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# MEDIA PACK



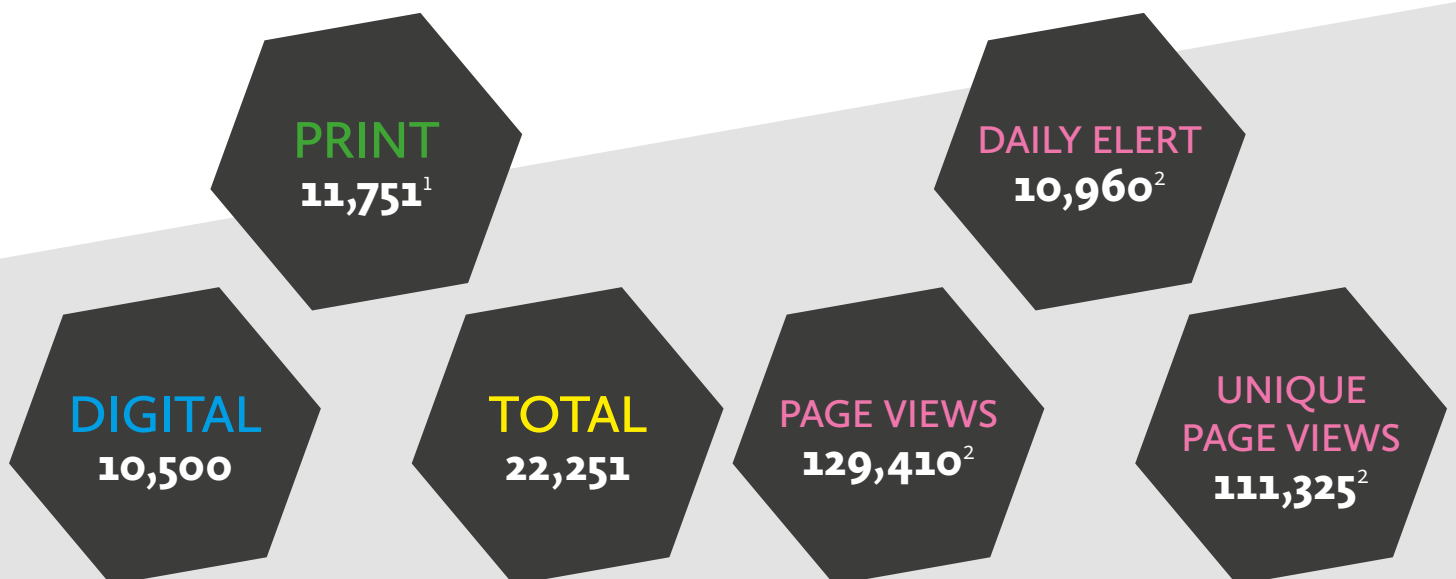
PharmaTimes is the UK's leading source of high-quality content for the pharmaceutical and life sciences industry. We track the big trends and issues that affect organisations across the sector and offer insight and analysis to over 22,000 readers in the UK.

For more than 25 years, PharmaTimes Magazine has offered its readers a comprehensive range of news, feature articles and interviews that delve into the issues, controversies and broader trends impacting companies in the pharmaceutical industry. Published ten times a year, the magazine is both paper-based and online, reaching senior leaders in pharma companies and the NHS.

PharmaTimes Daily News Alert provides a well-respected daily news service to help our readers keep up with the big news events of the day. Thoroughly checked and validated, our news stories offer reactions to and context for the events of the moments.

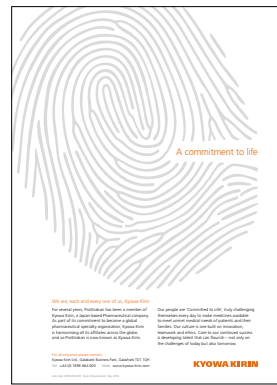
## MAGAZINE CIRCULATION

## ONLINE CIRCULATION



<sup>1</sup>Print circulation UK only. Each breakdown will vary per issue.

<sup>2</sup>20/11/2016 - 20/12/2016 Google Analytics



## DISPLAY RATES

DPS	£4,500
Full page	£2,500
1/2 page	£1,500
1/3 page	£1,200

## ADVERTORIALS/THOUGHT LEADERSHIP

DPS	£4,500 (1,000 words)
Full page	£2,500 (500 words)
1/2 page	£1,500 (250 words)
60 Seconds column	£2,000

## BUSINESS INSIGHTS

1 page	£4,000
2 pages	£7,500
3 pages	£10,800

*Branded editorial written by the PT editorial team in partnership with the client*

## ONLINE RATES

MPU	£2,000
Leaderboard	£2,000
Mid-position banner	£1,800

## BREAKDOWN BY SECTOR

General Management	2,023
HR & Rec	250
Marketing	1,304
Service	717
Clinical	660
Medical/R&D	626
Salesforce	3,305
NHS	2,866

**TOTAL 11,751**

## January/February

- Adapting to a multichannel world
- The Pharma Fast 50 – the 50 fastest growing companies in the industry

## March

- The sales force of the future
- Empowering patients through technology

## April

- Trends in clinical research
- Market access – from payers to patients

## May

- Marketing innovation
- Assisting the NHS through joint working

## June

- Taking stock of market access reforms
- Sales 2.0 – engaging digital while retaining a human touch

## July/August

- Evolving clinical trial design
- Supporting patient access to medicines

## September

- Understanding NHS Sustainability and Transformation Plans
- Staffing for commercial success

## October

- Working effectively with outsourcing providers
- Communications in a patient-centric world

## November

- Multichannel engagement
- Making social media work for UK pharma

## December

- Making clinical trials more meaningful
- The best and worst of 2017

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