



# Pharmaceutical Executive Global Digest

Advancing business leadership

2012 MEDIA PACK

[www.pharmexec.com](http://www.pharmexec.com)



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# OUR AUDIENCE: Reaching Global Leaders

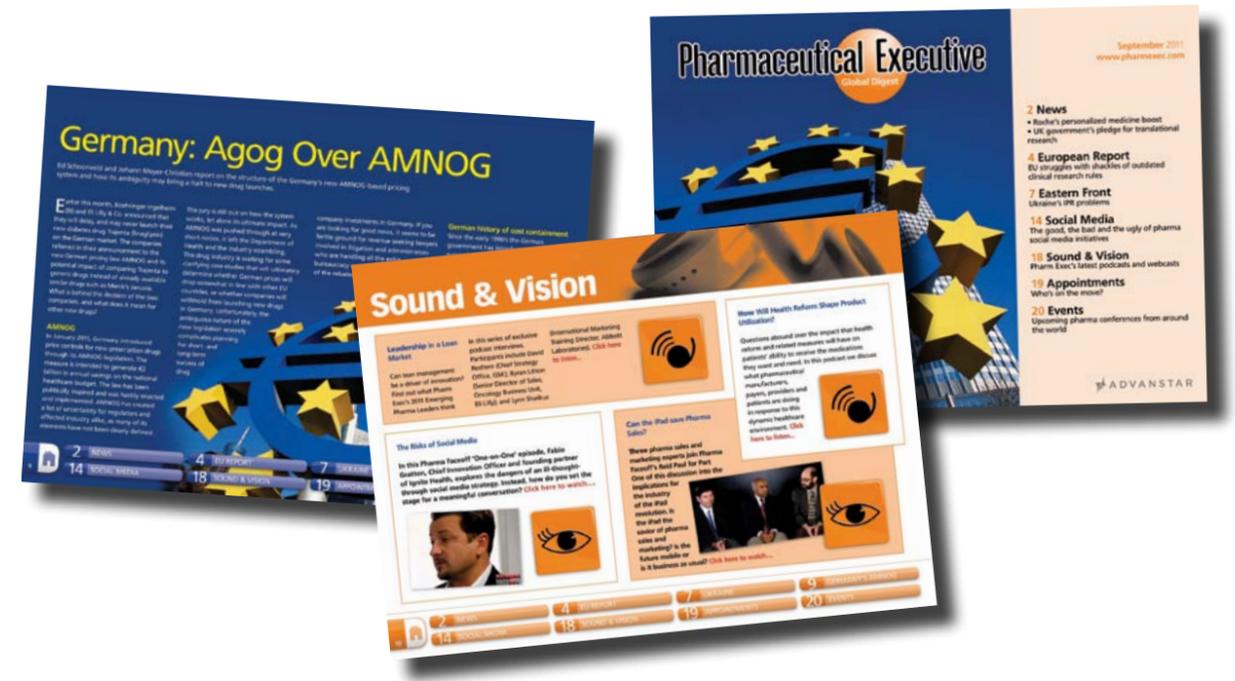
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Pharmaceutical Executive  
Global Digest

*Pharmaceutical Executive Global Digest* reaches over 69,000 recipients and senior decision makers across the world — including senior personnel from all Top 50 pharma companies.

*Pharmaceutical Executive Global Digest* is a monthly digital magazine focusing on Europe, North America, Asia and the emerging markets. Each issue addresses key industry topics such as corporate strategy, sales & marketing, R&D, regulatory, technology, finance and leadership and reaches those at the top of the pharma food chain — CEOs, CFOs, COOs, country managers, managing directors, business development managers and heads of departments.

Readers have long turned to the Pharmaceutical Executive brand to learn more about the leadership strategies they need to meet current industry challenges. *Pharmaceutical Executive Global Digest* offers timely and relevant content and provides advertisers with an ideal platform to deliver their solutions to a high calibre readership. *Pharmaceutical Executive Global Digest* also provides you with the flexibility to target your marketing message to your desired audience. You can choose the countries you specifically wish to target with your campaign.



