



pharmaphorum

Media Pack 2018 – 2019

advertising@pharmaphorum.com

+44 (0)1932 339260

bringing healthcare together



pharmaphorum is a **content** and **communications** company offering **industry leading publications** and a **strategic 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**.

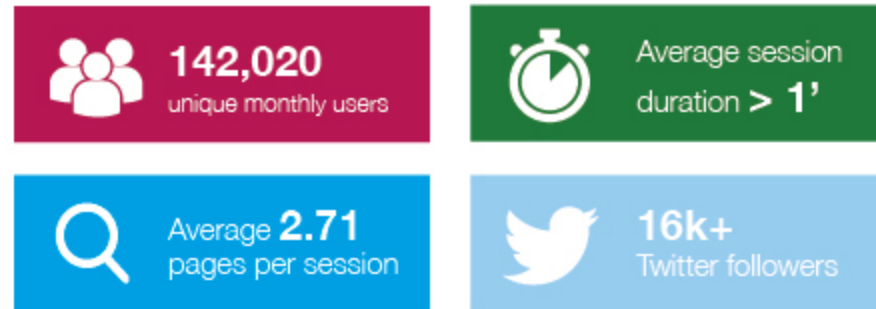
We combine all these skills and connectivity to deliver **impactful results** for our clients.



our audience

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

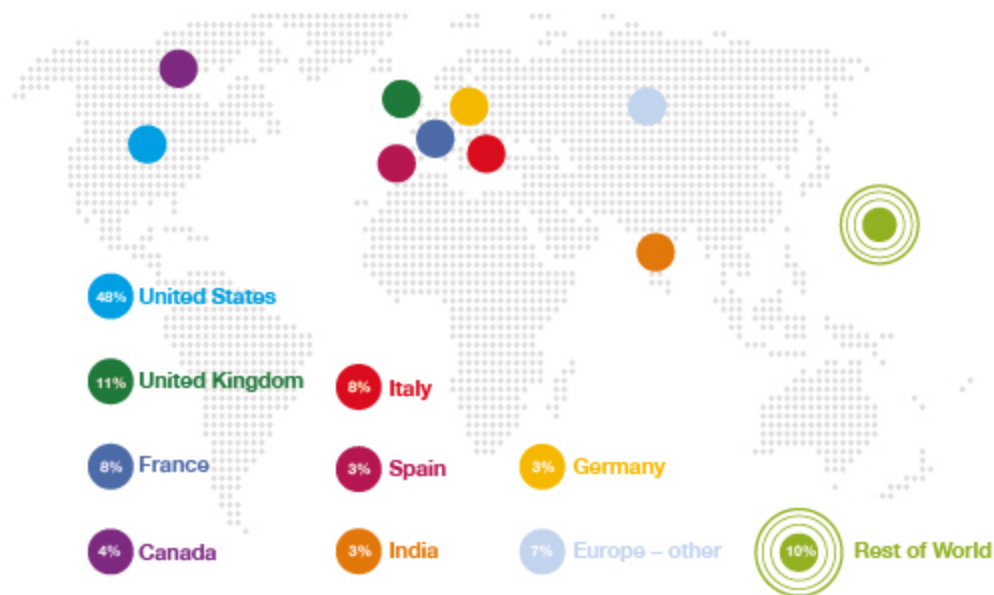
Overall reach (April 2018 – Google Analytics)



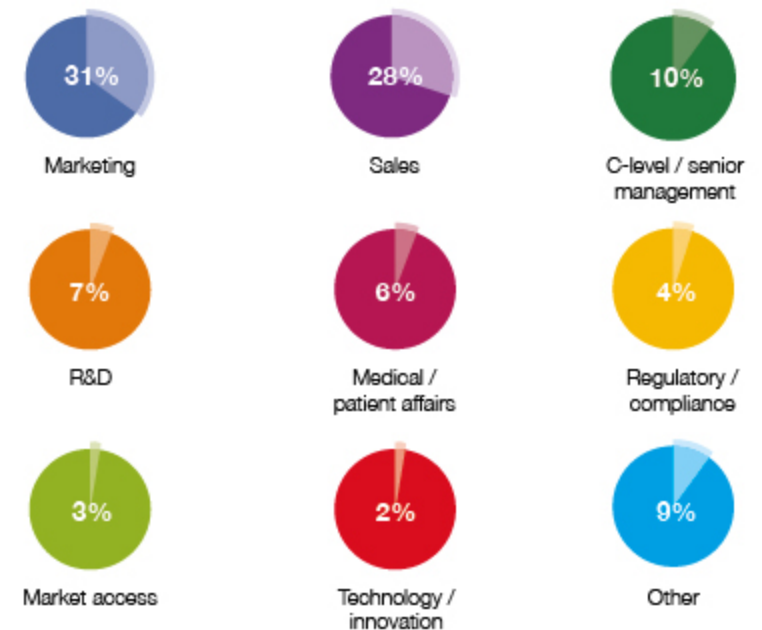
Company type (April 2018 – database analysis)



