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 many thousands of 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 stores.

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.

### Statistics

**Magazine circulation**

- **PRINT AND DIGITAL**: 19,000

**Website traffic**

- **PAGE VIEWS**: 211,791
- **UNIQUE PAGE VIEWS**: 195,789

**Social media**

- **TWITTER FOLLOWERS**: 51,600
- **LINKEDIN FOLLOWERS**: 9,859

**E-news subscribers**

- **DAILY NEWS**: 8,226
- **WEEKLY NEWS**: 7,953
- **Franchised e-news**: 4,997

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1. As of 19/04/2021
2. March 2021 Google Analytics
3. A combined distributed circulation
   Each breakdown will vary per issue
### January/February
**Advertising deadline: 15 January**
- **Contributory**: The future of medical communications
- **Q&A interviews**: Communicators – meet those at the forefront of delivering healthcare messages
- **Editorial**: Brexit, pharma/healthcare predictions for 2021, UK life sciences recovery roadmap – an update

### March
**Advertising deadline: 12 February**
- **Contributory**: Pharma and the NHS – where is the relationship going?
- **Q&A interviews**: Drivers of innovative relationships/joint working projects between pharma and the NHS
- **Editorial**: The Pharma Fast 50, introducing the fastest growing private companies in the UK

### April
**Advertising deadline: 12 March**
- **Contributory**: A new approach to innovation? Is the pharma patent model (and related incentives) fit for purpose (given the growing focus on disease prevention and self medication)?
- **Q&A interviews**: Brand protectors – meet the lawyers fighting for pharma’s rights
- **Editorial**: The long arm of the law – legal cases that shook the pharma landscape

### May
**Advertising deadline: 16 April**
- **Contributory**: It’s a virtual world – digital communications and healthcare, where can we go from here?
- **Q&A interviews**: Women in Healthcare; celebrating the successes of some of the brightest stars in pharma and healthcare
- **Editorial**: Psychology of medicine

### June
**Advertising deadline: 14 May**
- **Contributory**: Taking the lead. Is pharma’s management culture standing in the way of success?
- **Q&A interviews**: Young Leaders; who’s making waves?
- **Editorial**: Doctors in chains? The reality of prescribing freedoms in the UK

### July/August
**Advertising deadline: 18 June**
- **Contributory and Q&A interviews**: Patient centricity, examples of innovation, potential and success
- **Editorial**: results of the Patient Partnership Index 2021 plus commentary

### September
**Advertising deadline: 13 August**
- **Contributory and Q&A interviews**: Diversity and inclusion in pharma and healthcare. Are we making progress?
- **Editorial**: Brexit, seven months on (immigration, medicines prices, access and the supply chain), Parallel trade

### October
**Advertising deadline: 17 September**
- **Contributory**: Manufacturing innovations and climate change. How can advances help reduce pharma’s carbon footprint?
- **Q&A interviews**: Environmentalists in pharma – who’s fighting the climate cause?
- **Editorial**: Launch of an exciting new initiative, more details soon

### November
**Advertising deadline: 15 October**
- **Contributory**: Clinical research, innovation in a changing landscape
- **Q&A interviews**: meet the heroes of clinical research
- **Editorial**: Game changers – the therapies on the horizon to look out for

### December
**Advertising deadline: 19 November**
- **Review of the Year**
# DISPLAY RATES

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<thead>
<tr>
<th>Format</th>
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<tbody>
<tr>
<td>DPS</td>
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<td>Full page</td>
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<tr>
<td>1/3 page</td>
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<tr>
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<tr>
<td>Belly Band</td>
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<td>Tabbed wrapper</td>
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# ADVERTORIALS/THOUGHT LEADERSHIP

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# BUSINESS INSIGHTS

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

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# PRINT BREAKDOWN BY SECTOR

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<tr>
<td>HR &amp; Recruitment</td>
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<tr>
<td><strong>Total</strong></td>
<td>9,656</td>
</tr>
</tbody>
</table>

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Contact:
tara.lovegrove@pharmatimes.com
01372 414242

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2021
Online Advertising
Online advertisers receive 50-100,000 pageviews per month depending on the position and competing banners. The floating footer floats above the page content and is aligned to the bottom of the browser window.

Webinars
PharmaTimes can produce, market and manage your online webinars, round tables and talks using all of our print, digital and social channels to connect to the right audience.

Bespoke Emails
Send a targeted email to your selected PharmaTimes audience by providing your ready made html code - or we can design and build the email for you.

E-NEWS
PharmaTimes send out over 50,000 newsletters every week to our opt-in audience of industry professionals - alongside our federated news emails (where we provide targeted news alert services on behalf of third parties) - which reach another 30,000 readers.

Digital Edition Packages
A sole sponsorship opportunity featuring branding placements in multiple prime locations. Targeting active and engaged readers of PharmaTimes magazine with a combination of branding slots and display advertising across the PharmaTimes website, email, social media and in the PharmaTimes Digital Magazine APPs for iOS, Android, Amazon and desktop web browsers.

With a digital circulation of over 9,000 and a growing userbase for the mobile, tablet and desktop app this is a great opportunity to get your brand and message in front of a key audience.

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01372 414242

ONLINE ADVERTISING RATES (monthly)
- MPU £2,000
- Leaderboard £2,000
- Mid-position banner £1,800
- Footer banner £750
- Floating footer £2,500

ONLINE ADVERTORIAL RATES
- Online only thought leadership £1,000
- Webinar £4,500

BESPOKE EMAILS
Prices available on request

E-NEWS (monthly)
- Leaderboard £1,200
- Middle horizontal £750
- Bottom horizontal £500
- Mini-tower £1,000
- Sponsored news headline £800

DIGITAL EDITION SPONSORSHIP (monthly)
- 1 month £2,000
- 3 months £5,000
- 6 months £8,000
- 12 months £15,000

2021