

# Pharma

## BUSINESS INTERNATIONAL

Your guide to the pharmaceutical world



**MEDIA PACK**

**WWW.PBIFORUM.NET**



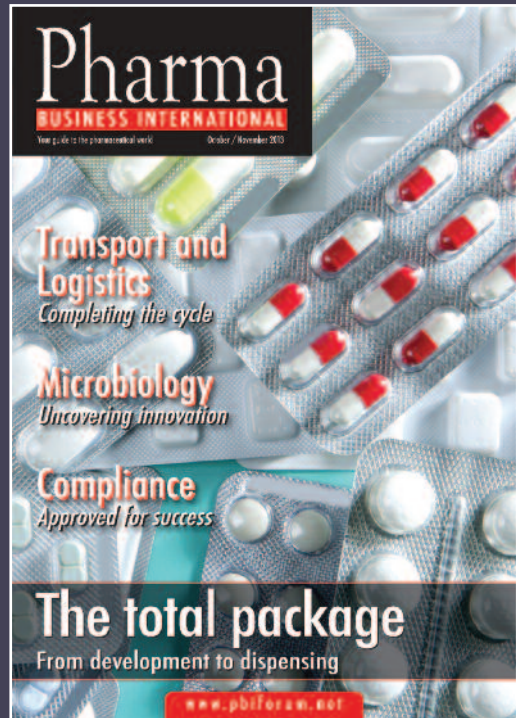


# MAKE THE RIGHT MARKETING INVESTMENT

### The voice of the industry

With a rapidly growing readership worldwide, Pharma Business International is the most comprehensive medium for your company. No other online magazine can guarantee such high profile coverage.

The hallmark of Pharma Business International is in its editorial approach. The magazine has a policy of using experts in their fields in order to ensure editorial integrity and independence. Top names in the sector regularly contribute with incisive opinion and valuable advice. From our ever expanding online presence at [www.pbiforum.net](http://www.pbiforum.net), online magazine and email marketing campaigns we will be giving your advertisement or promotions an even wider reach providing greater opportunities.



## A NEW ERA

Advertisers choose Pharma Business International because they know they can entrust us with their advertising campaigns, to deliver their message to the customers who matter.