Global presence (April 2018 – Google Analytics)



Company function (April 2018 – 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



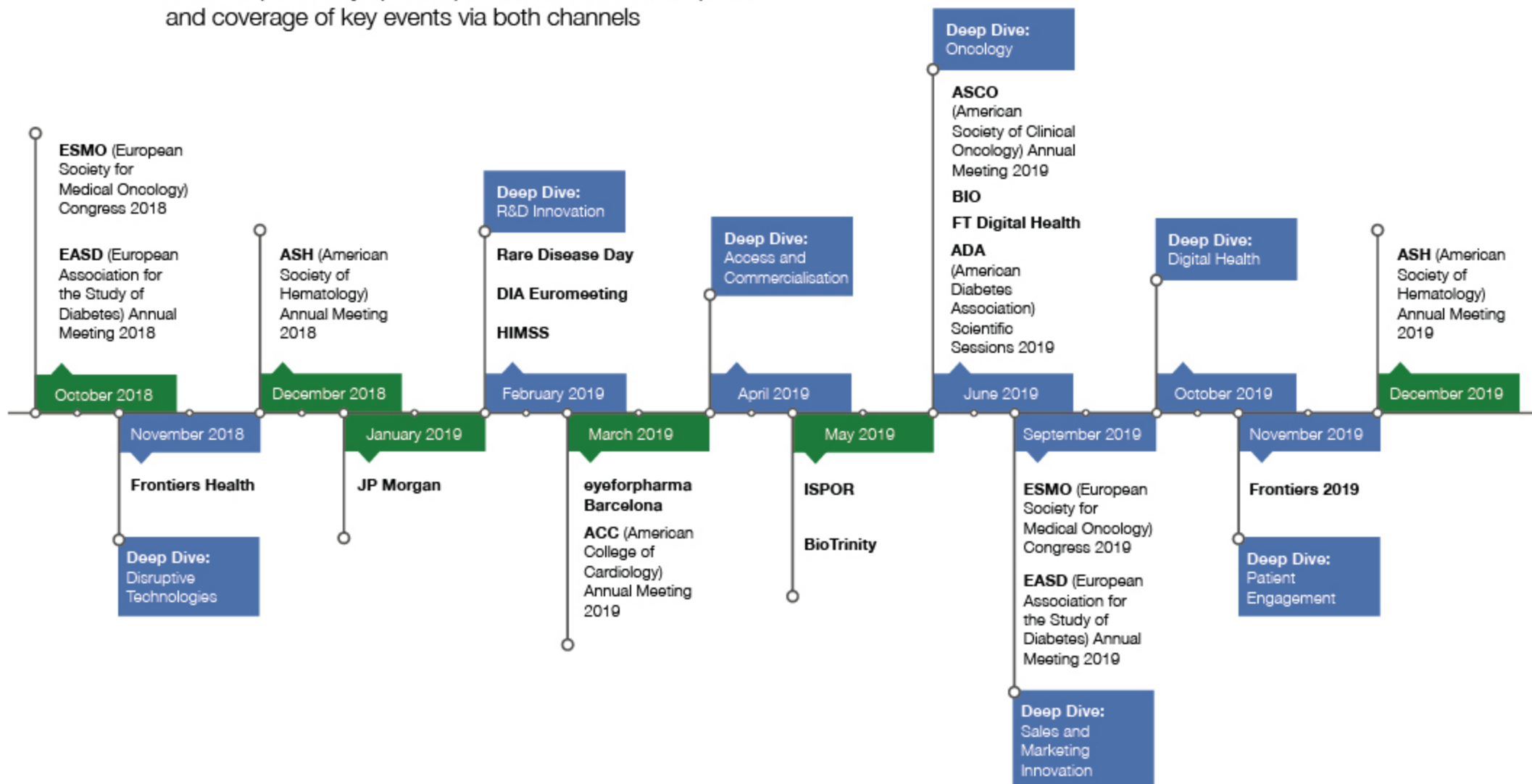
Newsletter advertising



Surveys

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 2019*



February Special focus

R&D Innovation incl.

- Technology advances in research
- Harnessing real-world evidence

Plus Deep Dives into

- Optimising content for doctors
- Putting patients first



April Special focus

Access and Commercialisation incl.

- Launch strategies
- Optimising market access

Plus Deep Dives into

- Improving outcomes with digital health
- Customer experience



June Special focus

Oncology incl.

- Reflections on ASCO 2019
- The multiplicity of cancer

Plus Deep Dives into

- Integrating the patient perspective
- Communications creativity



September Special focus

Sales and Marketing Innovation incl.

- Next generation sales strategies
- Future shapes of marketing

Plus Deep Dives into

- Data-driven decision-making
- Optimising clinical development



October Special focus

Digital Health incl.

- Trends in mobile health
- AI and machine learning

Plus Deep Dives into

- Strategic planning
- Transforming cancer care



November Special focus

Patient Engagement incl.

