TAKE YOUR BUSINESS TO THE NEXT LEVEL

With Pharmaceutical Executive and Pharmaceutical Executive Global Digest, you will reach more pharmaceutical and biopharmaceutical executives than ever before.

BUSINESS DIMENSION	QTY
Pharmaceutical	54,782
Biopharmaceuticals	22,950
Contract Services	10,236
Consultant	5,825
Marketing Communications *(including advertising & PR agencies)*	4,498
TOTAL UNIQUE SUBSCRIBERS	**90,929**

FUNCTION DIMENSION	QTY
Business Development	3,797
Consultant	3,197
Corporate Management	26,711
Finance	1,403
HR	815
IT	1,851
Managed Care	2,920
Market Research	1,218
Marketing	12,913
Media Planning	1,375
Medical Affairs	4,860
QA/QC	7,201
R&D	16,386
Regulatory Affairs	2,651
Sales management	7,771
TOTAL UNIQUE SUBSCRIBERS	**90,929**

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PHARMA BOOKS

Pharmaceutical Executive Global Digest

CAST
CUSTOM AUDIENCE SEGMENTATION TOOL

Comprehensive Global Coverage

interpreting dynamic industry challenges.

Pharmaceutical Executive

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reach

Meet your customers where they are in the format they can consume information – in print, online, through e-newsletters, global digest, or e-books. Pharmaceutical Executive is the global publication that probes the intersection between business and policy.

frequency

You set the frequency. Pharmaceutical Executive connects you to a global audience of over 90,000 pharmaceutical, biopharmaceutical executives. When you add together the power of multiple channels and touch points, you get to critical mass on messaging faster.

leverage

Take advantage of every opportunity to integrate your marketing message seamlessly into the channels where C-suite and executive directors are completely connected, engaged and informed.

Publications

Pharmaceutical Executive

Pharmaceutical Executive Global Digest

47,147 TOUCH POINTS PER MONTH

E-newsletters

Pharmaceutical Executive

Pharmaceutical Executive Global Digest e-Alert

61,245 TOUCH POINTS PER MONTH

Web

Average monthly impressions	**95,000**
Average monthly unique	**45,000**
Average time on site	**7 minutes**

95,000 TOUCH POINTS PER MONTH

Pharmaceutical Executive

WHERE BUSINESS MEETS POLICY

Social Media

Facebook	**441**
Twitter	**10,187**
LinkedIn	**3,319**

13,917 TOUCH POINTS PER MONTH

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Digital Editions

Pharmaceutical Executive

Pharmaceutical Executive Global Digest

30,600 TOUCH POINTS PER MONTH

impact

Pharmaceutical Executive surrounds your message in an award winning environment.

2012
Neal Award finalist for Best Technical Content

2011
Neal Award winner for Best Commentary

2009
Neal Award for Best Single Article

2007
Neal Award finalist for Best Issue, May 2007,

2005
Neal Award finalist for Best Issue

2003
Neal Award winner for Best Issue

2002
Grand Neal Award, cover story on the convergence of diagnostics and pharmaceuticals

amplify

No matter which channels you select, this cross-platform portfolio is unique in its innovation and strategic thinking. Engaged professionals are constantly returning for further information – this gives you the opportunity to be found as often and whenever you want…with the strongest possible message.

engage

Not all touch points are created equal. Through a combination of print and digital editions, you get the best possible opportunity to target your message.

As a cross-platform package, you maximize every option and you can be assured that your campaign is seen by the industry's top decision makers.