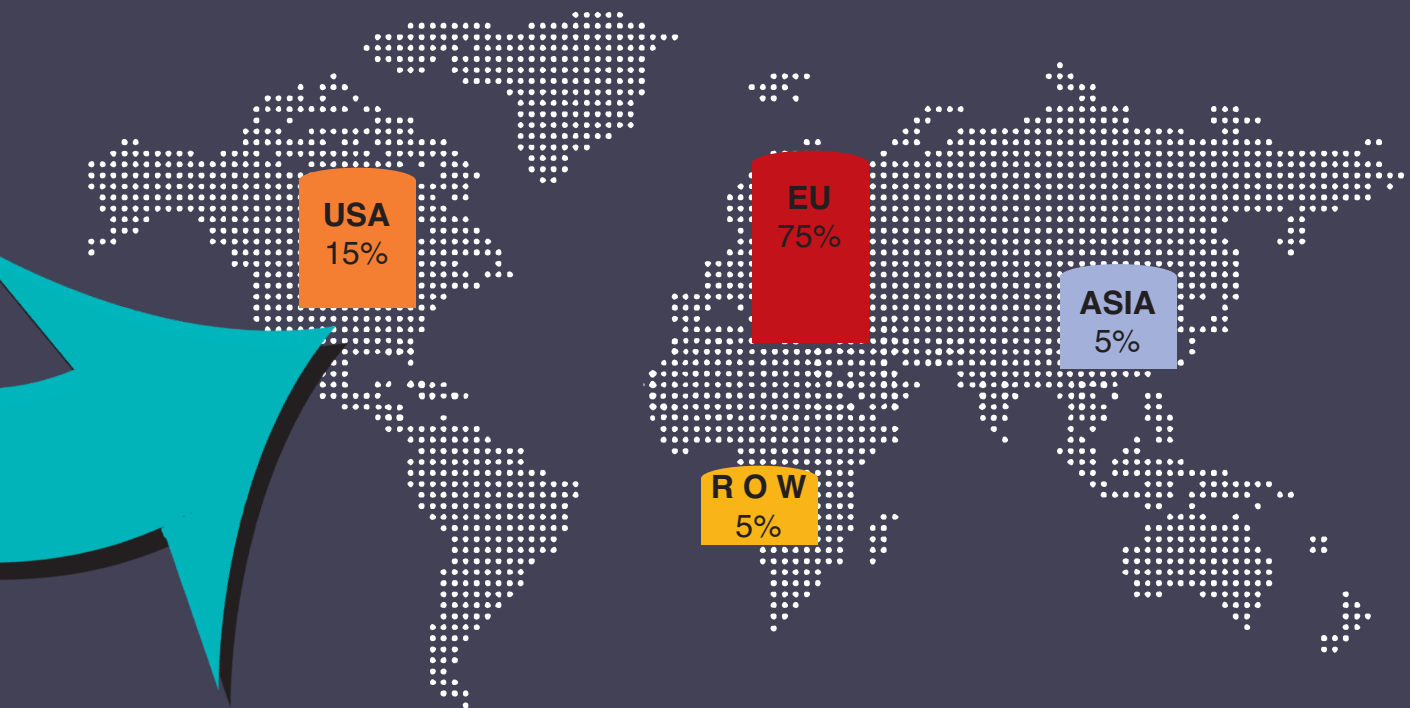
Pharma Business International is even better value than ever as each magazine is published online on PC, smartphones and tablet devices. Your advertisement can be seen even further afield and by even more readers. For an extra fee a link can be added to your advertisement allowing visitors to visit your site directly.

A laboratory setting with a test tube containing orange liquid being added to a beaker of green liquid. The background is blurred, showing other laboratory glassware. A large teal curved shape is on the right side of the image.

