

Print and electronic marketing for the 21st century



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**epm**



2012

MARKETING  
COMMUNICATIONS  
PLANNER

PRINT ONLINE DIGITAL

## all change in 2011...

There have been many positive changes to EPM over the last year, all with the intention of ensuring that an already successful and highly regarded publication — which has been in circulation for 12 years now — continues to progress, extending both its scope (in terms of relevant and timely features) and reach (in terms of its readership).

Firstly, the EPM EAB (Editorial Advisory Board) was announced in the May issue, giving the magazine added credibility. The EAB is a prestigious panel of industry experts and a sample of EPM's readers, who it was decided were required at the helm of the magazine to ensure it retained its reputation as a premiere source of information for pharmaceutical manufacturers.

Then, the July/August issue was completely re-designed — a front cover was introduced and news was compartmentalised under the following three headings:

- **Laboratory Products and Equipment**
- **Manufacturing Products and Equipment**
- **Ingredients and Contract Services**

The purpose was two-fold — to enable readers to locate the product or service they are looking for more easily and provide advertisers with a clearer/more targeted positioning in the magazine.

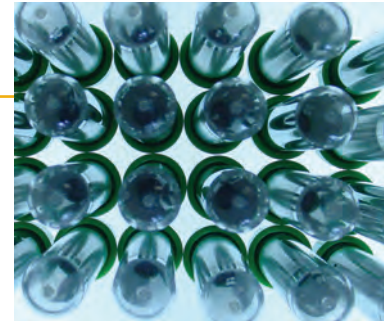
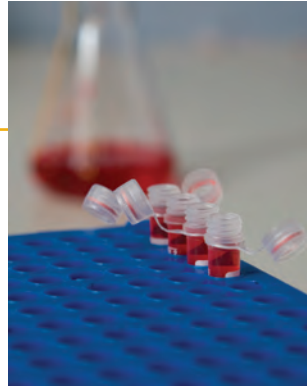
Each section is self-contained, with its own features, which are listed on the 2012 Editorial Calendar. Many of the topics are new, so the magazine can better accommodate those companies that have, up until now, been able to offer an excuse not to advertise. The purpose of EPM is to cover the entire supply chain, aiming to offer pharmaceutical manufacturers a one-stop resource for ingredients, equipment and services.

And finally, a Regulatory Affairs Column was introduced in the October issue, reaffirming EPM's intention to gravitate towards becoming a more 'hybrid style' publication, also offering unbiased, informative content.

## about the publisher

Rapid News Communications is a leading international magazine publisher, trade event organiser and digital media company focused on B2B communications for the design and manufacturing sector.

For editorial, contact Elizabeth Valero:  
Tel: +44 (0)1829 770037 Email: [ellie@rapidnews.com](mailto:ellie@rapidnews.com)



Images courtesy of Fette Compacting GmbH

Images courtesy of Hovine



mission statement

To provide a portfolio of **targeted** and **efficient** marketing solutions that are **tailored** to give our advertising clients the **definitive** platform to **promote** their goods and services across the full compass of technologies for the design and manufacture of pharmaceutical products

