

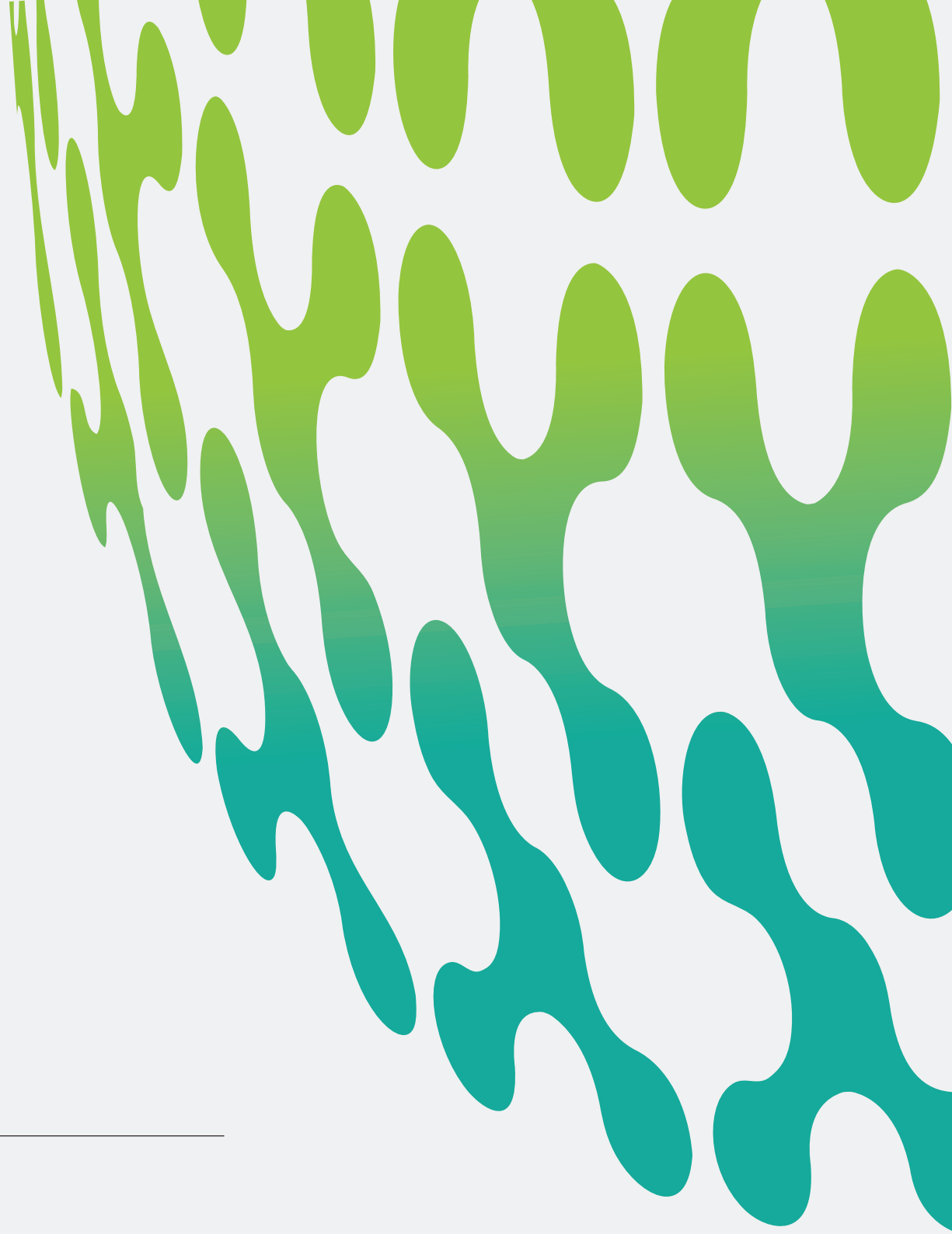


CONNECTING PHARMA

European Pharmaceutical Manufacturer

Media Planner 2018

www.epmmagazine.com



Overview

NOW IN ITS 18TH YEAR, EUROPEAN PHARMACEUTICAL MANUFACTURER IS ONE OF THE LEADING B2B PUBLISHING BRANDS COVERING THE PHARMA/BIOPHARMA INDUSTRY FROM FORMULATION THROUGH TO DISTRIBUTION, KEEPING OUR AUDIENCE AND COMMUNITY INFORMED OF THE LATEST BREAKTHROUGHS, DEVELOPMENTS, CHALLENGES AND TRENDS.

