



## **2023 MEDIA KIT**

# pharmaphorum - marketing solutions

**Serving decision makers in the global pharma & life sciences community, **pharmaphorum** delivers news, insight, & analysis.**

It is the quality and reputation of our content combined with a monthly readership of **±150,000\*** which makes pharmaphorum the perfect platform for those wanting reach to and influence this audience.

In this pack you will find solutions which will help you build integrated campaigns, giving your business a competitive edge.

From high-impact display advertising to thought leadership, working with pharmaphorum can help you:

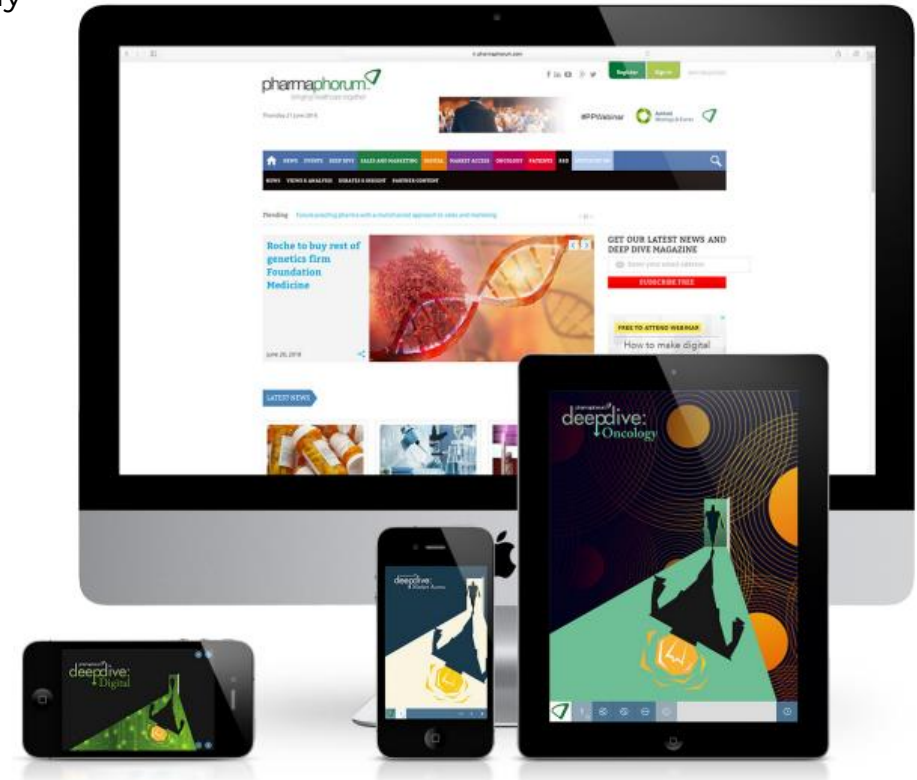
- Raise brand & product awareness
- Differentiate your business as a thought leader
- Enhance your reputation
- Lower barriers to sales & generate leads
- Engage with new clients
- Enhance existing relationships

For insight and advice in building your campaign please contact

Matthew Brookes - Sales Manager

E: [Matthew.Brookes@pharmaphorum.com](mailto:Matthew.Brookes@pharmaphorum.com)

T: +44 (0) 7808 960446



\* Google Analytics - Monthly Unique readers June 2022

Prices quoted are effective Jan 1 to Dec 31 2023



# Our audience

Our audience is carefully curated to ensure we reach and engage with the maximum number of pharma & life science decision makers globally.



## Site Metrics (June 2022\*)

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



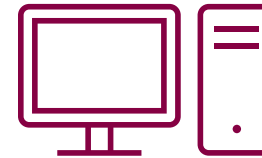
## Audience Geo Split

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



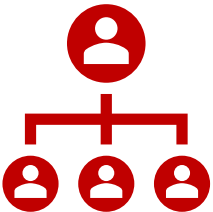
## Company Type

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



## Devices

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



## Audience Seniority

Director / VP + above **41%**



## Social Media

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

\* Google Analytics



# Digital Advertising

**Digital advertising should form the bedrock of any integrated marketing campaign.**

It reinforces brand awareness, confidence, trust, and recall and helps lower barriers to engagement.