## PROVIDING Comprehensive Coverage

*Pharmaceutical Executive Global Digest's* comprehensive coverage provides you with the opportunity to specifically target your marketing message with the most relevant content for your campaign and organisation. Features include:

<b>News</b>	<b>Health economics</b>
Mergers & acquisitions	Business issues
<b>Analysis</b>	<b>Manufacturing</b>
Generics	Nanotechnology
<b>Speciality drugs</b>	<b>Clinical knowledge</b>
Interviews with industry players	Industry trends
<b>Biotechnology / biopartnering</b>	<b>Country focuses</b>
Business management practice	Clinical trials management
<b>Regulatory</b>	<b>Market access</b>

## EDITORIAL Overview

*Pharmaceutical Executive Global Digest* interprets the dynamic challenges the industry faces by analysing breaking news and providing timely, forward-thinking insights into business and management practices. It features in-depth discussions and opinion pieces – written or suggested by thought leaders and industry professionals – across a range of topics, including R&D, corporate strategy, regulatory affairs, finance, sales and marketing and the supply chain.

### YOUR OPPORTUNITY:

Align your business and company name with this respected title that speaks to pharmaceutical executives including:

- C-suite
- Managing directors
- Finance directors
- Business developments senior management
- Regulatory affairs directors
- Marketing directors



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# EDITORIAL CALENDAR 2012

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## JANUARY 2012

- **CRM and sales force effectiveness in Europe:** An overview of the latest developments.
- **Building an effective approach to clinical trials in Asia:** Expert opinions on, and new approaches to, strategies for clinical trial success in India and China.

+ Also: Technology, Marketing, Legal

## FEBRUARY 2012

- **Best in biotech:** Who are the up-and-coming biotechnology companies?
- **Industry forecast:** Exploration of key trends shaping the industry's scientific potential, commercial performance, and reputational assets in 2012.

+ Also: Clinical Trials, India, Regulatory Affairs

## MARCH 2012

- **Sales force survey:** Pharm Exec's exclusive annual review of trends in

drug detailing activity, along with advice on how to invest proactively to secure higher rates of engagement with a changing customer base.

- **Patient education in Europe:** New thinking, new developments, new approaches.

+ Also: China Report, Patient Compliance, CRM

## APRIL 2012

- **Optimizing strategic outsourcing:** Pharm Exec examines how companies can become more involved and improve upon their growing partnerships with CROs.
- **Pharma futures:** This features focuses on the "future that is here today." Pharm Exec will explore the products, processes, and places driving change and setting the terms for competitive advantage in tomorrow's marketplace.

+ Also: Latin America, eMarketing, Branding

## MAY 2012

- **Pharma meetings:** Invaluable insight into the ever-changing and challenging landscape of pharma meetings in the face of increasingly stringent laws and regulations being put in place to govern the industry.
- **Executive profile:** HBA Woman of the Year.

+ Also: Russia and CES, HR & Training, Sales Force Effectiveness

## JUNE 2012

- **13th Annual Pharm Exec 50:** The world's top pharma companies, ranked by sales — a stark portrait of an industry undergoing radical change.
- **Top ranks in social media:** Pharm Exec presents new customised survey data on which companies best leverage new communications technology to buttress their brand leadership.

+ Also: Africa, Technology, Marketing

## JULY 2012

- **5th Annual emerging pharma leaders:** Profiles of 25 industry change makers under age 45, representing a cross-section of businesses, functions and geographies.
- **Media spend trends:** Will digital trump print? New media, old media, future media — it's all about marketing and some media plays are working better than others.

+ Also: Brazil, Clinical Trials, Regulatory Affairs

## AUGUST 2012

- **Head in the clouds:** The Next Stage. The future of cloud computing and pharma.

+ Also: R&D, Legal, Biopartnering

## SEPTEMBER 2012

- **Emerging markets update:** Tracking successful engagement strategies in this key growth segment for the industry.



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- **Adherence — building best practices:** Examining the companies leading the charge in improvement, and the programs that work—and why.

+ Also: Regulatory Affairs, Marketing, Sales Force Effectiveness

## OCTOBER 2012

- **Technology:** Virtual R&D. New computer-based technology is fast developing the 'virtual man' to allow for a greater understanding of the biology of disease.

- **11th Annual industry audit and company of the year:** An in-depth look at the business of pharma, ranking the top 24 companies on more than a dozen key metrics to identify the industry's top performer in actually delivering shareholder value.

+ Also: China, Technology, Clinical Trials

## NOVEMBER 2012

- **Building market access:** exploring new ways to foster productive partnerships around the strategically important market access function.

*Topics are subject to change.*

- **Mobile technology:** More than five billion mobile phone users exist worldwide, and many countries enjoy 100 percent adoption rates, offering the industry a flexible, cost-effective, and innovative way to interact with patients and physicians alike.

