

the **Medicine Maker**



2017
*Media
Planner*

Expand your
understanding,
make better medicine.

www.themedicinemaker.com

Editorial Vision

Celebrating the people, processes and vision that bring new drugs and biologics to market

The development and manufacture of new drugs and biological medicines draws on the talent, passion and experience of a wide range of professionals. The goal of The Medicine Maker is to bring this group into the limelight and, in doing so, to integrate the entire process, from the registration of an Investigational New Drug (IND) or Biologics License Application (BLA) through to the market launch of new therapies, and beyond.

The Medicine Maker's articles are practical, pragmatic and meaningful to the daily working life of all professionals in the clinical, regulatory, development and manufacturing fields. It helps them to do their jobs better. Feature articles tell the stories behind the biggest concepts, issues, challenges and advances in the field.

Departments cover the ongoing developments in Technology, Business, Regulation, and Industry Best Practices. And the Profession section offers advice on practical topics such as team management, project leadership and career development.

The Medicine Maker is the publication for all professionals involved in making new medicines.

Content Overview

What can you expect from The Medicine Maker? Expert opinions and commentaries from across the globe on the most pressing issues in bioprocessing and small-molecule drug development, in-depth feature articles, solutions from vendors and application specialists, high-level insight into key business and industry trends, personal development tips for senior professionals, and one-to-one interviews with some of the leading makers of medicine.



Upfront

Reporting on the news, personalities, policies and partnerships that are shaping the pharmaceutical and biopharmaceutical manufacturing industry.



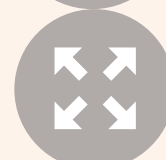
In My View

Experts from around the world share their opinions and passionate views on key aspects of drug development and manufacture.



Features

In-depth coverage of the most central, crucial and contentious topics affecting the industry and its ability to develop and manufacture both small- and large-molecule drugs.



Departments

"News you can use" covering hot industry topics relating to Best Practice, Business, Nextgen techniques and technologies, as well as Professional development.



Sitting Down With

A one-to-one conversation with an authoritative and leading figure in drug development.



Collaborated Content / Sponsored Features

Advertiser-led content and insight.

Editorial Calendar

Month	Magazine Features	Regular Subjects	Bonus Distribution
January Deadline 11/01/2017		Primary Packaging Drug Delivery Manufacturing Monoclonal Antibodies	Pharmapack
February Deadline 21/02/2017		Bioanalysis Lyophilization Parenteral Drugs	Pittcon, DCAT, Interphex, Bio Europe Spring
March Deadline 21/03/2017	The Power List 2017	Bioprocessing Anticounterfeiting Formulation	PDA, Bio Process EU Summit, RDD, Powtech, Making Pharma
April Deadline 18/04/2017		Aseptic Processing & Cleanrooms Facility Design Outsourcing	Informex, AAPS Bio, Interpack, Chemspec Europe, CPhI North America
May Deadline 16/05/2017		Single Use Systems Sustainability & Green Manufacturing HPAPI Manufacturing	BIO, DIA Annual Meeting
June Deadline 20/06/2017		Solid Dosage Forms Solubilization Technologies Change to Supply Chain Security	Controlled Release Society, BPSA
July Deadline 18/07/2017		Manufacturing Equipment Biosimilars Manufacturing Enhancing Drug Delivery and Bioavailability	
August Deadline 15/08/2017		Serialization Process Monitoring & Control Cell Therapy Manufacturing	
September Deadline 19/09/2017		Bioprocessing Outsourcing API Manufacturing	CPhI Worldwide, BioProcess International Conference and Exhibition
October Deadline 13/10/2017		Drug Delivery Process Analytical Technology Flexible Manufacturing	Lab Innovations, Pack Expo International, AAPS, CPhI India, Pharma Integrates
November Deadline 21/11/2017		Controlling Extractables and Leachables Continuous Processing Antibody Drug Conjugates Manufacturing	
December Deadline 19/12/2017	Innovation Awards 2017	Emerging Markets Vaccines Formulation	

Disclaimer: the calendar is accurate at the time of printing but subject to change at the editor's discretion

