

the Medicine Maker™

Media
Planner
2018

www.themedicinemaker.com



Why choose the **Medicine Maker**

Style

Meet the Top 100 most inspirational professionals shaping the future of drug development.

22 - 48

Substance

&

We love great design

Understanding that a scientific mind is also a creative mind, we put a great deal of energy into creating content that inspires as well as informs.

Why? To provide you with the perfect environment to influence your target customers at their most open minded.

We insist on excellence

Whether in digital (adaptive design), print (quality paper, perfect bound), video (cutting-edge technology), or webinars (robust platforms), we strive for top quality and collaborate with field-leading partners.

Why? To ensure that the quality of your company and value of your brands is reflected through our entire portfolio.

We embrace a challenge

Our ever-evolving portfolio is driven by a highly experienced and forward-thinking team.

Why? To offer you tailored marketing campaigns that match any goal or budget, but always with unrivaled service and support.

We craft content to offer an immersive experience

By delving into the motivations, challenges and aspirations of key figures in the field, we help form a deeper connection with our audience and build solid loyalty.

Why? To give your message the best possible chance of being remembered.

We own your customer's day

Whether a quick coffee-break catch-up or a deep dive into emerging trends, an abundance of varied content across multiple platforms hooks our audience into regular engagement.

Why? To give your message the best possible chance of being seen.

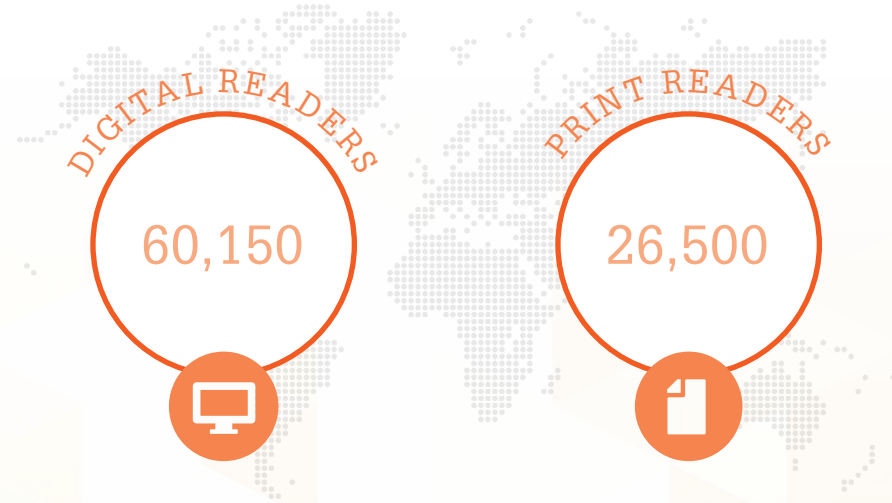
We cater for all professionals working in Life Sciences

Our highly accessible content attracts readers at all stages of their career and crosses traditional application-based boundaries.

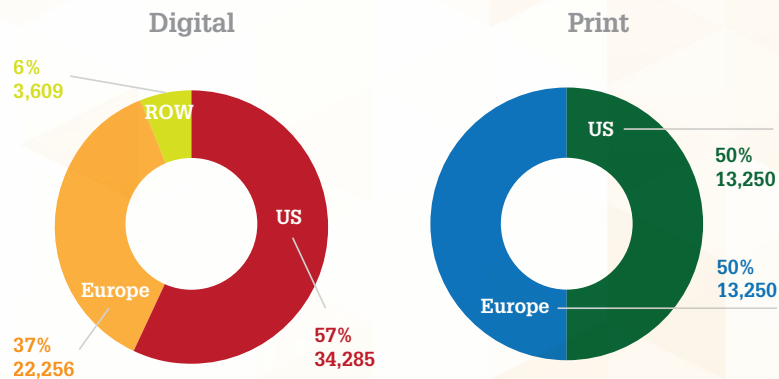
Why? To give you access to over 86,000 professionals in diverse markets that span the full range of purchasing power - from consumables to complete systems to entire labs.