+ Also: Pharmerging Markets, Regulatory Affairs, Marketing

## DECEMBER 2012

- **Annual pipeline report:** A rundown of the best drugs currently in development, as selected by leading clinicians, academics, financial analysts and other industry thought leaders.

- **Supply chain roundup:** The latest trends and best practices in how big pharma is managing this critical cross-functional activity.

+ Also: CRM, Legal, R&D

**"A helpful publication"**  
Company President, UK\*

**"Good and useful product"**  
Head of Strategy, Switzerland\*

**"Keep up the good work"**  
Marketing Manager, Brazil\*

\* PEGD readership survey, July 2011

## COUNTRY Categories\*\*

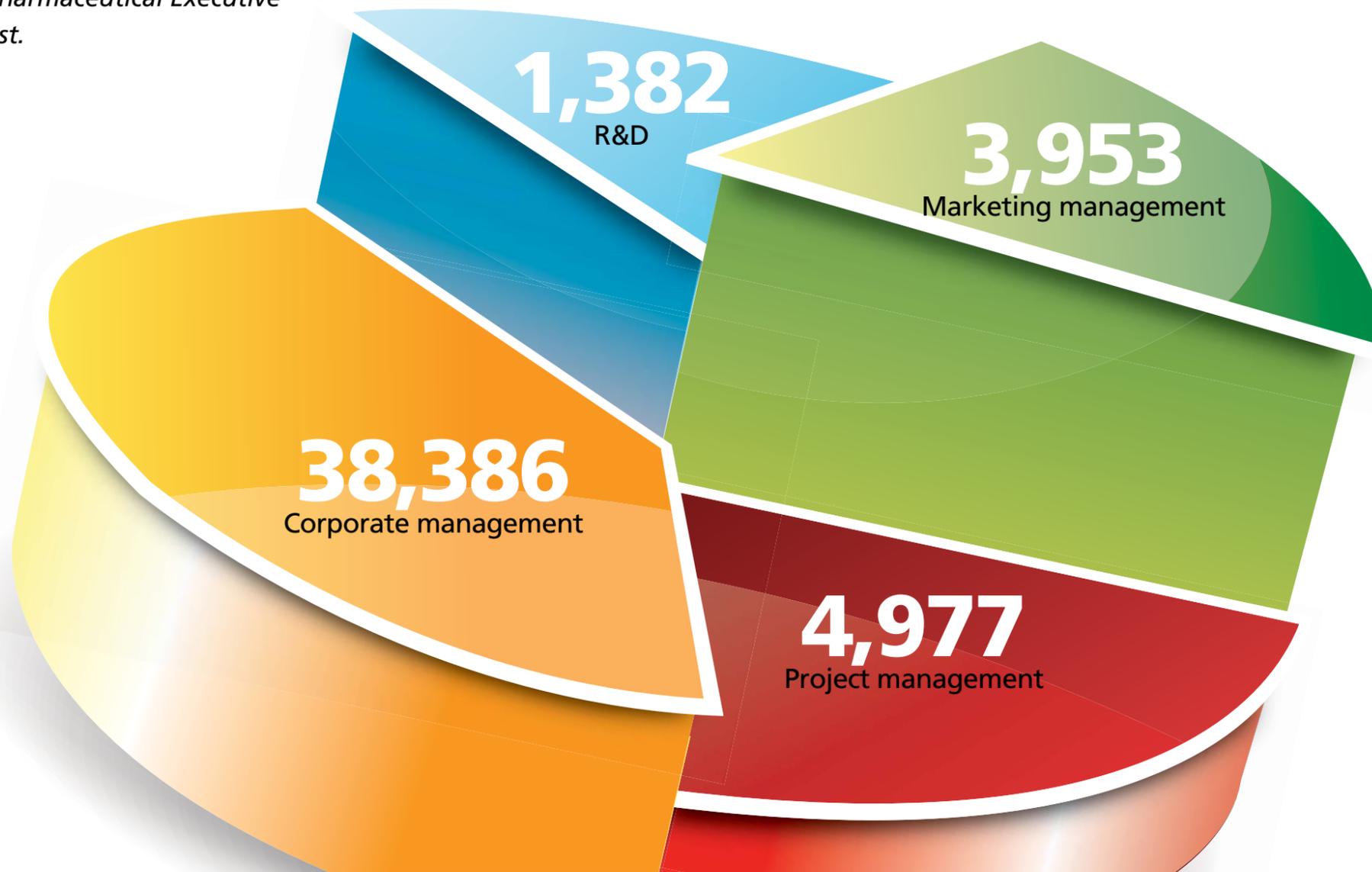
\*\* Publisher's own data - excluding US (49,594)