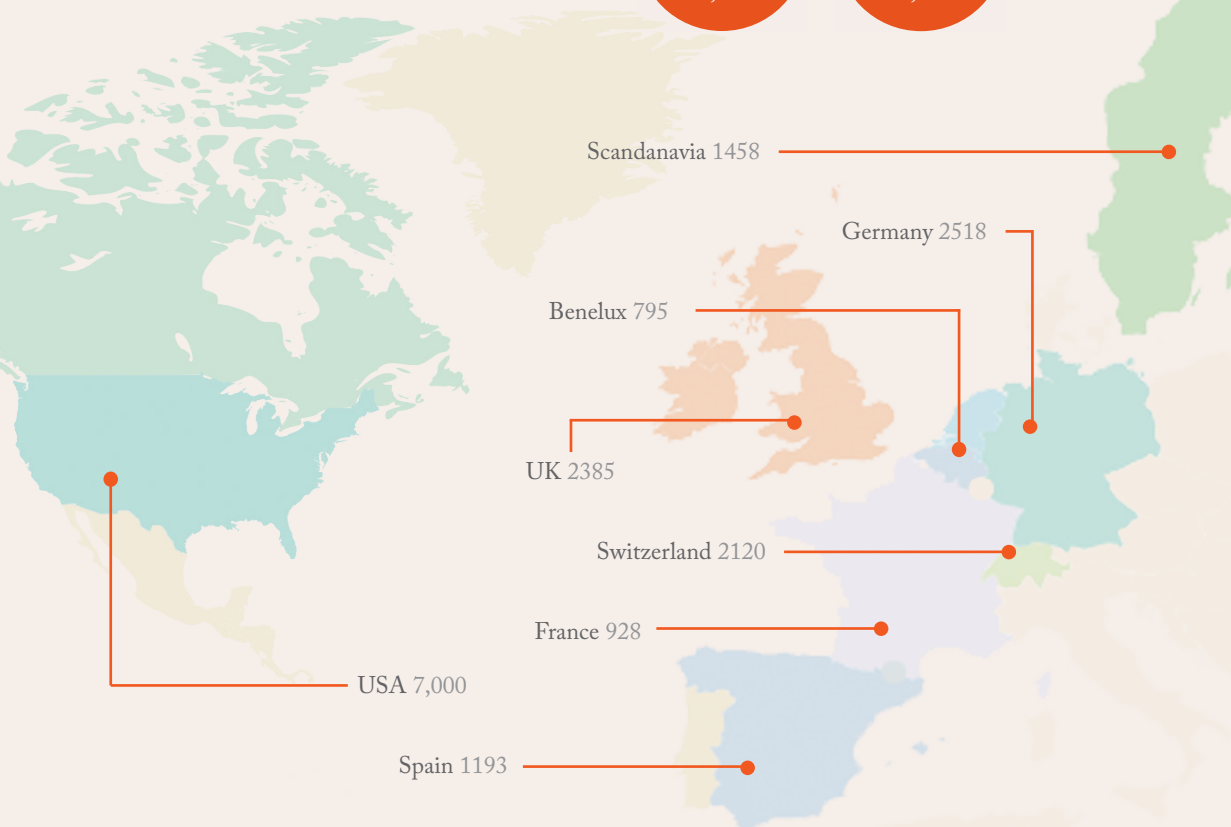
Our Customers



Audience

Global Print Circulation
20,250

Global Digital Circulation
60,150



I am employed by:



My function is:



My primary field of work is:



Print Circulation
- Europe **13,250**

UK + Ireland	18%
Switzerland	16%
Scandinavia	11%
Spain	9%
France	7%
Italy	7%
Benelux	6%
Austria	3%
Easter Europe	2%
Portugal	1%

Greece 1%
Turkey 1%

Print Circulation
- North America **7,000**

California	20%
Massachusetts	15%
New Jersey	11%
New York	11%
Pennsylvania	10%
North Caolina	8%