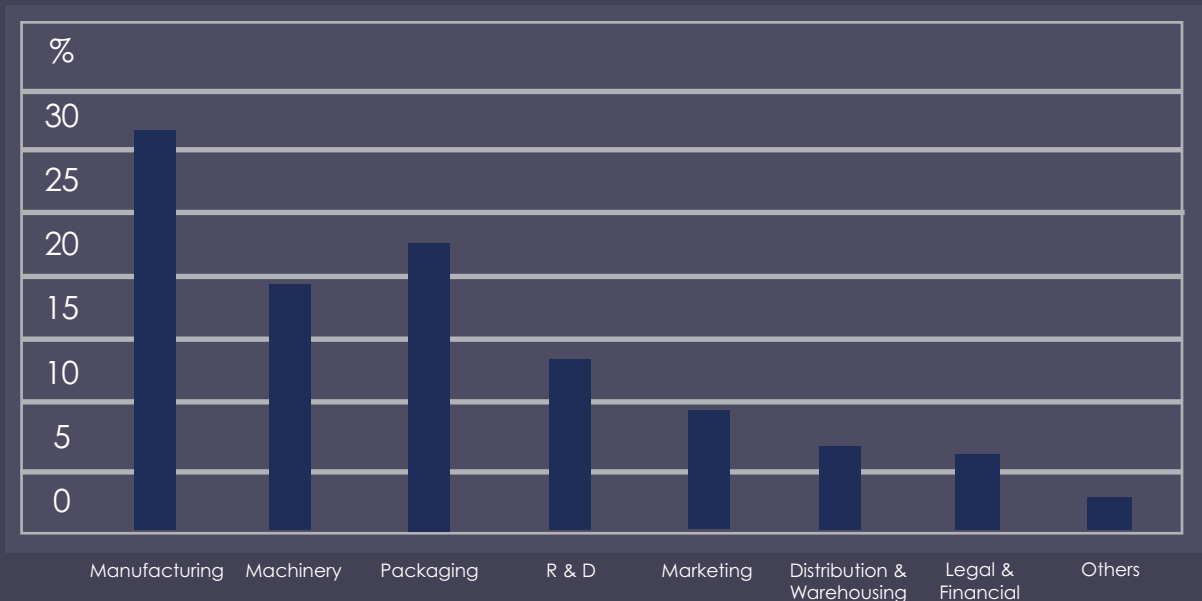
# **TARGETED READERSHIP WORLDWIDE**

## READERSHIP

**NO OTHER INDUSTRY MAGAZINE  
CAN GUARANTEE THE SAME  
HIGH PROFILE COVERAGE**



A global industry requires global readership



The responsibility for purchasing decisions lies in the hands of different people in each organisation - Pharma Business International reaches many decision makers and is often handed down to other departments as 'required reading'



#### APRIL / MAY

- Cover Story
- Clinical Trials
- Processing
- Health and Safety
- Traceability
- Packaging
- Waste Management

#### JUNE / JULY

- Cover Story
- Training and Skills Development
- Accuracy and Measurement
- Security
- Import and Export
- Collaboration
- Funding

#### AUGUST / SEPTEMBER

- Cover Story
- Laboratories
- Hardware and Software
- Hygiene
- Distribution
- Marketing
- Procurement



# FORWARD FEATURES

## OCTOBER / NOVEMBER

- Cover Story
- Animal Health
- Efficiency and Optimisation
- PPE
- Cold Chain
- Ethics
- Business Growth

## DECEMBER / JANUARY

- Cover Story
- Market Research
- Temperature Control
- Global Trade
- Outsourcing
- Promotion
- Contracts

## FEBRUARY / MARCH

- Cover Story
- Microbiology and R&D
- Packaging
- Compliance
- Transport and Logistics
- Marketing
- Procurement

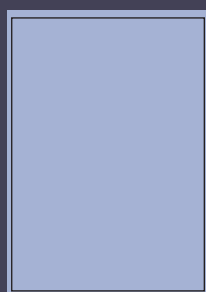


# ADVERTISING - MAGAZINE

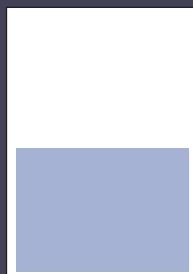
	Single	2 series -10%	4 series -20%	6 series -30%
<b>Special Positions</b>				
Back Cover	£3,175.00	£2,857.50	£2,540.00	£2,222.50
Inside Front Cover	£2,970.00	£2,673.00	£2,376.00	£2,079.00
Inside Back Cover	£3,055.00	£2,749.50	£2,444.00	£2,138.50
<b>Colour</b>				
Double Page Spread	£4,310.00	£3,879.00	£3,448.00	£3,017.00
Full Page	£2,650.00	£2,385.00	£2,120.00	£1,855.00
1/2 Page	£1,550.00	£1,395.50	£1,240.00	£1,085.00
1/4 Page	£1,020.00	£918.00	£816.00	£714.00
Double Profile Page	£3,450.00	£3,105.00	£2,760.00	£2,415.00
Full Profile Page	£1,990.00	£1,791.00	£1,592.00	£1,393.00
Full Page PSE	£1,940.00	£1,746.00	£1,552.00	£1,358.00
1/2 Page PSE	£990.00	£891.00	£792.00	£693.00

Please note: Prices for 3 series and over, there is no agency discount applicable and also PSE prices are not discountable. Prices are per insertion. 10% Agency discount applies only to recognised PPA register agencies with finished artwork. Full terms and conditions of advertising are available online and included with every order.

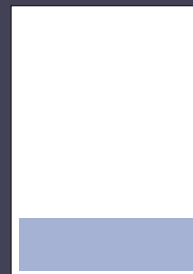
All prices subject to VAT.