# TARGET THE BEST

## KEY FACTS:

- *Pharmaceutical Executive Global Digest* continues to address each industry niche – corporate strategy, R&D, finance, regulatory affairs, technology and sales and marketing.
- *Pharmaceutical Executive Global Digest's* online platform ensures constant exposure for your marketing message on the website that is recognised and respected by the pharmaceutical community.
- The top 50 pharmaceutical companies all receive *Pharmaceutical Executive Global Digest*.
- *Pharmaceutical Executive Global Digest's* digital magazine allows readers to be interactive in a way our print magazine could never achieve. All our news and features are hyperlinked to the essential information readers need to broaden their understanding of the issues, allowing them instant access to reports, websites, press releases, podcasts and video on demand.



## Job function\*

Corporate management	38,386
Project management	4,977
Marketing management	3,953
R & D	1,382
Business development, strategic planning	1,377
Sales management	1,138
Regulatory affairs/QA/ QC management	909
Medical/clinical management	541
Advertising & promotion, media planning, PR	407
Product/brand management	395
Market research	238
Financial management	113
Information management	86
Management consulting	54

\* Publisher's own data



# OUR PRODUCTS

## Pharmaceutical Executive Global Digest

The monthly *Pharmaceutical Executive Global Digest* is delivered to the inboxes of 69,000 industry professionals.

### KEY BENEFITS:

- Interactive and animated advertising platforms, using Flash.
- 26 opportunities throughout the year to market your business to 69,000 industry global professionals.
- The top 50 pharmaceutical companies all receive *Pharmaceutical Executive Global Digest*.

## e-Alerts

*Pharmaceutical Executive Global Digest* e-Alert is delivered directly to the inbox of industry professionals twice monthly.

### KEY BENEFITS:

- 26 opportunities throughout the year to market your business to 69,000 industry professionals.
- A variety of banner advert opportunities are available for you to choose from.
- A timely platform for product launches, both pre and post trade shows and key industry events.

## Website

### WWW.PHARMEXEC.COM

The Pharm Exec website provides access to the industry's global news on one comprehensive site. The website also benefits from a variety of features, including a search engine indexing 2,500 industry sites, extended topic coverage, improved online and multimedia content and easier-to-access archives.

Advertisers can choose from a wide range of promotional options for your traditional advertising; align your brand with chosen subject areas, key authors, commentators or sections. Taking advantage of a rich media approach by providing animated banners, survey banners, pop-up banners, and peel-down banners, to view some online advertising examples click here.

## Podcasts

Our editorially driven audio podcast series are designed to keep pharmaceutical executives connected to the latest developments in the industry. Our podcast series will be promoted through *Pharmaceutical Executive Global Digest*, e-Alerts and [www.pharmexec.com](http://www.pharmexec.com).

If you have a key message to present or promote, we have the audience. By customising your Podcast sponsorship, you can invite a third party editor to moderate whilst your team secures the speakers and co-ordinates the recording logistics.

### KEY BENEFITS: Sponsorship offers:

- Hosted for 12 months in [www.pharmexec.com](http://www.pharmexec.com)'s Podcast Directory.
- Sponsor logo on download page.
- Moderator will include a 30-60 second sponsor review during the podcast introduction.
- Monthly metric report including number of downloads and site visits.

**44%\***  
of readers rate  
Global News as excellent  
or very good

**32%\***  
of readers rate  
Sales and Marketing as  
excellent or very good

**30%\***  
of readers rate  
Corporate Strategy as  
excellent or very good

**27%\***  
of readers rate  
Regulatory Affairs as  
excellent or very good

\* PEGD readership survey, July 2011



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## Web seminars

Pharmaceutical Executive Global Digest's editorially driven webcast programme offers a targeted route directly to the most relevant of industry professionals. This compelling channel provides an educational forum for readers and viewers to learn about new technologies. Web seminars can be as audio / video and broadcasted live and / or on-demand. All webcast projects are supported with a fully integrated marketing campaign that can incorporate print ads, email blasts, direct marketing, newsletter and website promotion from Advanstar's extensive Life Science portfolio.