Rapid News Communications



# editorial calendar

Issue	Jan/Feb (11/1)	Mar/Apr (11/2)	May (11/3)	June (11/4)	July/Aug (11/5)	Sept (11/6)	October (11/7)	Nov/Dec (11/8)
<b>Advertising Close</b>	20-Jan	23-Mar	27-Apr	01-Jun	13-Jul	31-Aug	05-Oct	16-Nov
<b>Editorial Close</b>	13-Jan	16-Mar	20-Apr	25-May	06-Jul	24-Aug	28-Sep	09-Nov
<b>LABORATORY PRODUCTS AND EQUIPMENT</b>	LIMS (Laboratory Information Management Systems)	Heating & Drying Ovens	Labware (pipettes, slides, etc.)	Liquid Handling Equipment	Chromatography Products & Equipment	LIMS (Laboratory Information Management Systems)	Particle Analysis and Standards	Drug Discovery Standards & Libraries
	Cold Storage Equipment (refrigerators, freezers, chillers, etc.)	Chromatography Products & Equipment	Mass Spectrometry and Spectroscopy Products & Equipment	Weighing Equipment	Automation Equipment	Solid Phase Extraction Systems	Mass Spectrometry and Spectroscopy Products & Equipment	Labware (pipettes, slides, etc.)
<b>MANUFACTURING PRODUCTS AND EQUIPMENT</b>	Containment and Operator Protection Equipment	Cleanroom Construction, Equipment & Products	Manufacturing Software	Drying Equipment	Pumps	Containment and Operator Protection Equipment	Drying Equipment	Coating Equipment
	Mixing and Blending Equipment	Coating Equipment	QA/QC Inspection Equipment (tablet and capsule weight sorters and checkweighers, hardness and thickness testers, etc.)	Grinding, Granulation and Milling Equipment	Purification & Filtration Equipment	QA/QC Inspection Equipment (tablet and capsule weight sorters and checkweighers, hardness and thickness testers, etc.)	Mixing and Blending Equipment	Production-Scale Chromatography Systems
	Packaging and Anti-Counterfeiting Products and Equipment	Tablet Press and Tooling Maintenance Training and Support	Tablet Inspection Equipment	Manufacturing Execution Systems	Tablet Compression (e.g., Tablet Presses and Tooling)	Tablet Press Software	Tablet Production Equipment Maintenance and Storage	Grinding, Granulation and Milling Equipment
<b>INGREDIENTS AND CONTRACT SERVICES</b>	Analytical Services	Commercial Manufacturing	Drug Delivery Systems	Contract Research Services	Clinical Trials Manufacturing	CPhI WW Preview	Preclinical Services	High Potency Handling/Manufacturing
	APIs, Excipients and Intermediates Supply	Formulation Services	Packaging Services	Logistics and Distribution	Packaging and Anti-Counterfeiting Services	ICSE Preview	Technology Transfer	Quality by Design Product & Process Development
<b>BUYERS' GUIDES</b>	Drying	Purification & Filtration	Containment	Mixing & Blending	APIs, Excipients & Intermediates	Cleanrooms	Analysis	Packaging & Anti-Counterfeiting
	Logistics and Distribution	Sterilisation	IT Software Solutions (LIMS and MES)	Tablet Production	Coating	Grinding, Granulation & Milling	Freeze-Drying/Lyophilisation	Tablet Presses
<b>EXTRAS</b>	<b>ROUNDTABLE ON:</b> Tableting				<b>ROUNDTABLE ON:</b> Continuous Manufacturing			<b>End-of-Year Wallplanner</b> Sponsorship Opportunities
<b>EVENTS</b>	ANALYTICA, Munich Trade Fair Centre, Germany, 17–20 April 2012	INTERPHEX Javits Center, New York, US, 1–3 May 2012	ACHEMA, Messe Frankfurt GmbH, Germany, 18–22 June 2012			CPhI Worldwide/ICSE Europe/P-MEC, Feria de Madrid, Spain, 9–11 October 2012		

# the epm community

## 18,104 Subscriber Accounts

EPM is a marketing tool written specifically for buyers and other professionals throughout the pharmaceutical manufacturing industry.

For busy production and R&D managers, EPM is the essential, quick reference resource that brings them up to speed on new R&D and production products and equipment, as well as ingredients and contract services.

### All Accounts By Job Function

Production/Manufacturing	3,801
Project/Facility Engineering	1,124
Corporate Management	2,966
Research & Development	2,204
Testing/Lab Management/Analysis	398
Quality Control/Assurance	1,090
Product Management	918
Plant Equipment and Materials Purchasing	883
Packaging	1,323
IT Systems	412
Marketing	980
Other	2,005

### All Accounts By Region

United Kingdom	3,412
Western Europe	6,574
Eastern Europe	3,443
Far East	1,877
Indian Subcontinent	1,089
Middle East	359
Rest of World	1,350

4 [www.epmmagazine.com](http://www.epmmagazine.com)

# media options

## In Print — 6,188



EPM reaches those professionals who either make or influence purchasing decisions, targeting a unique database of individuals responsible for capital equipment purchasing, manufacturing and processing procedures.

EPM offers you the highest concentration of buyers working with in pharmaceutical manufacturing sites across Europe, all of whom have demonstrated their activity in this sector within the last 12 months. Only the cream of our community receive

EPM free of charge and we communicate with them once per year (BPA audit applied for) to verify their activity and interest in your products and services.

