

epm

European Pharmaceutical Manufacturer

www.epmmagazine.com



2010 MARKETING
COMMUNICATIONS
PLANNER

PRINT

ONLINE

DIGITAL

PRINT AND ELECTRONIC MARKETING FOR THE 21ST CENTURY

about EPM

Welcome to the European Pharmaceutical Manufacturer 2010 Marketing Communications Planner. You might not have realised that EPM has been serving the industry 10 years now, and we are well experienced in giving you all the tools you need to create a very successful marketing strategy.

You might have noticed how the magazine has changed gradually over the years, adapting to suit the needs of our readers and advertisers as best it could. We have certainly listened to your comments and opinions, and have accommodated them in the best possible way.

Some of the biggest changes to both the magazine and, to an even bigger extent, the EPM website, had much to do with the technological breakthroughs we experienced over the last few years.

Nowadays, EPM functions as a real community. You can find us on Twitter (look for EPM_Magazine) and Linked-In; we are also launching our own YouTube channel. All this means that EPM has developed the optimum range of print and electronic solutions to help you customise and target your message to the industry, details of which can be found on page 6.

Our impressive circulation figures are testimony to the reception we get in the pharma industry. Over the last couple of years, the figures of our readers choosing the digital turn-page version of the magazine have risen, and continue to do so.

Our website is an essential tool in targeting the specific audience you're after, and this year we have made the decision to make it even easier to find in the multiplicity of Internet resources available, by changing the domain address to www.epmmagazine.com.

I hope that the relationships I have developed with many of you in the last year will continue to flourish. Please stay in touch, whether by returning our buyers' guides forms (now available online in an easy-to-complete format), or by submitting your PR for the many spotlight and show previews we have prepared for you.

Aleksandra Wisniewska
Editor

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.

about the publisher

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

editorial programme

General News Items

Each issue contains hundreds of general new product and service announcements. Each general announcement consists of 150-200 words of text, accompanying artwork, and full contact details. Press releases on any relevant subject will be considered in each issue.

Spotlights

There are two spotlights per issue. Spotlights focus on specific areas of interest, and consist of around 250 words of text with larger pictures. See page three for details of which topics are covered and when.

Buyers' Guides

Again, two Buyers' Guides per issue are published. This section provides definitive listings of relevant suppliers provided with contact telephone and website details. Buyers' Guides are published so that purchasers can access all relevant suppliers for a particular product or service purchase. Advertisers in the relevant issue will appear in bold, quoting the page of their advertisement. Page three has details of when the most applicable guides are to be published.

Issue Special Focus

Each issue of the magazine will contain a special focus. This is the headline focus of the issue, and will run on various pages throughout the magazine. All special focus information will be published with an "Issue Special Focus" flash. There will be a maximum of one special focus item per page, ensuring great exposure.

Customer Review Section

EPPM will publish a customer review section in each issue focusing on a particular area of interest. Suppliers will be asked to locate customers that will provide a third party review, and this customer will then be asked to provide information on certain aspects of the relevant product or service.

Show Previews

EPM will continue to publish show previews in 2010, highlighting the products and services that will be exhibited. Each show guide ensures that the readers are fully informed about the products that will be on show. Details of which shows we will be covering this year are on page three.



2010 editorial calendar

	Jan/Feb (10/1)	Mar/Apr (10/2)	May (10/3)	June (10/4)	July/Aug (10/5)	Sept (10/6)	October (10/7)	Nov/Dec (10/8)
Close Dates	22th January	26th March	30th April	4th June	16th July	3rd September	8th October	19th November
Issue Special Focus	Tablet Presses	Packaging and Bottling	Cleanrooms	Grinding and Granulation	Mixing and Blending	Drying	Laboratory and R&D	Purification and Filtration
Spotlights	Coating	Tablet Production	Manufacturing Ancillaries	Tablet Tooling	Testing	Tablet Presses	Tablet Production	Packaging and Bottling
	Laboratory and R&D	Ingredients	IT Solutions	Contract Manufacturing	Sterilisation	Cleanrooms	Grinding and Granulation	Drying
Buyers' Guides	Contract Manufacturing	Sterilisation	Tablet Presses	Laboratory and R&D	Ingredients	Packaging and Bottling	Mixing and Blending	Tablet Tooling
	Manufacturing Ancillaries	Grinding and Granulation	Testing	Drying	Coating	Purification and Filtration	Process Control	Cleanrooms
Customer Reviews	Mixing and Blending	Process Control	Purification and Filtration	Contract Manufacturing	Tablet Tooling	Laboratory and R&D	Ingredients	Tablet Presses

show previews

Jan/Feb (10/1):