**72%** of readers visit [www.pharmexec.com](http://www.pharmexec.com) to access industry news, comments and opinions\*\*

### KEY BENEFITS:

- Accelerates lead generation and provides a full database of qualified registrants.
- Programme management, marketing, production and execution by our experienced team.
- 12 months on-demand viewing and master CD of the live event.
- Live Q&A, real-time polling, post web cast survey data available 24/7.
- A complete turnkey marketing programme on any product, service or message from your company.

## Whitepaper E-Library lead generation

Pharmaceutical Executive Global Digest's Whitepaper e-Library hosts papers and technical application notes submitted by the industry's leading solution providers. To download viewers must complete a short registration form.

### BENEFITS:

- Lead generation of prospect contact information and demographics emailed in real-time with real-time reporting via a password-protected site.
- Newly-submitted papers featured on matching category [www.pharmexec.com](http://www.pharmexec.com) pages.
- Hosting of technical white papers on [pharmexec.com](http://pharmexec.com)'s Whitepaper e-Library linked from website's main navigation.

## OTHER MEDIA Opportunities

### Reproductions

If you don't have the artwork but want immediate placement in our digest, e-Alert or on our website, we have a solution. Our design team will assist you in creating a dynamic online advertisement that will communicate your message in a dynamic and professional manner.

### E-solution broadcasts

You provide the content and we will deliver it to the right audience. Your customised message delivered to the

industry's most highly desired audience.

Ideal for:

- New product releases
- New acquisitions and company expansion
- Case study success stories
- Online product catalogues
- Launch of new website
- Any marketing initiative that requires immediate attention from the right audience

### List rental

Data from all pharma group publications

are available to you for direct mail, email campaigns and telephone access.

### Custom publishing

We offer bespoke publishing if required, consult our editorial and design team to help deliver your message creatively, professionally and with maximum impact.

### Supplements

Over the last few years, our well-received supplements have covered a range of industry topics. These stylish digital publications can be developed as bespoke

reports on a particular theme or company, extended articles that delve a little further into a particular industry area and broader-scoped projects that allows a variety of contributors to explore relevant topics more fully and comprehensively.

So far, our supplements have covered topics such as:

- Sales Environment
- Health Economics
- Professional Development
- Clinical Trials
- Oncology
- Generics
- Biotechnology

# OUR PRICING (€ EURO'S)

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DISPLAY COLOUR (€)							
	1x	3x	6x	12x	24x	36x	48x
Double Page Spread	5,072	4,688	4,310	3,801	3,292	2,788	2,027
Full Page	2,667	2,468	2,263	2,000	1,734	1,465	1,066
1/2 Page	1,738	1,607	1,475	1,302	1,134	956	714
1/3 Page	1,465	1,355	1,244	1,097	940	803	588
1/4 Page	1,202	1,113	1,019	903	788	662	483

SPECIAL POSITION CHARGES (€)	
Front Cover	2,084
Preferred Position	+10%

SPECIAL PRODUCTS (€)							
	1x	3x	6x	12x	24x	36x	48x
Sponsorship Banner	4,000	3,728	3,460	3,098	2,735	2,377	1,838
Bellyband	3,602	3,330	3,062	2,700	2,337	1,979	1,440

E-NEWSLETTER (€)							
	1x	3x	6x	12x	24x	36x	48x
Leaderboard	2,000	1,900	1,805	1,715	1,629	1,548	1,470
Banner	1,760	1,664	1,573	1,513	1,338	1,250	1,056
Skyscraper	1,760	1,664	1,573	1,513	1,338	1,250	1,056
Product Profile	990	944	899	853	754	705	604
Event Profile	990	944	899	853	754	705	604

HOMEPAGE (€)	
Leaderboard	2,750
Box	2,950
Rectangle	1,600

RICH MEDIA (€)	
Webcast	Price on application
Podcast	Price on application
Custom Projects	Price on application

## 95%\*

of readers find  
*Pharm Exec Global Digest's*  
digital format either  
Excellent or very good

### Advertisement specifications

#### Supplied at 300dpi

- 4 Column (DPS)  
375mm x 240mm
- 2 Column (Full page)  
190mm x 211mm
- 1 Column (0.5 page)  
105mm x 211mm
- Skyscraper (0.25 vertical)  
45mm x 211mm
- Banner (0.25 horizontal)  
184mm x 21mm
- Flash animated advertising supported

\* PEGD readership survey, July 2011

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