UK & Ireland	1,244
Germany	1,103
France	915
Scandinavia	716
Spain / Portugal	489
Italy	309
Belgium	213
Switzerland	144
Russia	132
The Netherlands	176
Poland	120
Romania	108
Czech Republic	86
ROW	433

## EPM Community Email Blasts & Bespoke HTMLs — 18,104



Target the entire 18,000+ EPM online community with bespoke HTMLs, feature in the weekly eZine 'EPM Select' and generally widen your brand recognition by using the range of services available at [www.epmmagazine.com](http://www.epmmagazine.com).

EPM online advertising is fast, effective and immediate! Please go to pages 6 and 7 for more information.

## In Digital — 3,877



More and more subscribers are opting for our state-of-the-art digital turnpage account.

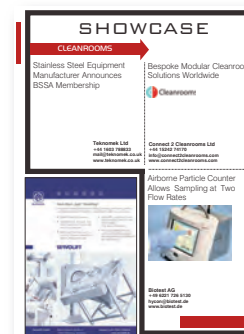
Delivery is immediate and no trees are felled.

Furthermore, any pharmaceutical manufacturing professional can open an account with in the EPM Community - from anywhere in the world, free of charge - and be reading the latest issue within minutes!

UK	856
Rest of Europe	1,511
ROW	1,507

Note: Some subscribers opt for both Print & Digital delivery

## Multimedia — NEW for 2012



Digital and beyond, the all new EPM Multimedia Extra.

Not another "turnpage" publication but a truly internet friendly way of reading EPM's breaking news, browsing the feature articles in a "screen friendly fashion" and giving you, the advertiser, stunning multimedia presentational opportunities to a global market.

Global Reach, please contact us for subscriber level

# print advertising rates

BLACK & WHITE ADVERTISING RATES	1X			3X			6X			8X		
	£	\$	€	£	\$	€	£	\$	€	£	\$	€
Full Page (A3)	2,876	4,592	3,456	2,725	4,352	3,275	2,596	4,147	3,121	2,445	3,905	2,938
Junior Page (A4)	2,387	3,813	2,868	2,258	3,606	2,713	2,155	3,441	2,589	2,015	3,218	2,422
Half Page	1,523	2,436	1,832	1,456	2,325	1,749	1,386	2,214	1,666	1,280	2,044	1,538
1/3 Page	1,165	1,861	1,399	1,107	1,767	1,330	1,048	1,674	1,259	991	1,582	1,190
1/4 Page	791	1,265	952	757	1,209	910	723	1,154	868	676	1,079	812

Full Colour (CMYK)	729	1,165	876
Special Positions, Including Covers	367	576	434

All measurements are width x depth. EPM is A3, trim 297 mm x 420 mm, bleed page of 302 mm x 430 mm.

We only accept digital artwork (Apple Mac format preferred). This consists of PDF, EPS, Tiff and JPEG files. **A hard copy MUST be provided for proofing.** All Quark documents must include all fonts, eps, and tiff files etc. When including illustrator files, please ensure fonts are outlined and all imported images are supplied as back up. Any queries call the Production Manager on +44 (0)1829 770037.



The front cover of EPM Magazine is now available to interested parties for paid print advertising opportunities. If you would like to have your company branding and image on the front cover, please contact Michael Taylor on +44 (0)1244 315695 or [taylorms@btinternet.com](mailto:taylorms@btinternet.com).

If you cannot find an advertising option suited to your requirements, please contact us to discuss a more bespoke approach. We have a number of alternative print and online opportunities, including front cover inserts and various sponsorship initiatives, and can work with you to create a tailored campaign.

For advertising, contact Mike Taylor:  
 Tel: +44 (0)1244 315695  
 Email: [sales@epmmagazine.com](mailto:sales@epmmagazine.com)

# online — www.epmmagazine.com

Whatever you call it, online marketing, digital advertising or e-communications, there can be little doubt that web and email advertising now plays a major part in any organisation's marketing campaign. At EPM we have devised a complete range of online products networked to the EPM Magazine database to help your organisation communicate with our highly targeted audience.

## homepage + run of site

### BANNERS & LOGOS

The homepage banner runs at the top of the EPM homepage, underneath the main menu bar. The homepage logos run on the left hand side of the page. Logos work on a rotational basis, so they will appear at the top, middle and bottom of the page at random.