Our website is “advertising-light” with just 4 prime ad positions per page, guaranteeing message impact and ad views.

Ad Type	Ad Size	Position	Monthly Price
Banner	728 x 90px	Top	£2,000 / \$2,600
		Lower	£1,750 / \$2,275
MPU	300 x 250px	Top	£2,000 / \$2,600
		Lower	£1,750 / \$2,275
<b>NEW</b> Interstitial*	Pop Up Ad	NA	<b>Coming Soon</b>

- Ads appear on all channels, all pages, and all devices
- Maximum 3 advertisers on rotation per ad position = minimum 33% SOV
- Ads can be static or animated (recommended)
- Copy can be changed every two weeks
- Advertising is Tenancy
- Contact for monthly metric estimates
- **NEW** Interstitial\* ideal for launches, announcements, events etc.



# Newsletter

**Each month we send ±300,000 emails to our ±12,800 registered Newsletter readers.**

Sponsorship is a simple & highly cost-effective way of promoting your brand & messaging over a sustained period to a highly engaged audience while they read our breaking news.

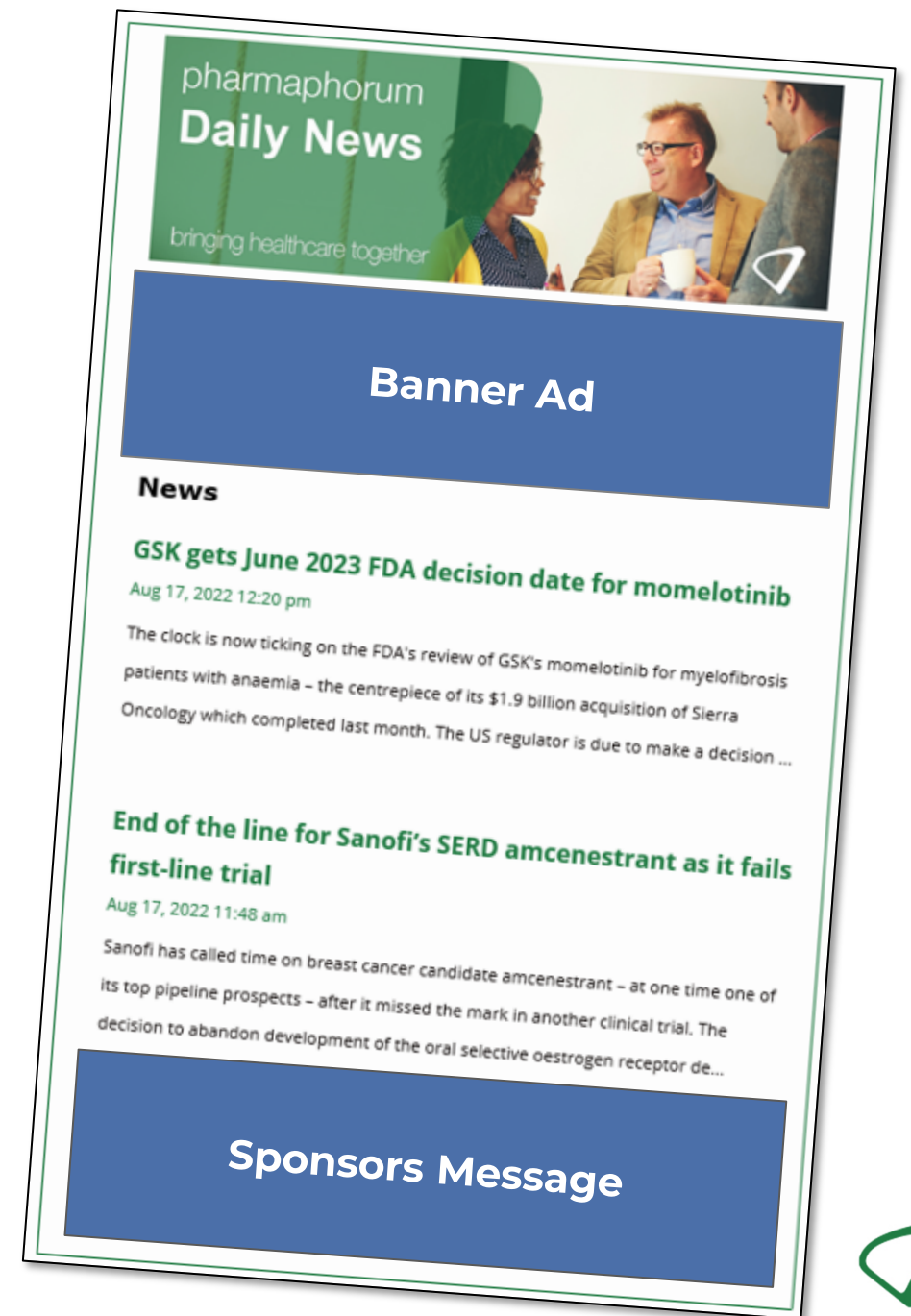
In a typical month sponsors will receive:

- 20 x Daily Newsletters
- 4 x Weekly Top Story Newsletters

Sponsorship includes a Banner Ad and a Sponsors Message, making it a superb platform for building brand & product awareness.

- Sponsorship is by calendar month
- Banner Advert (600 x 75px) - static or animated Gif – with hyperlink
- Sponsors Message (600 x 75px) static – approx 50 words – with hyperlink
- Banner Advert and Sponsors Message can be refreshed every two weeks allowing you to develop your messaging and increase impact

**Price: £1,950 / \$2,500 per month**



# Eblast

Send personalised emails to **pharmaphorum's** carefully moderated & GDPR compliant newsletter database.

- Email our ±12, 800 newsletter readers
  - Client supplies subject line, body text, banner/s, call to action etc
  - Emails sent under "pharmaphorum recommends" banner
  - Emails can be sent on specific days / times
  - Targeted eblasts can be arranged on request
  - Minimum lead time 1 week

**Price: £1,950 / \$2,500**



# pharmaphorum Feature

**Our most popular thought leadership option. Showcase your insight, opinion & expertise to market alongside our content.**

Our team of expert pharma and life science journalists will add clarity, depth, texture, and impact to your content.

Our features are flexible. We can either write a 1,200 word feature based on an interview with your representative, adapt your own prepared content or combine the two.

**Price: £1,650 / \$,2150**

- 1,200 words
- Full editorial support – feature planning, writing and design
- To maximise engagement features are written in pharmaphorum's voice
- Company branding, interviewee biography, LinkedIn link to encourage direct engagement
- Option to include graphics, photos, embedded video / audio & hyperlinks
- Published alongside our content & hosted on pharmaphorum in perpetuity
- 1 week 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 feature through your own channels
- Minimum 4 weeks lead time
- Contact us for examples

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**Digital investment promises to accelerate the use of wearable sensor data in clinical trials**

April 11, 2022

In an interview with Dudley Tabakin (CEO, VivoSense), Chris Garabedian (CEO, Xontogeny) and Tanja Dowe (CEO, Debiopharm Innovation Fund), pharmaphorum discusses the recent announcement of the closing of a \$25 million Series A financing round to scale up the innovative VivoSense® software, which uses wearable sensor data in clinical trials, and for the development of novel digital biomarkers.

Dudley Tabakin, CEO of VivoSense, describes how this financing is set to accelerate the development of novel digital biomarkers and improve digital clinical outcome assessments.

He explains that VivoSense® software is designed to deliver real-world evidence from wearable sensors, which will help to advance patient-focused drug development and precision medicine for patients with cancer, Alzheimer's, rare disease and other therapeutic indications.

"VivoSense software is developed specifically for analysis of data from wearable sensors", explains Tabakin.

"The problem with most wearable sensor data is that it tends to be variable and 'noisy'. You're wearing it on your body while walking around doing day-to-day activities. The VivoSense platform is developed specifically to be able to handle that type of variability."

Tabakin goes on to highlight how output measures are therefore more relevant, accurate and meaningful to the patient, clinician and – in the case of regulatory approvals – the pharmaceutical sponsor.

"ECGs are a great example of this," Tabakin continues. "You need the purest waveform to measure heart rate accurately, but when you're moving around, a wrist-worn device may integrate a lot of 'noise' in the data. With most devices, that data is interpreted, and an estimate is made for the period where the true data cannot be read (the 'noise'). In VivoSense software, we have the ability to find those regions and remove that period of time. In this way, you're eliminating that variability."