Audience and Market

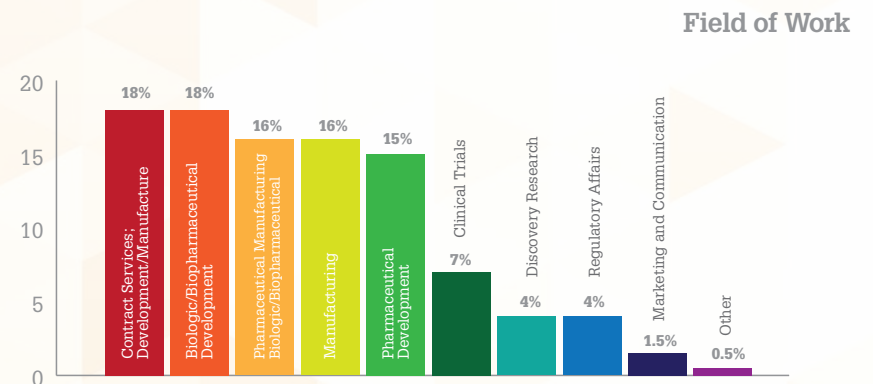
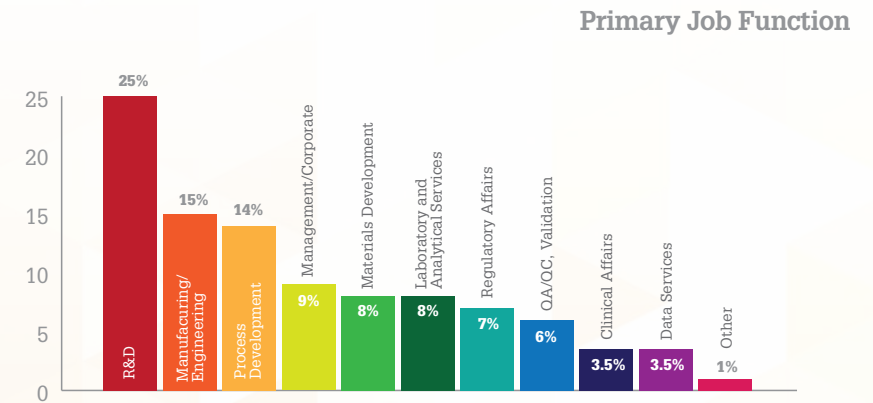
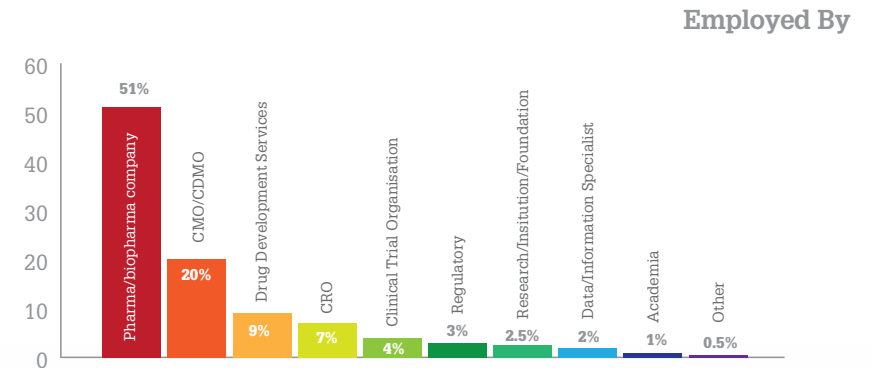
The Medicine Maker targets professionals responsible for the development and commercial realisation of new medicines, including small molecules, biopharmaceuticals, and advanced therapies.



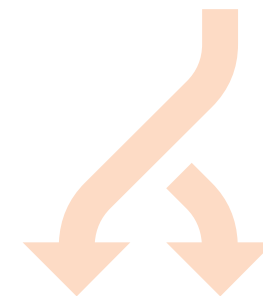
The Medicine Maker Geographical Reach



Who Are Our Readers?