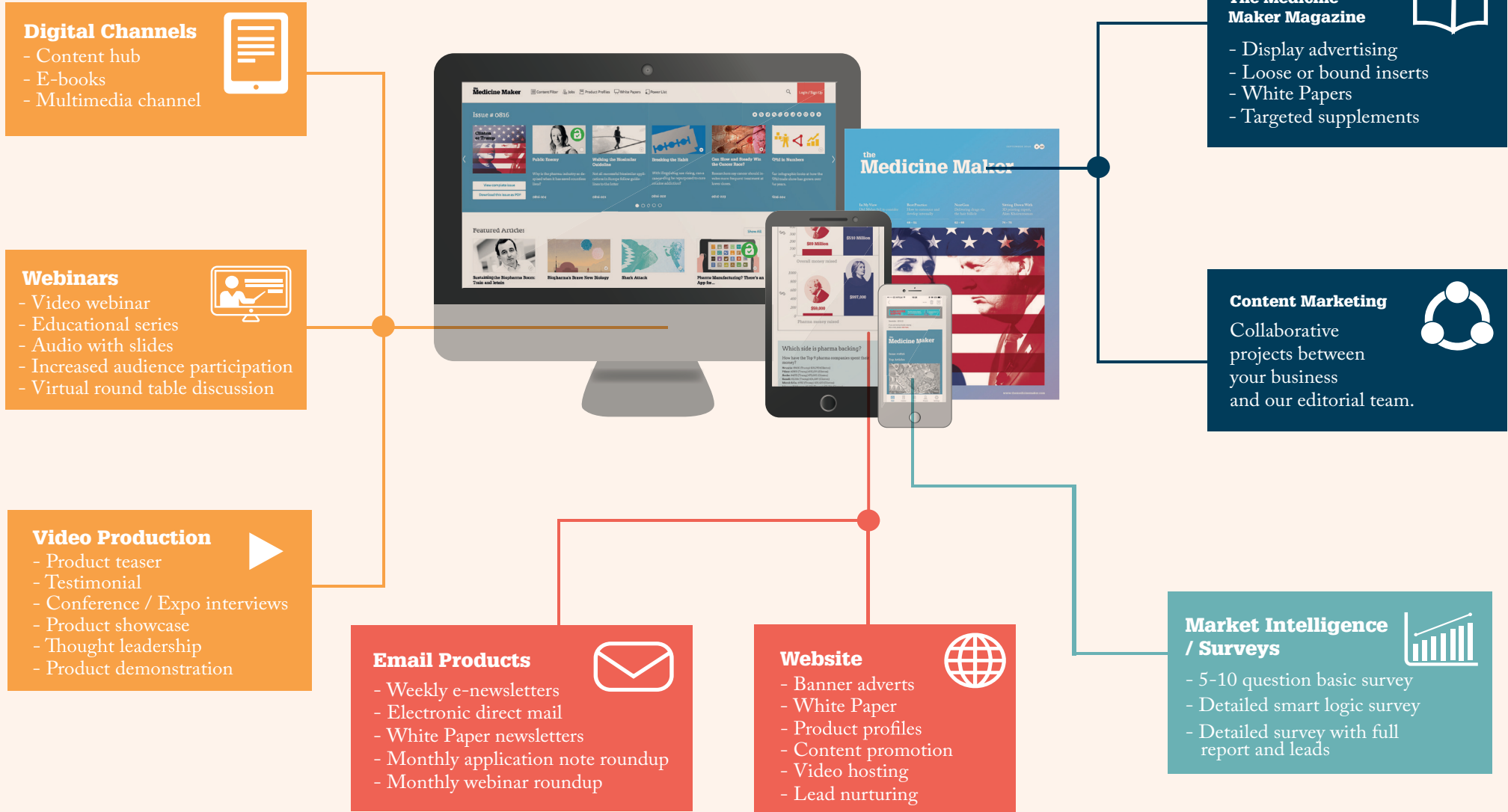
Connecticut	5%
Maryland	5%
Washington DC	5%
Illinois	4%
New Hampshire	4%
Delaware	2%

Digital Circulation **60,150**

North America	51%
Europe	28%
Asia	21%

Product Portfolio

The Medicine Maker offers a variety of promotional products to our international audience. From off the shelf advertising services to bespoke solutions, our team of editors, designers and developers are available to make your concepts a reality.



Rates Summary (Dollar)

Magazine

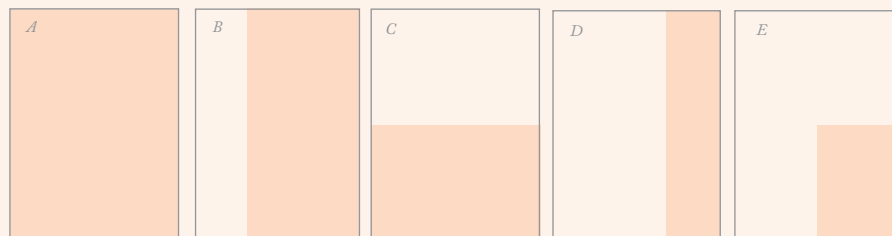
<i>Medicine Maker Magazine Advertising Rates</i> \$ Dollar				
<i>Adverts</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>
Full Page	8,347	8,097	7,847	7,596
2/3 Page	7,262	7,044	6,828	6,608
1/2 Page	6,427	6,235	6,042	5,848
1/3 Page	4,841	4,696	4,551	4,405
1/4 Page	4,174	4,048	3,923	3,798

<i>Collaborative Content and Sponsored Features</i>	\$ Dollar
Collaborative Content (2 page feature)	20,010

<i>Ebooks/Supplement</i>	\$ Dollar
Ebook	POA
Sponsored Supplement	POA

<i>Preferred Positions</i>	\$ Dollar
Outside Back Cover	1,334
Inside Front Cover	1,071
First Right Hand Page	979
Preferred Position	783
Bellyband	10,877
Cover Tip	10,877

All adverts duplicated in print, iPad and downloadable PDF formats for a single cost



Online

<i>Newsletters</i> \$ Dollar			
	<i>1 Issue</i>	<i>3 Issues</i>	<i>6 Issues</i>
Product Profiles	1,417	1,275	1,205
Leaderboard	1,640	1,476	1,394
Footer Banner	1,285	1,157	1,093
Road Block (Leaderboard, Footer, App note and Product)	7,557	7,282	7,007

<i>Medicine Maker Website</i> \$ Dollar			
<i>Position</i>	<i>Size</i>	<i>Monthly Rate</i>	<i>Full Year</i>
Content Filter	900 x 210	3,990	39,900
Article Sidebar	300 x 200	3,325	33,250
Homepage Skyscraper	200 x 600	3,325	33,250
Content Hub	Call for details	3,990	39,900

Market Research / Sponsored Surveys POA

<i>eBlasts</i>	\$ Dollar
Global Audience eBlast (60,150)	9,750
Targeted eBlast*	357 per '000

*minimum price 1,500

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