

Media pack

PharmaTimes
MEDIA

CONTACT

anna.yeardley@
pharmatimes.com
Tel. 020 7240 6999



PharmaTimes is the UK's leading source of high-quality content for the pharmaceutical, life sciences and healthcare industries. We track the big trends and issues that affect organisations across the sector and offer insight and analysis to over 20,000 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 articles offer reactions to and context for the sector's most important stories.

PharmaTimes Online collects all our news stories, magazine features and thought leadership pieces in a comprehensive, easy-to-navigate website alongside web-exclusive features, webinars and information on our competitions and jobs services.

Magazine circulation

PRINT
10,957¹

DIGITAL
10,950

TOTAL
21,907

Website traffic

PAGE
VIEWS
104,985²

UNIQUE
PAGE
VIEWS
210,066²

Online circulation

DAILY
NEWS
10,194³

WEEKLY
NEWS
8,718³

E-NEWS
FRANCHISED
7,446³

Social media

TWITTER
FOLLOWERS
42,000³

LINKEDIN
FOLLOWERS
6,902³

¹Print circulation UK only.
Each breakdown will vary per issue

²1/1/2019 – 31/1/2019 Google Analytics

³As of February 12th 2019

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	2,242
HR & Recruitment	249
Marketing	1,366
Service	1,020
Clinical	457
Medical/R&D	708
Salesforce	1,817
NHS	3,098

TOTAL 10,957

January/February

Advertising deadline: 20 December

- Championing patient-centric comms
- What the new PPRS means for the industry

March

Advertising deadline: 14 February

- Clinical trials innovation: the next wave
- The 2019 Pharma Fast 50 - the UK's fastest growing pharma companies

April

Advertising deadline: 14 March

- Harnessing patient partnerships
- The legal cases that could change the industry

May

Advertising deadline: 11 April

- AI: Beyond the buzzword
- Brexit: What next for the healthcare & pharma industry?

June

Advertising deadline: 16 May

- New approaches to pharma sales
- Patient-centric research

July/August

Advertising deadline: 20 June

- A new age of pharma marketing
- Reimagining the pharma/NHS partnership

September

Advertising deadline: 15 August

- How medical affairs will change the industry
- Reaching rare disease patients

October

Advertising deadline: 12 September

- New challenges for clinical research
- Harnessing design for pharma

November

Advertising deadline: 10 October

- Unsung heroes of pharma
- Navigating the modern supply chain

December

Advertising deadline: 14 November

- Review of the year 2019
- The salesforce's biggest challenges

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