**"The problem with most wearable sensor data is that it tends to be variable and 'noisy'. You're wearing it on your body while walking around doing day-to-day activities. The VivoSense platform is developed specifically to be able to handle that type of variability."**

**Searching for the right solution**

Chris Garabedian, CEO of Xontogeny, describes how his part...

Chris Garabedian is the founder of Xontogeny. He has more than 30 years' experience in the biotech industry. In 2017, Garabedian joined Debiopharm to develop their Venture Fund strategy across biotech, medtech and digital health. He is the President and CEO of Xontogeny and led corporate strategy for Celgene. (see more on LinkedIn)

Tanja Dowe is the CEO of Debiopharm, a strategic investment arm of the Swiss pharmaceutical company Novartis. A former entrepreneur and consultant, she steers the fund to invest in disruptive technologies that transform the pharmaceutical industry. (see more on LinkedIn)

About VivoSense

**VivoSense**

VivoSense, Inc., is an agile end-to-end scientific solutions company focused on digital endpoints from wearable sensor data. We are focused on drug delivery, clinical trials and patient wellness. For more information, visit [www.vivosense.com](http://www.vivosense.com) or follow us on Twitter @vivosense.

About the Perceptive Xontogeny Venture Fund

**PERCEPTIVE ADVISORS**

**xontogeny**

The Perceptive Xontogeny Venture Fund is Perceptive Advisors' first fund focused purely on early-stage, private venture investments in life science. For more information, visit [www.perceptivelife.com](http://www.perceptivelife.com).

About Debiopharm's strategic digital health fund

**Debiopharm**  
WE DEVELOP FOR PATIENTS

# Company Profile

**Sometimes it's important to build or reinforce your business's industry profile.**

While there are myriad reasons to run a Company Profile, they are ideal for new entrants, for companies having undergone change ... or just if you need to boost awareness.

Crucially, profiles allow you to educate readers, giving them a clear understanding of your business: its expertise, plans & aspirations.

Whatever your reasons, Company Profiles allow you to showcase your business and to grow its footprint.

- Company Profile content can be slightly more commercial, but must not be overtly promotional or sell products or services outright – call for details
- Full editorial support – feature planning, writing, and design
- Company branding, interviewee biography, hyper and LinkedIn links to encourage direct engagement
- Option to include graphics, photos, video / audio & hyperlinks
- Published alongside our own content & hosted on pharmaforum in perpetuity
- 1 week 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 amplifying through your own channels
- Minimum 6 weeks lead time

**Price:** Standard (1,200 words) **£2,200 / \$2,850**  
Long (2,000 words) **£3,000 / \$3,900**



# NEW Twelve 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, or for new appointments or promotions, this solution will not only boost their personal brands but your corporate brand and 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.

- This is a new concept – please call for more information
- Full editorial support
- Headline “Twelve Questions with ... name, job title, company”
- Short biography ±75 words
- Candidates answers to 12 questions (±750 words) – excluding questions
- Company logo, candidate photo and up to two additional photos
- Contact me – hyperlink to LinkedIn profile
- 1 week promotion via Website, Email, Social Media & SEO push
- Hosted on pharmaphorum in perpetuity
- Provision of a digital and print PDF version
- Content can be hosted on your website – contact us for details
- We recommend amplifying through your own channels
- Minimum 4 weeks lead time

**Price: £1,250 / \$1,600**



# NEW Fast Facts Case Study

**One of the best advertisements for your business is to share a real-life success story!**

Telling a case study in a consistent, templated way allows readers to quickly assess the benefits of working with you.