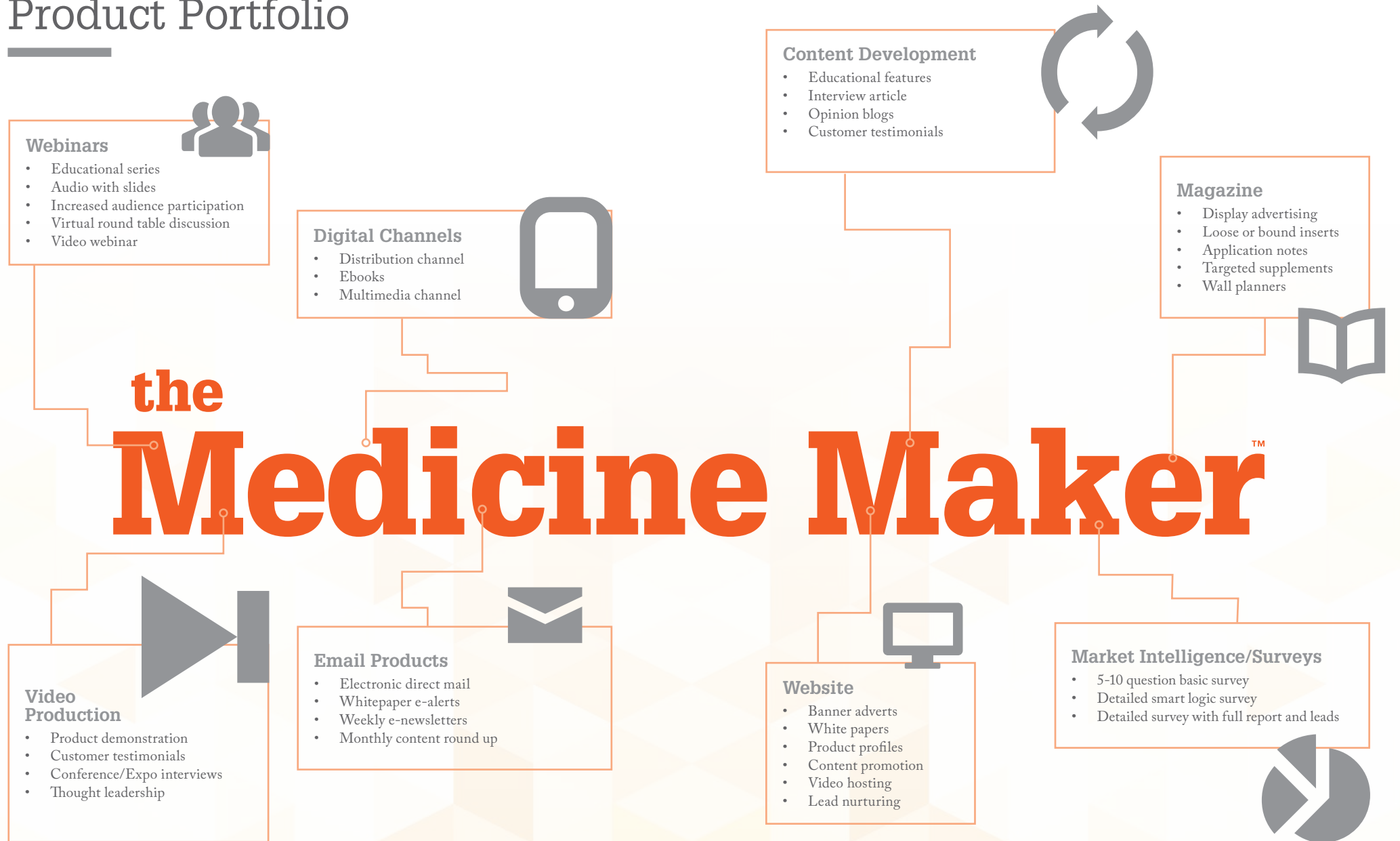


Marketing Planner



	Regular Topics	Key Features and Supplements	Bonus Distribution
January	Packaging, Drug Delivery, Future of Pharma Manufacture	ACHEMA Special: The Medicine Maker of Tomorrow Part 1	Pharmapack Europe 2018 07 February 2018 - 08 February 2018 Pitcon 26 February 2018 - 01 March 2018
February	Track and Trace, Analytical Technology, Product Release	ACHEMA Special: The Medicine Maker of Tomorrow Part 2	Bio Europe Spring 12 March 2018 - 14 March 2018 Making Pharmaceuticals Europe 13 March 2018 - 14 March 2018 DCAT 19 March 2018 - 22 March 2018 PDA Europe Annual Meeting 19 March 2018 - 21 March 2018 CPHI South East Asia 27 March 2018 - 29 March 2018
March	Formulation, Packaging, Supply Chain	ACHEMA Special: The Medicine Maker of Tomorrow Part 3	Analytica 10 April 2018 - 13 April 2018 Interphex 17 April 2018 - 19 April 2018 CPHI Japan 18 April 2018 - 20 April 2018 RDD 22 April 2018 - 26 April 2018 CPHI NA 24 April 2018 - 26 April 2018 CPHI Russia 24 April 2018 - 26 April 2018 Making Pharmaceuticals 24 April 2018 - 25 April 2018
April	Solid Dosage, Vaccines, Continuous Processing	The Power List The top 100 professionals in drug development & manufacture	ISCT 2018 02 May 2018 - 05 May 2018 World Biosimilar Congress USA 23 May 2018 - 24 May 2018
May	Automation, Facilities, Bioprocessing		BIO International Conference 04 June 2018 - 07 June 2018 ACHEMA 11 June 2018 - 15 June 2018 Chemspec Europe 2018 20 June 2018 - 21 June 2018 CPHI China 20 June 2018 - 22 June 2018 DIA 24 June 2018 - 28 June 2018
June	Drug Delivery, Formulation, Biosimilars		Controlled Release Society 22 July 2018 - 24 July 2018
July	Small Molecule Manufacture, Process Analytical Technology, Corporate Social Responsibility	Advanced Medicines Examining the challenges of cell and gene therapies	CPHI Korea 28 August 2018 - 30 August 2018
