website, Email, Social Media & SEO push
- Provision of digital and print PDF version
- Content can be hosted on your website – contact us for details
- We recommend you amplify your Edition Sponsorship through your own channels
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Deep Dive Features

Deep Dive Features allow businesses to showcase their expertise in a relevant and stimulating environment to our engaged audience.

Our editorial team will work with you to build your feature, ensuring it is optimised for our audience. We have two feature options

- Keynote (2,000 words)

Allows you to go greater detail than any other feature

£3,000 / \$3,900

- Standard (1,200 words)

Deep Dive's most popular feature option

£2,000 / \$2,600

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The future of clinical research in neurology must be driven by community voices

Strong patient partnerships are more important than ever. In the pursuit of a personalised future for neurological care, collaboration and co-creation should be at the forefront of all research and development. That way, everything we do for patients, we do with patients.



Realising the promise of genomic testing across oncology

Unlocking the secrets of the genome has long been an important pursuit for researchers and clinicians. Over the past two decades, the Human Genome Project has greatly increased our understanding of the genome and its role in disease. This has led to significant advances in cancer research, particularly in the development of targeted therapies. As a result, the use of genomic testing in oncology has become more widespread and accurate. In this article, we will explore the latest developments in genomic testing and how they are helping to improve patient outcomes.



The story behind the numbers: how burden of illness studies add value to HTA submissions

In a time of increasing cost pressures, limited resource capacity, and heightened demand for new treatments, Health Technology Assessments (HTAs) play a vital role in evaluating whether new interventions will provide sufficient patient benefits to justify the cost to the health service.

Over the past two decades, the Human Genome Project has greatly increased our understanding of the genome and its role in disease. This has led to significant advances in cancer research, particularly in the development of targeted therapies. As a result, the use of genomic testing in oncology has become more widespread and accurate. In this article, we will explore the latest developments in genomic testing and how they are helping to improve patient outcomes.

Traditionally, HTA submissions leverage significant amounts of data about cost, clinical efficacy, benefits, and risks. But when viewed in isolation, these robust data sets may only provide HTA bodies with a blinkered view of the broader impact of an intervention. Despite the direct impact that new treatments have on the lives of patients, their stories and lived experiences have been largely absent in HTA submissions, with many agencies actively seeking to analyse the impact of an intervention on the patient through consideration of clinical outcomes assessments (COAs), usually patient-reported outcomes (PROs). But, while PROs consider the status of a patient's health condition and the potential impact of an intervention, the HTA/reimbursement decision-maker may have difficulty interpreting what a numerical improvement in quality of life actually means for the patient on a day-to-day basis.

Including burden of illness (BoI) – or burden of disease (BoD) – studies alongside PRO data in HTA submissions can help to capture the broader impact of a disease and intervention on patients, carers, family members, and the wider healthcare system. When assessed alongside PROs, the mixed-methods approach of marrying quantitative analysis with qualitative patient narratives can help decision-makers to make more informed decisions.



"There's a real shift towards more shared decision-making and patient-centric care, really incorporating the patient's voice," says Marlene Schurer, principal insight specialist at IQVIA. "This is reflected in the shift that we see in HTA decision-making, where it also becomes more patient-centred and, therefore, burden of illness becomes more important."

Company Profiles

Company Profile's are ideal for introducing your company and educating the market about what your business does.

They are perfect for new entrants and for businesses wanting to raise their corporate profiles.

Copy can be slightly more commercial than for other Deep Dive features, but cannot be overly promotional.

– Company Profile (1,200 words)

Educate readers with an in-depth insight into your business

£2750 / \$3575

– Mini Company Profile (750 words)

A great way to introduce readers to your business

£1000 / \$1300

- Strict editorial guidelines apply – call for details
- Full editorial support – feature planning, writing and design
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Company profile: ZS Associates

ZS Associates is transforming global healthcare by driving toward a connected ecosystem. We leverage the power of data, science, and technology to make more intelligent healthcare decisions and deliver innovative solutions to improve health outcomes for all. We serve all top 50 pharmaceutical firms, acc...

