

PharmaTimes

Corporate Profiles
Making your message count

Got a new product, a new business focus, or a company to showcase?

Increase your exposure with a Corporate Profile in *PharmaTimes* Magazine



Five good reasons to commission a Corporate Profile with *PharmaTimes* Magazine

1

Our readers want to know about you

40% of our readers would like to see more coverage of Corporate Profiles**

2

Reaching pharma's decision makers

More than 50% of our readers are in management. And 67% influence purchasing decisions**

3

Continued exposure

63% keep their copies of *PharmaTimes* Magazine for future reference**

4

Unique readership

A hefty 64% of our readers do not read our two main competitors**, so our readership is unique to *PharmaTimes* Magazine

5

Targeting your audience

What's more, *PharmaTimes* Magazine has a significantly higher requested readership than our two main competitors* and a larger circulation. So you can be sure your message is getting through to our 10,334 readers (ABC-certified*) – plus our estimated 31,500 pass on readership – and is not landing on empty desks!

With so many *PharmaTimes* Magazine readers voting the magazine an “informative”, “topical” and “enjoyable” read,** what better place to run a Corporate Profile than on our popular feature pages?

So what's involved?

Customer care is important to us at *PharmaTimes*

We take pride in providing our readers with quality, informative editorial, and our advertisers with a professional and tailored service. So our team of skilled writers, editors, designers and photographers will work with you to ensure your Corporate Profile not only looks good, but combines your important business message with the editorial integrity our readers have come to expect



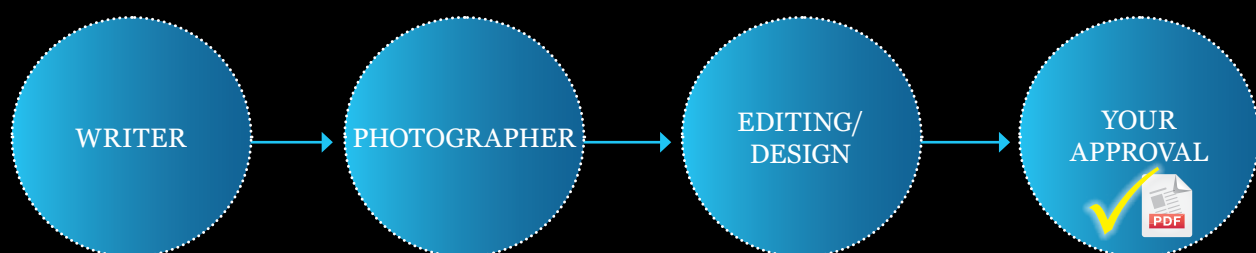
*Source: ABC average net circulation 10,376 January to December 2010

**Source: TNS Healthcare UK carried out a web-based survey of 5,354 readers between 15 September and 15 October 2008. As a result of this survey, 432 TNS web-based interviews were carried out with *PharmaTimes* Magazine readers.

The four simple steps:

You choose the issue of the magazine in which you would like your Corporate Profile to appear

Our flexible package means you can submit your own copy and photos, or utilise the services of our professional writers and/or photographer to ensure you communicate the best possible message to your audience



1. If you choose to use one of our experienced writers they will contact you to arrange the interview either at your offices or by phone, at a time convenient to you

2. Our professional photographer will also be on hand to talk through, and capture, the images that best showcase your company and your people

See examples of his work:
www.magnusrew.co.uk

3. Once written, your Corporate Profile will go through a meticulous editing process – part of which ensures it has an editorial style that will capture readers' attention – after which it will pass to our design studio where it will be laid out in an eye-catching features format

4. A pdf of the completed article will be sent to you for approval prior to publication. Your changes/suggestions will be incorporated and a final pdf sent to you for sign-off



“*PharmaTimes provides objective and balanced articles and commentary on the key issues facing the pharmaceutical and biotech industry. Its scope of coverage and insightful commentaries make it preferred reading*”

Prof Trevor M Jones CBE

What do I get for my money?

All price tiers include publication of your Corporate Profile in the *PharmaTimes* Magazine issue of your choice – distributed to an ABC-certified circulation of 10,376* – as well as:

- A pre-publication promotional banner on our website (for one week) to alert readers to your Corporate Profile (our website attracts more than **49,083[†]** unique visitors per month; 19 September - 19 October 2010)
- Or a mini-tower on our World News alert (for one week), sent out to our reader-requested alert circulation of **9,500** (September 2010)
- Publication in *PharmaTimes* Digital for overseas readers, predominantly European (30%), North American (30%) and Indian (14%), with a requested circulation of **2,000+**
- A print-ready pdf of the article for posting on your website, and/or for other promotional uses
- Inclusion of your Corporate Profile on our website
- A special discount for any follow-up Corporate Profiles booked within the subsequent 18 months

(*Google Analytics)

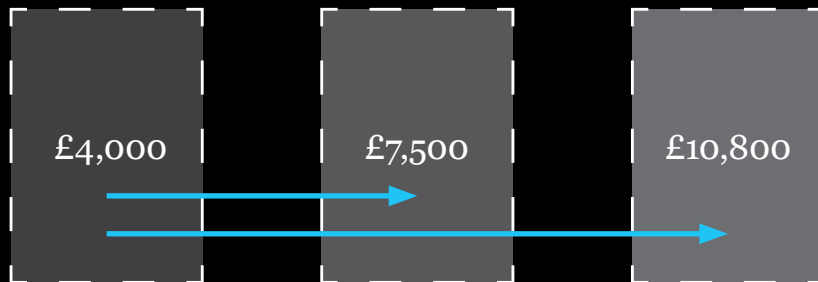
So why not talk to our business development team about Corporate Profile opportunities with *PharmaTimes*. After all, a Corporate Profile in *PharmaTimes* Magazine offers a unique opportunity to raise your company's profile in *the* pharmaceutical magazine

The price:

We have a range of flexible options to suit all budgets

For example, choose from:

- A three-page profile for £10,800
- A double-page spread for £7,500
- A one-page profile for £4,000



A **discounted** package is also available if you commission one or more Corporate Profiles

Or why not incorporate your Corporate Profile into a tailor-made package that includes other marketing opportunities available within the PharmaTimes business, including our global, clinical and UK news services, industry events and our programme of topical meetings.

And what's more, these flexible packages also come at competitive or discounted rates.



For Corporate Profile enquiries
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