You will describe your case in 850 words and we will publish in an easily readable format following these standard headings:

- **About your customer**
- **About your company**
- **The problem**
- **The solution**
- **The results**

- This is a new concept – please call for more information
- Full editorial support Branding, by-lined contributor image and short biography
- Inclusion of graphics, photos and hyperlinks where appropriate
- Video and audio can be embedded
- Published alongside our content and hosted on our website in perpetuity
- 1 week 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 amplifying through your marketing channels
- Minimum 4 weeks lead time

**Price: £1,250 / \$1,600**



# NEW Rich Storytelling Case Study

**Using the Fast Facts template as a basis our Rich Storytelling Case Study will weave in deeper content from an interview with you**

Adding more depth, texture and richness to your case study including quotes, details, and anecdotes across a 1500-word feature by our journalists, bringing your case study to life

- This is a new concept – please call for more information
- Editorial support
- Branding, by-lined contributor image and short biography
- Inclusion of graphics, photos and hyperlinks where appropriate
- Video and audio can be embedded
- Published alongside our content and hosted on our website in perpetuity
- 1 week 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 amplifying through your marketing channels
- Minimum 4 weeks lead time

**Price: £1,650 / \$2,150**



# Webinars

**Our Webinars are ideal for raising your profile, demonstrating thought leadership, showcasing initiatives, and discussing hot industry topics.**

They allow you to interact directly with our audience - your prospective customers – and are great for generating engagement, feedback and leads

- End-to-end project management, planning, rehearsal, on the day moderation of live event & full editorial support
- Inclusion of live polls, attachments, slides, video etc
- Multi-channel promotion (6 weeks) via website, email, social media etc to onboard registrations for live event and on-demand engagement
- Building of landing page on pharmaphorum
- On-demand Webinar hosted in perpetuity
- Provision of leads – you will be supplied with all webinar registrants and post event viewer information
- Content can be hosted on your website – contact us for details
- We recommend amplifying through your marketing channels
- To maximise impact, we recommend buying a 1200-word webinar “wrap-up” feature to be published after the webinar
- Optimum lead time is 8 weeks.

<b>Price:</b> One to One webinar (30')	<b>£4,500 / \$5,850</b>
Roundtable - max 4 people (1hr)	<b>£6,000 / \$7,800</b>
Wrap Up feature (1,200words)	<b>£750 / \$975</b>



# Sponsored Podcasts

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

Share your thought leadership and get your executives and customers out in the world with an informal but informative conversation with our hosts

- You supply a thought leader guest, subject to editorial approval; pharmaphorum provides the interviewer and works with you to shape the episode
- End to end project management, planning podcast structure, pre-interview, interview & full editorial support
- Vocal thank you/acknowledgement of sponsor in episode intro
- Branded landing page with speaker bios
- 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
- To maximise impact, we recommend buying a 1200-word podcast “wrap-up” feature to be published after the podcast
- Optimum lead time is 8 weeks, minimum is 6.

**Price:** One to one podcast (30')

Roundtable - max 4 people (1hr)

Wrap-Up feature (1,200words)

**£3,000 / \$3,900**

**£4,500 / \$5,850**

**£750 / \$975**



## About the interviewees



### Lee Taurman – Executive Vice President, Service Commercial, Syneos Health

Lee Taurman is an experienced Life Sciences management consultant. He specialises in developing innovative solutions as they evolve to changing healthcare and business landscape, innovative services and solutions, reorganising and restructuring costs, and creating new approaches to strategic planning and shareholder value. Lee currently leads the Commercial Innovation Health. Commercial Innovation leverages our broad commercial capabilities to develop integrated solutions that address our client needs.

Prior to Syneos Health, Lee led Grant Thornton's advisory practice work with clients focused on creating internal and external innovation deliver business value. He also developed strategies and executed the power of the "gig economy" and help manage an increasingly employee workforce. He holds a Masters of Business Administration, N. Stern School of Business at New York University and a Bachelor Supply Chain Management from the Martin J. Whitman School of Management, Syracuse University.



### Jeff Baxter – President and CEO, VBI Vaccines

Mr. Baxter joined VBI in September of 2009. Previous managing partner for the venture capital firm, The Capital Fund, until July of 2006, Mr. Baxter was SVP, R&D Finance and held line management roles in commercial, manufacturing, finance, pipeline resource planning and allocation, manufacturing structuring and SROne (GSK's in-house \$125m venture capital fund). He is also on GSK's R&D Operating Board. Prior to GSK, he worked at Unilever. Mr. Baxter is educated at Thames Valley University and is a Fellow of the Chartered Institute of Management Accountants (FCMA).