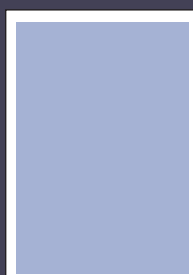
**Full Page BLEED**  
216mm width x 303mm height  
3mm each side will not be printed



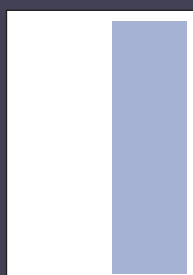
**Half Page Landscape**  
190mm width x 135mm height



**Quarter Page Landscape**  
190mm width x 65mm height



**Full Page TYPE**  
190mm width x 277mm height



**Half Page Portrait**  
93mm width x 277mm height



**Quarter Page Portrait**  
93mm width x 135mm height





## DIGITAL ARTWORK

Advertisements can be sent through email (8mb max) or uploaded onto our FTP site (please ask your sales representative for details). PDF format preferred.

Artwork should be sent 100% size @ 150dpi.

PDF documents must have all fonts, pictures and logos embedded or converted to paths. A printed SWOP approved proof should accompany all digital artwork.

In the event of not receiving a SWOP approved proof, we cannot be held responsible for any errors incurred in the reproduction of all or part of the document.

# ADVERTISING - DIGITAL



Main Header  
468 x 60

Double Box Advert  
300 x 250

Rectangle Advert  
300 x 120+

Button Advert  
160 x 160+

Pharma Business International is constantly expanding its online presence. [www.pbiforum.net](http://www.pbiforum.net) offers exceptional value. With industry news updated throughout the day as well as an online edition of the magazine, advertisers can take full advantage of e-commerce opportunities at no extra cost!

## ONLINE PRICES

	weekly	monthly	annually	All prices are for the standard pages of <a href="http://www.pbiforum.net">www.pbiforum.net</a> - i.e. R&D, Manufacturing, Packaging, Finance, Legislation, Logistics & Marketing
Main Header:	£200	£690	£6,625	
Double Box Advert:	£250	£860	£8,260	
Rectangle Advert:	£160	£550	£5,280	
Button Advert:	£100	£345	£3,310	

Home Page - A 25% Surcharge for advertising on the home page - also includes the Media / Legal Sections

All sizes with a + can be increased i.e. 300 x 120+ can be 300 x 240 etc - the price will run pro rata to size.

Simple animations can be done in house and are free of charge. Artwork supplied needs to be flat jpg or gif (animated or not), no more than 20k. SWF files can be used.

All prices subject to VAT.









### E-NEWSLETTERS

Pharma Business International invites you to supplement your exposure in the magazine with an appearance in our electronic newsletters.

The newsletters are published on a regular basis, and complement the magazine by featuring the latest news and information in the pharmaceuticals world, ensuring our readers remain fully up-to-date. It is sent out to our customers, almost all of whom play an important role in the industry. This means any advertisement will enjoy an impressive reach.

An advertisement on the Pharma Business International newsletter is available at a cost of just £450 + VAT for a 160 x 160 pixel box, 20k size, accompanied by a hyperlink which can be directed to any part of your website you desire.

Alternatively, for just £1,450 + VAT, we can send your latest newsletter or promotion. This offers a valuable opportunity to get the very latest news from your company – a product, a special offer, a major contract win or launch – across to an informed and interested audience.

The flexibility and increased frequency of the newsletters ensures this one is the ideal companion to an inclusion in the printed magazine.



### GOING DIGITAL

**You can read Pharma Business International on the go!**

**Available on Smartphones and Tablets. Ideal for those who spend time away from their office.**

**Just another reason to advertise with us!**



# Pharma

**BUSINESS INTERNATIONAL**

For further information please contact:

Pharma Business International Sales Office on: +44 (0) 1472 310302

or email: [pharma@blmgroup.co.uk](mailto:pharma@blmgroup.co.uk)



PBIForum



@pbiforum



[www.pbiforum.net](http://www.pbiforum.net)



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