Both options offer direct links to any specified page on your website. A weekly statistics email is generated, identifying how many views the banner/logo has had and how many click throughs have been actioned.

### FEATURE BOXES

The homepage feature boxes host lead news articles, case studies, Q&As and white papers. These boxes offer an additional avenue for sharing your contributions with the industry. The feature boxes benefit from first page traffic, as well as being a fantastic branding opportunity. EPM readers will also be directed to your feature box from the print and digital magazines to generate further traffic.

### VIDEOS

The EPM homepage allows advertisers to promote their products and services through video, which creates an excellent opportunity to showcase your company and demonstrate how your equipment operates, whilst delivering key information regarding its features and benefits. Homepage featured videos are also highlighted in the printed magazine and can be made to play on the page in the digital edition.

Videos featured on the homepage also have a prominent position, allowing for easy access by web visitors.



## select

Emailed directly to over 23,400 subscribers on a weekly basis, the EPM Select Newsletter contains up-to-date announcements.

A placement in this newsletter includes text, image and web links. Each article is hosted on the website and in the newsletter. The number of times a story is clicked on and read are recorded for full transparency and a statistics report is sent a few days after transmission.

### SPECIAL FEATURE BOX

The Special Feature box is ideal for anyone looking for extra impact. It features a direct link to your website and increased space for text and a larger image.

### SELECT BANNER

The Select banner appears underneath the main menu bar and above the news articles. It is an ideal way to drive traffic to your website and maximise leads.

Banners are booked at a minimum of four weeks, up to a maximum of 12 months. The number of click-throughs are emailed to you.

### FEATURED CONTENT

The Featured Content section of Select can host brochures, papers, case studies, etc. Linked in with the resource centre content, these features offer an additional avenue for sharing your contributions with the industry.

Easy to access and download for all subscribers, it is also fully reportable on a weekly or monthly basis.



## custom-built email blasts

With an expert design team and a wealth of industry experience, EPM can provide you with the ultimate, hassle-free direct marketing tool.

We can design and produce a custom-built email, under your guidance, and send it out to our ever-expanding circulation database. Prices are based on per thousand and timings are subject to existing traffic levels.

Alternatively, if you already have HTML code that you would like to transmit, you can simply provide us with the details and we can load it to our system.



# online advertising rates

	1 Month			3 Months			6 Months			12 Months		
	£	\$	€	£	\$	€	£	\$	€	£	\$	€
Homepage Banner Advert				936	4,185	1,125	1,560	3,988	1,875	3,115	3,755	3,743
Run of Site Banner Advert							467	746	561	1,035	1,653	1,244
Select Banner Advert	832	1,329	1,000	1,498	2,393	1,800	2,995	4,784	3,599	5,990	9,567	7,198
Homepage Logo Hotlink							467	746	561	1,035	1,653	1,244
Run of Site Logo Hotlink										299	490	340
Homepage Feature Box	416	664	500	727	1,161	874	1,247	1,992	1,499	2,287	3,653	2,748
Online Locator Upgrade (price options from)										399	654	454
Library Brochure Upload (price options from)										260	415	312
Video	750	1,230	855	1,500	2,460	1,710	3,000	4,920	3,420	5,000	8,200	5,700

	1 Week			4 Weeks			8 Weeks			16 Weeks		
	£	\$	€	£	\$	€	£	\$	€	£	\$	€
EPM Select News Entry	259	414	311	683	1,091	821	1,275	2,036	1,532	2,186	3,491	2,627
EPM Select Special Feature	311	497	374	935	1,493	1,124	1,663	2,656	1,998	3,119	4,982	3,748
EPM Job Advert Entry	207	331	259	259	414	311	619	989	744			

Note: Multiple Select purchases must be utilised inside 12 months from purchase or they will expire.

“Digital and online marketing can play an extremely important role in helping companies establish their brands and promote their services. EPM has allowed us to do both within the pharma industry through a combination of timely digital email campaigns and online web advertising, which has effectively conveyed our sales message to our core market.”

Federica Ricatto,  
CARBOGEN AMCIS AG

## events calendar

The Events page of the EPM website contains details of forthcoming events for the industry. Each event also has its own individual page, where detailed information about the content of the event, seminar programmes and registration information can be uploaded. Uploading your event, whether it be an international exhibition or a sales seminar, is completely free of charge.