## About Syneos Health



Syneos Health® (Nasdaq:SYNH) is the only fully integrated biopharmaceutical solutions organization purpose-built to accelerate customer success. We lead product development mindset, strategically blending clinical development, manufacturing and commercial capabilities to address modern market realities.

To learn more about how we are Shortening the distance from lab to life®, visit [syneoshealth.com](https://syneoshealth.com) or [subscribe to our podcast](#).



# NEW Pharmaphorum Podcast

Get your marketing into our listeners' ears as they commute or go about their day with a host-read ad on pharmaphorum's editorial podcasts.

Positioning your brand alongside our exclusive and acclaimed podcast content gives you valuable exposure, excellent engagement at a cost effective price.

- You supply either a 45/90 words of ad copy or a pre-recorded 30 second/ 1 minute audio spot
- Our podcast host reads the ad or intros the recording at the beginning or mid-point of a podcast
- You can choose from a list of upcoming podcast topics to find the one that best aligns with your messaging
- Podcasts air bi-weekly; you can air your ad or ads five times in a quarter for a discount
- Provision of leads – all podcast listeners
- Lead time 4 weeks, min 2 (topic selection may be more limited)
- Call for more information

**Price:** 30-second ad on one podcast

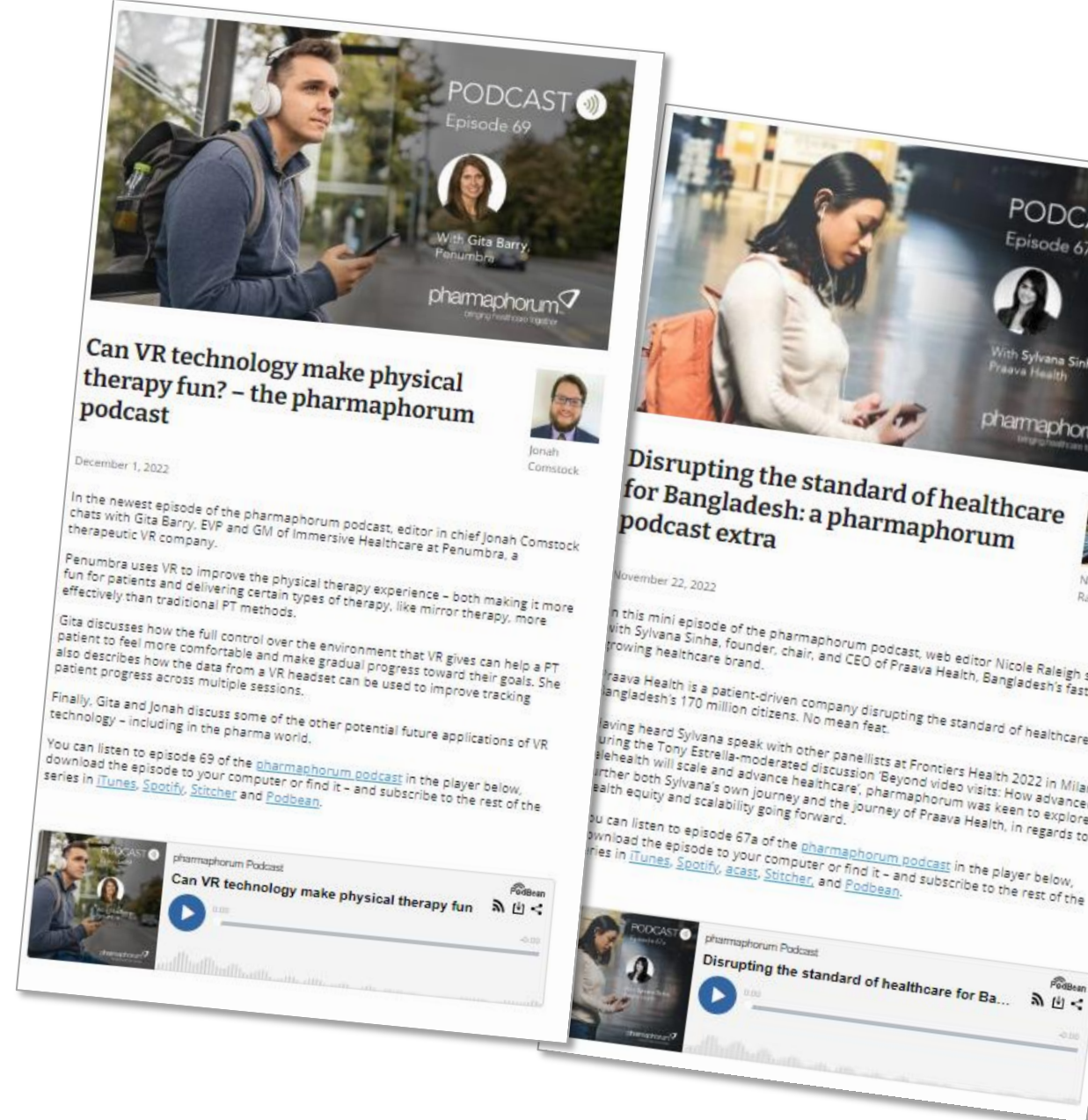
**£500 / \$600**

1-minute ad on one podcast

**£800 / \$950**

Quarterly (6 ads per Q, either length)

**£2,500 / \$3,000**



# 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 complexities of an issue and helping them solve a problem or enabling them to make better decisions.

Great for 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
- Content can be hosted on your website – contact us for details
- We recommend amplifying through your marketing channels
- Minimum 8 weeks lead time

**Price:** Up to 2,500 words from **£4,500 / \$5,850**

Up to 4,000 words from **£6,250 / \$8,125**

Up to 6,000 words from **£8,950 / £11,635**



# NEW Surveys

**Surveys are an extremely powerful way of building brand traction and reinforcing your company's reputation.**

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

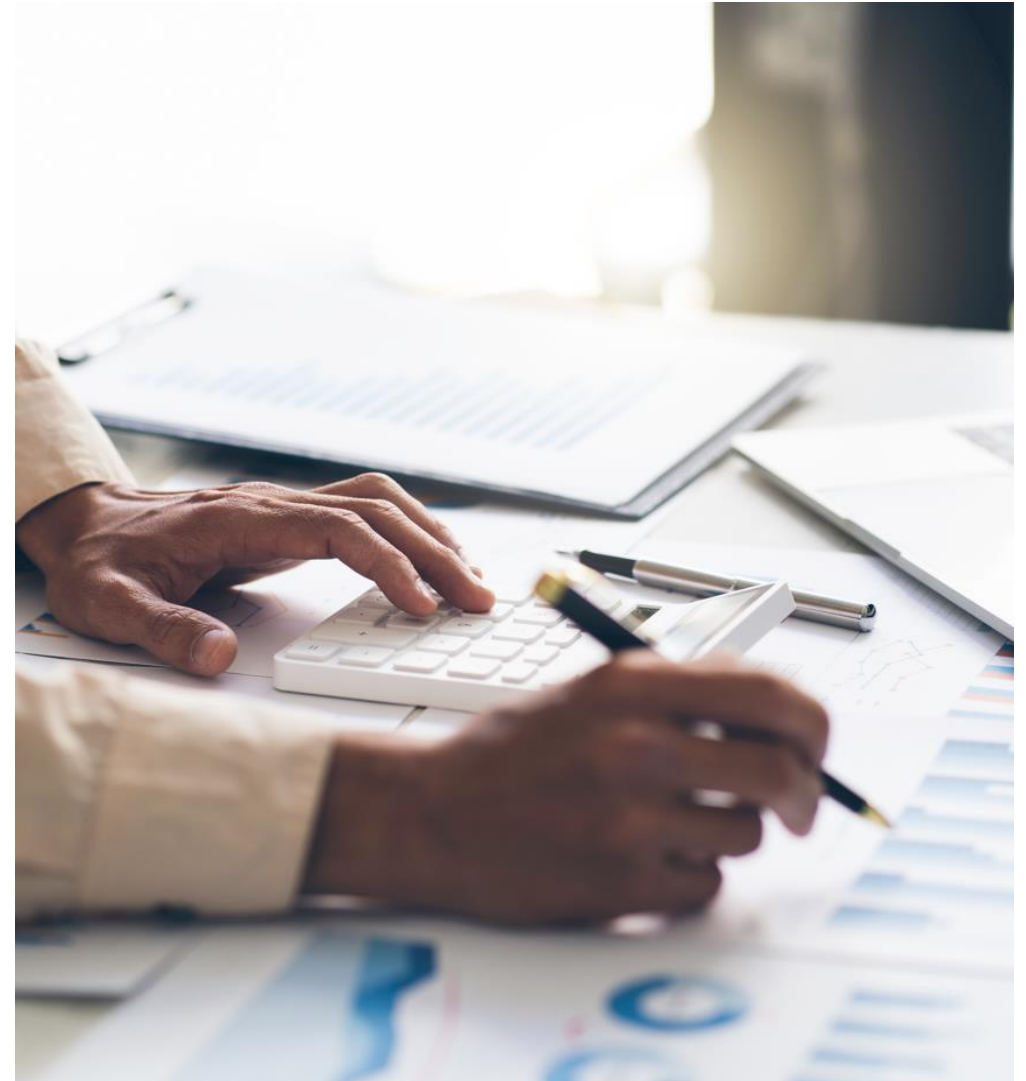
Surveys can cover myriad topics but work best when the subject matter is broad rather than niche in scope.