Pittcon USA, 28 Feb–5 March

March/April (10/2):

Interphex, 20–22 April
 TechnoPharm, 27–29 April
 Total Processing and Packaging, 25–27 May
 Pharmintech, 12–14 May

September (10/6):

Cph/P-MEC/ICSE, 5–7 October

October (10/7):

ISPE 2010 Annual Meeting, 7–10 November

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circulation analysis

European Pharmaceutical Manufacturer (EPM) magazine is a marketing tool written specifically for buyers and professionals with purchasing authority throughout the pharmaceutical manufacturing industry.

For those with purchasing authority, EPM is now the number one essential resource that guarantees your company's products and services are included in the tendering process. For busy production and R&D managers, EPM is the quick reference guide that brings them up to speed regarding new processing technologies, ingredients, and services.

The publishers of EPM have invested heavily in ensuring that the magazine reaches precisely the professionals who can make or influence purchasing decisions, and have created a unique database of individuals responsible for capital equipment purchasing, manufacturing/production, and processing procedures.

EPM takes suppliers of manufacturing and processing equipment, laboratory equipment, sub-contract manufacturing services and ingredients directly to the buyers. The goal of the magazine is simple — to deliver your latest product news to the desks of users and buyers throughout the year.

In addition to the traditional printed version of EPM, and due to increased demand from our existing subscription base and from across the world, EPM is also available in electronic format via the technology of printless publishing. All subscribers can choose whether to receive the magazine in printed or electronic format.

By utilising both print and electronic media, EPM is now distributed to an increased audience and in addition to Western Europe is now also read in Eastern Europe, the Middle East, the Indian Subcontinent, the Far East, as well as the United States and Canada.

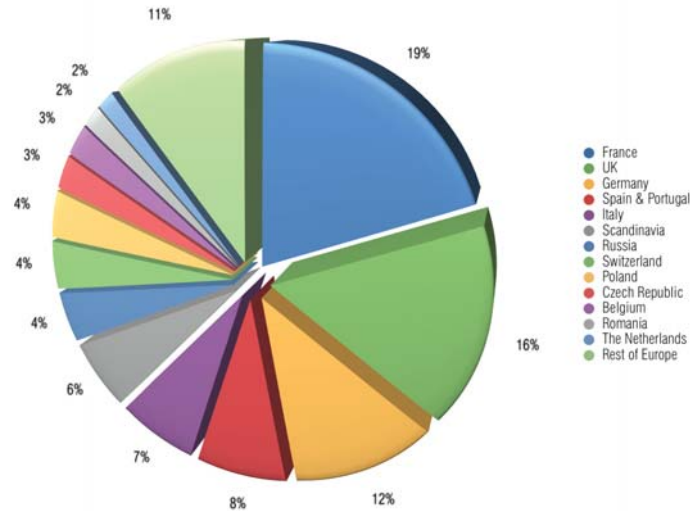
PRIMARY BUSINESS ACTIVITIES TARGETED:

- Pharmaceutical Manufacturing
- Biopharmaceutical Manufacturing
- Diagnostics Manufacturing
- Veterinary Pharmaceutical Manufacturing
- Bulk & Raw Materials Manufacturing
- Contract Manufacturing Sites
- Research & Governmental Sites
- Intravenous Medical Device Manufacturing
- Validation, Testing & Clinical Trial Sites

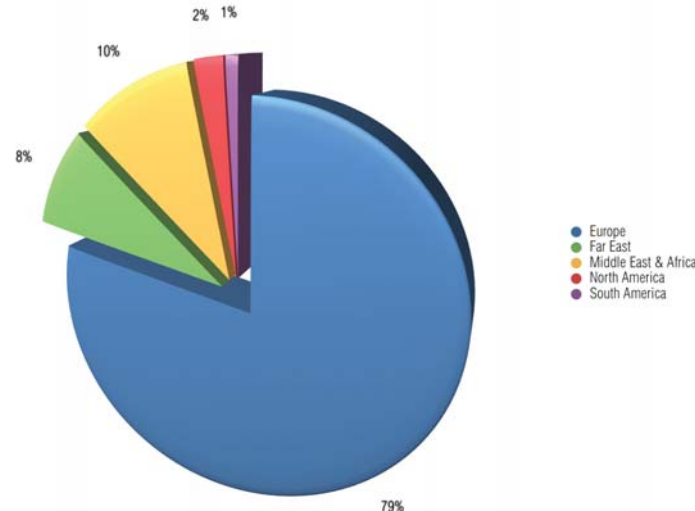
MAIN JOB FUNCTIONS OF SUBSCRIBERS:

Production/Manufacturing	35%
Research & Development	16%
Corporate Management	19%
Engineering	17%
Quality Control/Assurance & Validation	4.4%
Other, incl. Purchasing	8.6%

EPM EUROPEAN CIRCULATION - TOTAL 17,929



EPM WORLD CIRCULATION - TOTAL 22,737



EPM CIRCULATION TOTALS

Europe:	17,929
Middle East and Africa:	2,230
Far East:	1,853
North America:	509
South America:	216

TOTAL: 22,737

Circulation Manager
Tracey Nicholls
Email: tracey@rapidnews.com

All subscriptions to EPM are managed through the sister website to the magazine, www.epmmagazine.com. Subscribers must log into the website and create an account, and they must supply details that inform us as to the precise areas of interest etc. that they have. This allows us to obtain details of each subscriber and in turn allows us to target specific buyers with precisely relevant information through numerous products in the EPM portfolio. As part of the log-in process, subscribers now have the option to request a printed version of the magazine or an electronic version.

2010 advertising rates and information

BLACK & WHITE ADVERTISING RATES (STERLING)

		1X	3X	6X	8X
FULL PAGE (A3)	£	2,659	2,519	2,401	2,261
JUNIOR PAGE (A4)	£	2,207	2,088	1,992	1,863
HALF PAGE	£	1,410	1,346	1,282	1,184
1/3 PAGE	£	1,077	1,023	969	916
1/4 PAGE	£	732	700	668	625
1/8 PAGE	£	507	485	452	431
FULL COLOUR (CMYK)	£	674			
SPECIAL POSITIONS, INCLUDING COVERS	£	334			

BLACK & WHITE ADVERTISING RATES (EURO)

		1X	3X	6X	8X
FULL PAGE (A3)	€	4,391	4,155	3,962	3,736
JUNIOR PAGE (A4)	€	3,546	3,444	3,283	3,068
HALF PAGE	€	2,325	2,217	2,110	1,959
1/3 PAGE	€	1,777	1,691	1,605	1,507
1/4 PAGE	€	1,206	1,153	1,098	1,034
1/8 PAGE	€	840	798	744	711
FULL COLOUR (CMYK)	€	1,109			
SPECIAL POSITIONS, INCLUDING COVERS	€	550			

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

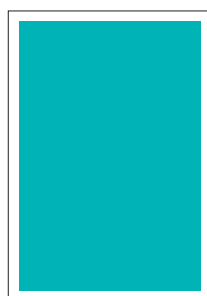
We only accept digital artwork (Apple Mac format preferred). This consists of PDF, EPS, Tiff and JPEG files. A hard copy MUST be provided for proofing. All Quark documents must include all fonts, eps, and tiff files etc. When including illustrator files, please ensure fonts are outlined and all imported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

For advertising contact

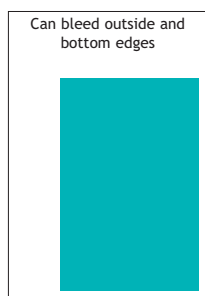
Mike Taylor:

Tel: +44 (0)1244 315695

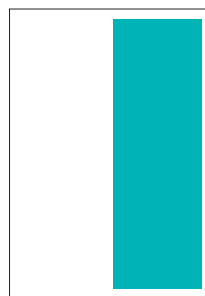
Email: sales@epmmagazine.com



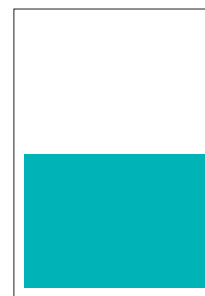
Full Page
277 mm x 395 mm



Jnr Page / A4
210 mm x 297mm



1/2 Page Vertical
137 mm x 395 mm



1/2 Page Horizontal
277 mm x 192 mm



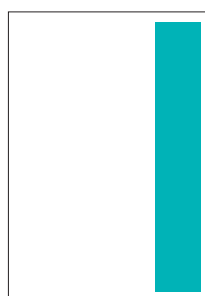
1/3 Page Square
207 mm x 192 mm



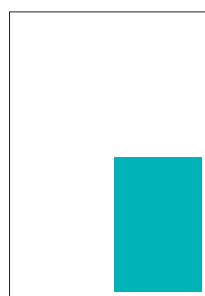
1/3 Page Strip
277 mm x 125 mm



1/4 Page Horizontal
192 mm x 137 mm



1/4 Page Column
66 mm x 395 mm



1/4 Page Regular
137 mm x 192 mm



1/4 Page Vertical
91 mm x 285 mm



1/8 Page Vertical
91 mm x 137 mm



1/8 Page Horizontal
137 mm x 91 mm

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

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 the clients website. A weekly statistics email is generated, identifying how many views the banner/logo has had and how many click throughs have been actioned.

run of site

BANNERS & LOGOS

Run of site banners & logos work on rotation across all pages on the site excluding the home page. The banner appears on the top of each page underneath the main menu bar, logos run on the left hand side of the page. The position of the logo works on a rotational basis so it will appear at the top, middle and bottom of the page at random.

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



select

Emailed directly to over 23,400 subscribers on a weekly basis, the EPM Select Newsletter contains up to date PR, news and 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

The Special Feature box on EPM Select is ideal for anyone looking to get extra impact with their story. It offers a direct link to your website and features an increased space for text and a larger image.

SELECT BANNER

The Select banner appears underneath the main menu bar and the 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 4 weeks up to a maximum of 12 months. Click through amounts are recorded and sent to you via email.

FEATURED CONTENT

New for 2010 the featured content section of Select can host brochures, papers, case studies etc. Linked in with the resource centre content these features bring a new avenue to share your contributions to the industry.

Easy to access and download for all subscribers, it is also full 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, for you to send out to our ever-expanding circulation database. Prices are based on per thousand rates 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 and send out.



online rates

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Home Page Banner Advert		£900/€1,170	£1,500/€1,950	£2,995/€3,895
Run of Site Banner Advert			£449/€580	£995/€1,295
EPM Select Banner Advert	£800/€1,040	£1,440/€1,872	£2,880/€3,744	£5,760/€7,488
Home Page Logo Hotlink			£449/€580	£995/€1,295
Run of Site Logo Hotlink				£250/€330
Homepage Feature Box	£400/€520	£699/€910	£1,199/€1,560	£2,199/€2,860
Online Locator Upgrade		Options available from £199/€258 for 12 months		
Library Brochure Upload		Options available from £250/€330 for 12 months		
	1x	4x	8x	16x
EPM Select News Entry	£249/€290	£657/€855	£1,226/€1,600	£2,102/€2,735
EPM Select Special Feature	£299/€390	£899/€1,170	£1,599/€2,078	£2,999/€3,900
	OPTION A	OPTION B	OPTION C	
EPM Job Advert Entry	£199/€260	£249/€335	£595/€775	

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

epm 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.

The screenshot shows the EPM Events Calendar interface. At the top, there's a navigation bar with links like HOME, NEWS, MAGAZINE, DIRECTORY, RESOURCE CENTRE, PARTNERS, EVENTS, JOBS, and ACCOUNT LOGIN. Below this is the 'EPM Events Calendar' section, which includes a search box and a calendar grid for October 2009. A 'Add your Event' button is visible. A detailed event description for 'European Manufacturing Strategies 2009 (EMS 2009)' is shown in a pop-up window, detailing the event's focus on manufacturing strategies and providing contact information for the event website.

community



We are excited to be able to offer some new ways to increase knowledge in the pharmaceutical industry with EPM pages on social networking sites such as Blogger and YouTube. These sites will enable all of the industry to view videos and make comments on topical news items in the pharmaceutical industry.

Blog

Regularly updated, topical discussion focused on events and issues affecting the pharmaceutical industry. The blog is open to comment from all users and we welcome subject suggestions and contributions from the industry.



Twitter

Every day more pharma professionals decide to follow our popular Twitter stream, which is updated with fresh news from the industry twice a day. Join our Twitter community by following EPM_Magazine.



YouTube

Ever wanted to see a machine in action, or discover how a process actually works? The EPM YouTube channel is a growing resource of videos relating to this sector. If you have video clips or presentations that you feel would be a useful addition to this site, please get in touch. Videos hosted on YouTube can also be embedded into a company Directory entry for further visibility.



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 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

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