Your calendar entry is also linked to any PR and news stories about the event that have appeared on the EPM website.

If you are organising an event then get in touch to find out about our special event marketing packages, which can include a mixture of customised e-blasts, banner and logo advertising, homepage coverage and inclusion in our weekly e-zine 'EPM Select'.



## online directory

The EPM online business directory is the central hub of the website. All press releases and articles published are linked to company profiles, whilst brochures and video can also be added to turn the basic text entry into a micro-site.

Upgraded profile sites are made to further stand out as they are labelled 'Suggested Sites' in the directory, which means they benefit from increased exposure and therefore increased response.

You can use images, text, links, video, brochures, colour and multi-language options to turn your basic entry into a concise presentation of your business. This is the option for companies looking to increase their google ratings and elevate their search rankings.



If you cannot find an advertising option suited to your requirements, please contact us to discuss a more bespoke approach. We have a number of alternative print and online opportunities, including front cover inserts and various sponsorship initiatives, and can work with you to create a tailored campaign.

For advertising, contact Robert Anderton:  
Tel: +44 (0)1829 770037 Email: rob@epmmagazine.com

## print artwork specifications

We accept only digital artwork (Apple Mac format preferred). This can consist of pdf, eps, tiff or jpeg files.

A hard copy or low resolution PDF file MUST be provided for proofing.

All Quark documents must include all fonts, eps and tiff image files etc. When submitting PDF files please ENSURE that you embed the fonts before creating the file (this setting is usually found in your preference settings).

For any artwork queries please telephone +44 (0) 1829 770037 and please mark all artwork and disks for the attention of EPM Production Dept. with the advertiser, volume and issue and any special instructions clearly highlighted. Email any files to [production@rapidnews.com](mailto:production@rapidnews.com) or request our FTP instructions.

## web artwork specifications

Dependent on the options booked, contact your account manager for details.

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## terms and conditions

1. Advertisers and advertising agencies will agree to indemnify and hold harmless The Publisher from any claim arising out of the publication of any material or advertisement submitted to The Publisher by the advertiser and published in European Pharmaceutical Manufacturer (EPM) or EPM Digital or in any of its associated products, whether delivered on paper or in electronic form.
2. The Publisher has the right to reject any advertising material submitted for publication in EPM and EPM Digital. The Publisher has the right to insert the word 'Advertisement' alongside any copy/advertisement scheduled to appear in the publication.
3. Advertisements booked to appear in EPM and EPM Digital may only be cancelled by the submission in writing of a cancellation note 30 days prior to the issue reservation closing date. It is the advertiser's responsibility to gain acknowledgement of receipt for confirmation of cancellation in writing.
4. The Publisher will not be held responsible for any costs or damages beyond the agreed costs of the advertisement where such cost has been prepaid by the advertiser or where production quality of such advertisement is below standard.
5. All fees payable for advertising are due within 30 days from publication date. Where advertising is booked by an agent or by an advertising agency, the client on behalf of whom the agent placed the advertisement will become liable for any outstanding payments in the event of their agency's payment default.
6. The positioning of an advertisement is at the discretion of The Publisher except when an advertiser has paid the preferred position charge and the availability of this position has been confirmed in writing by The Publisher.
7. The advertiser shall lose the right to any compensation for any deficiency of whatever nature in the publisher's service in respect of any edition unless the advertiser notifies the publisher in writing within 30 days of publication of that edition setting out the deficiency. This clause applies retrospectively to all past editions and the advertiser explicitly accepts its retrospective effect.
8. This contract shall be governed by the laws of England and Wales, the courts of which shall be the proper forum for any action commenced either by The Publisher or by the advertiser.
9. The Publisher is not responsible for errors in the publication of reader service numbers or entry in the advertisers index listing.
10. The Publisher will not return any materials submitted for publication in EPM or EPM Digital or its associated properties, unless prior agreement is issued in writing by The Publisher. The Publisher has the right to destroy any materials submitted for publication in EPM or EPM Digital or its associated properties after six months of receipt.

**The Terms & Conditions above shall form the entire contract between the parties, and other terms shall only be imported if submitted in writing and agreed by the parties, such agreement to be evidenced, on behalf of The Publisher, by the signature of a competent director. The latest terms and conditions can be viewed in full at [www.epmmagazine.com](http://www.epmmagazine.com)**

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