Packages are bespoke but broadly include:

This is a new concept – please call for more information

- Full project management
- Questionnaire creation
- Promotion to pharmaphorum database
- Data collection & analysis
- Creation of report feature 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
- We recommend amplifying your involvement through your own channels
- Provision of leads of those completing survey

**Price:** please contact us for more information



# NEW Event – The World Without Disease Summit

## The Royal Society of Medicine, London June 21 & 22, 2023

To deliver improved outcomes we can no longer continue to purely treat late-stage symptomatic disease. A new paradigm is needed where equal emphasis is placed on earlier disease prediction, prevention and interception.

The vision of this event, is to convene the smartest minds in the medical and tech fields to discuss how we can bring this vision to life and to map out a pathway for its realisation.

- 2 Day Event (Day 1: Summit / Day 2: Closed Chatham House Event)
- Approx 10-12 Sessions
- In person & hybrid / digital
- ~250-300 senior level delegates drawn from the pharma, regulatory, government, insurance and investment communities.

**Price:** please contact us for more information



# Partner Content

**Our partner content solution is a cost-effective way of promoting events, appointments or press releases to market.**

Following a simple process, you can post your content on our website in the Partner Content channel 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
- Minimum 1 day lead time
- Note: Discounts available for prebooked multiple insertions – call for details
- Content is subject to terms and conditions; pharmaphorum reserves the right not to publish inaccurate, inflammatory, or inappropriate content at our discretion.

**Price: £225 / \$295**

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# pharmaphorum 2023 ratecard

Type	Description	£ Price	\$ Price
Digital Advertising	Banner (Top)	£2,000	\$2,600
	Banner (Lower)	£1,750	\$2,275
	MPU (Top)	£2,000	\$2,600
	MPU (Lower)	£1,750	\$2,275
	Interstitial "Pop Up Ad"	Call for Details	
Newsletter	Sponsorship (Monthly)	£1,950	\$2,500
Eblast	Newsletter Circulation	£1,950	\$2,500
Feature	1200 words	£1,650	\$2,150
Company Profiles	Standard - 1200 words	£2,200	\$2,850
	Long - 2000 words	£3,000	\$3,900
Twelve Questions with	Personal Profile - 750 words	£1,250	\$1,600

Type	Description	£ Price	\$ Price
Case Study	Fast Facts - 850 words	£1,250	\$1,600
	Rich - 1500 words	£1,650	\$2,150
Webinars	One-to-One (30m)	£4,500	\$5,850
	Roundtable (1hr)	£6,000	\$7,800
	Wrap Up Feature - 1200 words	£750	\$975
Podcasts	One-to-One (30m)	£3,000	\$3,900
	Roundtable (1hr)	£4,500	\$5,850
	Wrap Feature -1200 words	£750	\$975
White Paper / Reports	Up to 2500 words from	£4,500	\$5,850
	Up to 4000 words from	£6,250	\$8,125
	Up to 6000 words from	£8,950	\$11,635
Surveys	Call For Details	-	-
Event – The World Without Disease 2023	Call For Details	-	-
Partner Content	Appt, Event & PR listings	£225	\$295





**For more information please contact**

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