Creating real-world
ZS provides patient-centered solutions. Here are:

- 30%-40% increase patient support programs
- 15% increase in patient engagement
- 20x increased clinical experience

ZS provides an analysis to help you organize disparities in care:

Who we are
ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science, and products to help our clients make more intelligent decisions, deliver innovative solutions, and improve outcomes for all.

Year founded
1983

Headquarters location
Evanston, Illinois

Number of locations
35

Number of employees
12,000+

Our areas of expertise
We leverage our deep industry expertise, leading-edge analytics, technology, and strategy to create actionable solutions for your most complex challenges. Our solutions include:

- Strategy & Advisory
- AI & Analytics
- Digital & Technology
- Life Sciences R&D & Medical
- Portfolio & Pipeline

Industries we work in
Pharmaceuticals & Biotech
Health Plans
Medical Technology
Consumer Goods
Financial Services
High tech & Telecommunications
Industrials & Business Services
Private Equity
Retail & Hospitality

Insights and research
Precise insights into patient decision-making and behaviours provide the baseline for improving patient engagement. We offer a broad range of collaborative market research, data analysis, behavioural and health decision science research, social listening, patient barrier analysis, and more.

Patient strategy
The right message at the right time to the right audience is the key to successful communications. We assess your value proposition, map the patient journey, segment your market, and craft your messaging to help you interact with patients in a meaningful way.

Patient support and programme measurement
We can help you plan your investments, promotions, and channel mix, and measure the impact through tracking studies, closed-loop measurement approach to DTC impact measurement, marketing mix models, KPI tracking and benchmarking, and predictive modelling.

About "Reinventing Patient Centricity: Bringing patient-led business models to life"
Sharon Suckling and Heather Evans wanted to capture their years of experience working directly with biopharma companies and patients to share how critical it is to put the patient at the centre of the healthcare ecosystem. The result is a book that offers a provocative perspective of not only why patient centricity is important, but how companies can change their mindsets and practices to achieve it.

Experts across ZS contributed to the book's chapters, including Michael Thomas, Philip Taylor, Alastair Whittington, Lisa Ratner, Natasja Roorda, Emily Madell, Torsten Berndt, Mary Ann Geddes, Victoria Summers, Tanya Shepley, Sophie Kondig, and Greg Fry.

NEW Case Studies

The best advertisement for your business is to share a true, compelling success story

Pharma executives are constantly looking for solutions to their problems and to improve business efficiency. Case studies – examples of their peers solving similar problems – are exactly what they're looking for.

- Fast Facts Case Study (850 words)

Using a simple questionnaire we provide you, in 850 words you describe your case study (your customer, your company, the problem, the solution & the results) which we will build into a case study

£1,500 / \$1,950

- Rich Case Study (1,500 words)

Using the Fast Facts template we will also conduct an in-depth interview. Adding more detail and richness to your case study

£2,000 / \$2,600

- This is a new concept – please call for more information
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NEW 12 Questions with...

Twelve Questions with ... allows you introduce key staff to market, showing the person & personality behind the job.

Ideal for raising the profiles of key employees, for new appointments or promotions, this solution will not only boost their personal brands but your corporate brand and help encourage new business connections.

The candidate will answer a mix of 12 professional & personal questions from set we supply, which we then publish as a Twelve Questions with ... feature in Deep Dive.

£1,500 / \$1,950

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Deep Dive 2023 ratecard

Type	Description	£	\$
Edition Sponsor	Comprehensive Package	£8,000	\$10,400
Feature	Keynote - 2,000 words	£3,000	\$3,900
	Standard Interview - 1,200 words	£2,000	\$2,600
Company Profiles	Standard - 1,200 words	£2,750	\$3,575
	Mini-Profile - 750 words	£1,000	\$1,300
Case Studies	Fast Facts	£1,500	\$1,950
	Rich Story Telling	£2,000	\$2,600
12 Questions with ...	Feature	£1,500	\$1,950
Full Page Banner	1366 x 768 px	£1,500	\$1,950

Deep Dive Discounts: -20% if booked by 24 weeks / -10% if booked 12 weeks before issue booking deadline





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