August	Track & Trace, Packaging, Continuous Processing	Analytical Advances / Bioanalytics Charting the advances in analytical and bioanalytical technology	BPI Conference and Expo 04 September 2018 - 07 September 2018
September	Ingredients, Supply Chain, Formulation		CPHI WW 09 October 2018 - 11 October 2018
October	Outsourcing, Facilities, Bioprocessing		AAPS 04 November 2018 - 08 November 2018 Lab Innovations (Date TBC) Pharma Integrates (Date TBC)
November	Bioprocessing, Formulation, Second Hand Equipment		
December	Advanced Medicines, Supply Chain, Ingredients	Innovation Awards Top equipment released during 2018	

Product Portfolio



Meet Our Customers

For a company to feel they are making the right choice when choosing a media partner, it is important to know they are in good hands.

To celebrate our fourth year we would like to thank all of the following companies who have helped make The Medicine Maker to become what it is today. We also hope this will provide new companies with the confidence that The Medicine Maker could help with their marketing needs.

Analytical Instrumentation/Services



Bioprocessing/Bioproduction



Ingredients



Contract Development Manufacturing Organisation



Pharmaceutical Manufacturing/Packaging Equipment



Drug Delivery



Rates Summary

Magazine

	£ Pound			
Adverts	1x	3x	6x	9x
Full Page	£ 5,065	£ 4,913	£ 4,761	£ 4,609
2/3 Page	£ 4,407	£ 4,274	£ 4,142	£ 4,010
1/2 Page	£ 3,900	£ 3,783	£ 3,666	£ 3,549
1/3 Page	£ 2,938	£ 2,850	£ 2,761	£ 2,673
1/4 Page	£ 2,533	£ 2,457	£ 2,381	£ 2,305

Collaborative Content and Sponsored Features	£ Pound
Collaborative Content (1 page feature)	£ 7,195
Collaborative Content (2 page feature)	£ 12,510

Preferred Positions	£ Pound
Outside Back Cover	£ 810
Inside Front Cover	£ 650
First Right Hand Page	£ 675
Preferred Position	£ 475
Belly Band	£ 6,600
Cover Tip	£ 6,600