- Developing patient services
- Behavioural change

Plus Deep Dives into

- Multichannel marketing
- Patient-centric clinical trials

Up to 24 weeks

ahead of commission deadline
– super early bird discount of



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

www.pharmaphorum.com/deep_dive/



Deep Dive 2019 schedule



BOOK EARLY
AND SAVE

Super Early Bird **20%**

Up to 24 weeks ahead of
commission deadline –
super early bird discount of 20%

Early Bird Fee **10%**

Up to 12 weeks ahead of
commission deadline –
early bird discount of 10%

Normal Price

From 6 weeks ahead of
commission deadline to
the commission deadline –
flat rate no discount

Late Fee + 20%

Up to 2 weeks after
commission deadline –
late charge of an additional 20%
copy deadline may be extended
to accommodate.

Commissioning Deadline






Copy Deadline

R&D Innovation	Access and Commercialisation	Oncology	Sales & Marketing Innovation	Digital Health	Patient Engagement
	20% 19th October 2018	20% 14th December 2018	20% 22nd February 2019	20% 19th April 2019	20% 31st May 2019
10% 26th October 2018	10% 11th January 2019	10% 8th March 2019	10% 17th May 2019	10% 12th July 2019	10% 23rd August 2019
18th January 2019	6th April 2019	31st May 2019	9th August 2019	4th October 2019	15th November 2019
18th January 2019	6th April 2019	31st May 2019	9th August 2019	4th October 2019	15th November 2019
1st February 2019	19th April 2019	14th June 2019	23rd August 2019	18th October 2019	29th November 2019
1st February 2019	19th April 2019	14th June 2019	23rd August 2019	18th October 2019	29th November 2019
Publication Date 'week commencing'					
11th February 2019	29th April 2019	24th June 2019	2nd September 2019	28th October 2019	9th December 2019

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 Leaderboard 728x90px
	Full site pharmaphorum.com MPU 300x250px
	Weekly newsletters Header Banner 600x75px
	Full magazine Deep Dive Banners 728x290px & 300x250px
	from \$1,900 per month



Leaderboard
728x90px

MPU
300x250px

Header
Banner
600x75px

Banner
728x290px

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



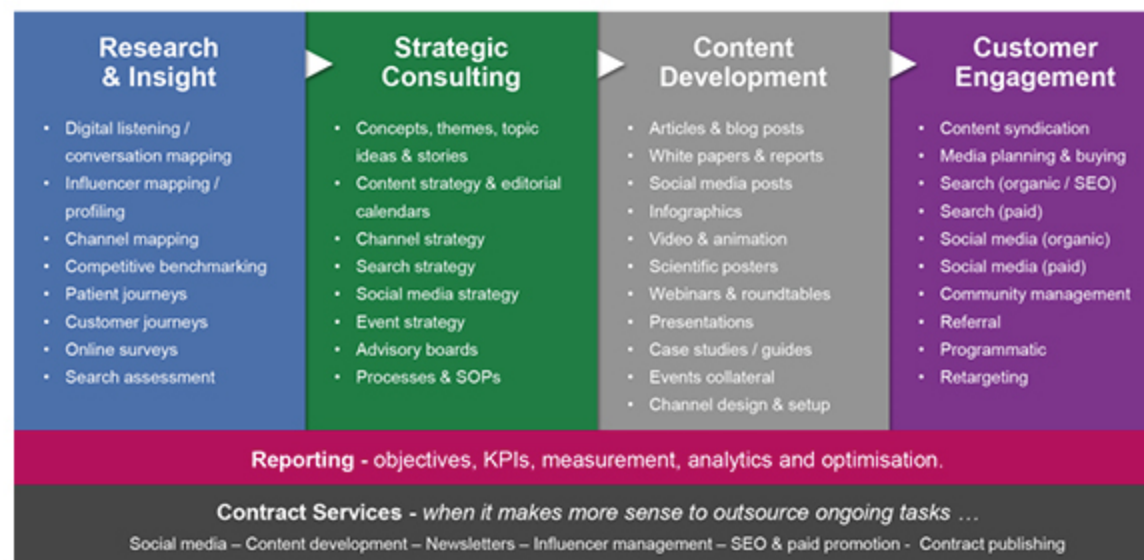
from \$6,750



beyond publishing

Helping you beyond our own publications, for when you need an experienced content communications and marketing 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

together

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

"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	\$2,250 per month
	MPU 300x250 full site	\$2,250 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)	\$4,500
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 magazine 728x90 & 300x250	\$2,250
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
	Expert opinion (up to 300 words and profile image included in pharmaphorum written feature)	\$750
Company profiles	Deep Dive profile (up to 2,500 words)	\$6,000
Edition sponsorship	Keynote, Deep Dive company profile, digital advertising and comprehensive sponsor branding	\$11,250
Bespoke editions	Various formats	Ask for details

Email / database offerings

Newsletter advertising	Newsletter 600x75 header banner	\$600 per week, \$1,900 per month
Surveys	Various formats	Ask for details



Get in
touch
today!

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www.pharmaphorum.com
www.pharmaphorumconnect.com

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