Ebook / Supplement	£ Pound
Ebook	POA
Supplement	POA

Webinars	£ Pound
Audio with Slides - Live or Pre-recorded	£ 10,500
Video Webinar	POA

Video Production	£ Pound
Customer Testimonial	POA
Product Introduction	
Exhibition Booth Interviews	
Video Application Notes	

Online

Website	£ Pound		
Position	Size	Monthly Rate	1 Year
Content Filter	900 x 210	£ 2,850	£ 27,360
Article Sidebar	300 x 200	£ 2,365	£ 22,700
Homepage Skyscraper	200 x 600	£ 2,365	£ 22,700
Content Hub	Call for details	£ 2,850	£ 27,360

Eblasts	£ Pound
Global Audience eblast	£ 6,095
Targeted eblast	£ 225 per '000

Newsletters

Newsletters	£ Pound		
	1 Issue	3 Issues	6 Issues
Product Profiles	£ 860	£ 774	£ 731
Leaderboard	£ 995	£ 896	£ 846
Footer Banner	£ 780	£ 702	£ 663
Road Block	£ 4,587	£ 4,420	£ 4,253

Other

Market Intelligence Surveys	£ Pound
5 Questions	£ 6,400
10 Questions	£ 8,000
15 Questions	£ 10,400
20 Questions	£ 12,800
25 Questions	£ 16,000

Technical Specifications

Magazine

Ad Sizes	Metric	Imperial
Page Unit	Width x Depth	Width x Depth
Full Page	210mm x 266mm	8.3" x 10.5"
2/3 Page	130mm x 266mm	5.1" x 10.5"
1/2 Horizontal	210mm x 130mm	8.3" x 5.1"
1/2 Vertical	100mm x 266mm	3.9" x 10.5"
1/3 Vertical	70mm x 266mm	2.75" x 10.5"
1/3 Square	130mm x 130mm	5.1" x 5.1"
1/4 Page	100mm x 130mm	3.9" x 5.1"
1/6 Page	70mm x 130mm	2.75" x 5.1"

Format: All files must be supplied as PDF. Please ensure all fonts are embedded, and that all images used within are CMYK and at least 300dpi in quality. Bleed. Please supply with 3mm bleed on all sides. Live area: All text must be inset at least 5mm on all external edges. On internal edges (i.e. right hand side on a left hand page advert), we recommend inseting text by at least 10mm, to compensate for any space lost when binding.

e-Newsletter

Formats and sizes: All images below to be provided as JPG, PNG or GIF file types, with a maximum size of 45KB. All sizes in pixels.

Banners – Leaderboard Banner 728 x 90

Footer Banner 728 x 90

Product Profile – Text: Headline - up to 12 words.

Body text - up to 45 words describing the product.

Image: 150 x 150 image - image of product.

Hyperlink.

Whitepaper – Text: Headline - up to 12 words. Body text - up to 45 words describing the application note.

Image: 150 x 150 image - image of application note content.

Exhibitor Highlight – Headline - up to 12 words.

Body text - up to 45 words describing the event.

Image: 150 x 150 Logo. Hyperlink.

Website

Ad Sizes	Metric
Right Hand Column	Width x Depth
Box	200 x 200px
Small Skyscraper	200 x 300px
Large Skyscraper	200 x 500px
In Content	
Postcard	300 x 200px
Content Filter	
3 sizes for different browser window sizes	450 x 210px 540 x 210px 900 x 210px

Formats and sizes: All ads to be provided as JPG, PNG, GIF file types, with a maximum size of 45KB.

White paper (Print)

- Your company name
- Title: up to 12 words
- Subtitle: 10-20 words
- Body Text: Max 450 words (reduce by 75 words for additional image)
- Author(s) (no company affiliations)
- Abstract: a description of what the Application Note contains; two or three sentences maximum
- Email Address: for leads
- Contact name
- Contact phone number
- Logo: supplied in high resolution format (300dpi, CMYK) as JPG, PDF, TIF or Illustrator file
- Images: any associated diagram image that you may feel is appropriate
- URL Link: one address that will link from the page
- Any additional online content supplied in PDF format



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