Pricing pressures, regulatory approvals, patent - ending blockbuster drugs, emerging markets, generics, personalised medicine and the rise of biologics and biosimilars are amongst aspects that contribute to the dynamic of the changing industry – bringing into focus the highly specialised work and skill of professionals involved with this sector.

EPM can help your business access decision - makers and opinion leaders to support your marketing needs through timely content and a portfolio of products distributed via our multi-platform channels. We aim to cover the latest news, analysis and opinion with expert industry commentaries, articles and Q&As.

Print advertising continues to be an essential ingredient in any campaign, providing gravitas and enforcement of your company's brand, whilst digital advertising enables measurable targeted results with lead generation opportunities to deliver a return on the investment.

This year we have also introduced video production and podcasts to our portfolio to help you engage with our audience in more innovative and creative ways

For a full breakdown of the editorial calendar please refer to **page 5**

On behalf of the EPM team, we look forward to working with you in 2018

Mission Statement

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To provide a portfolio of targeted and efficient marketing solutions that are tailored to give our advertising clients the definitive platform to promote their brand and services

About the publishers

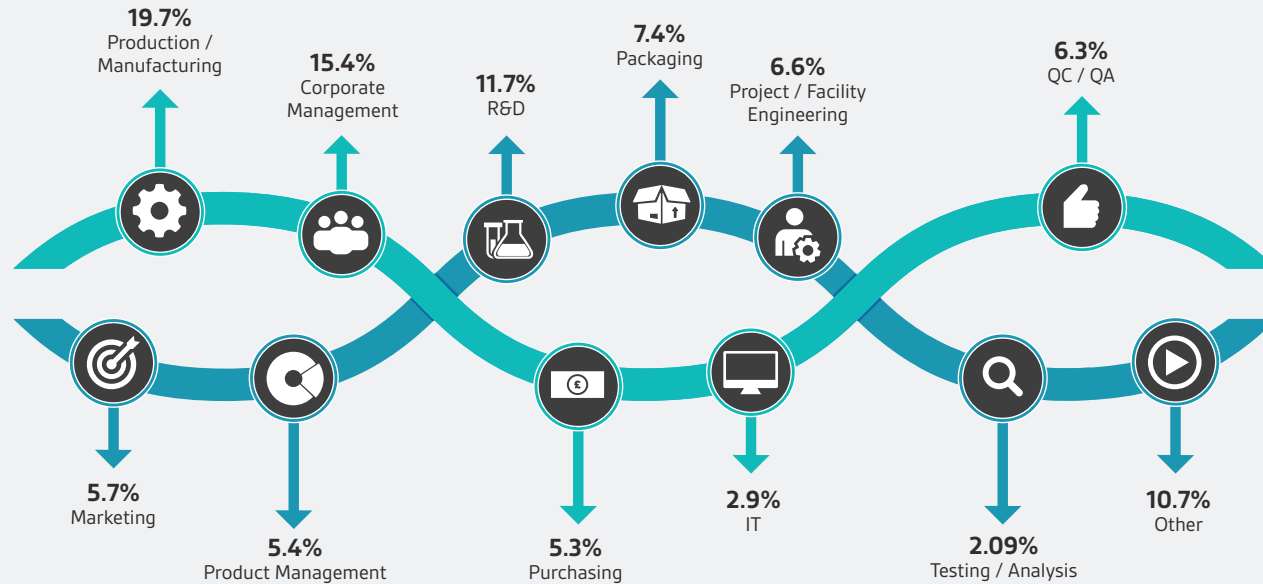
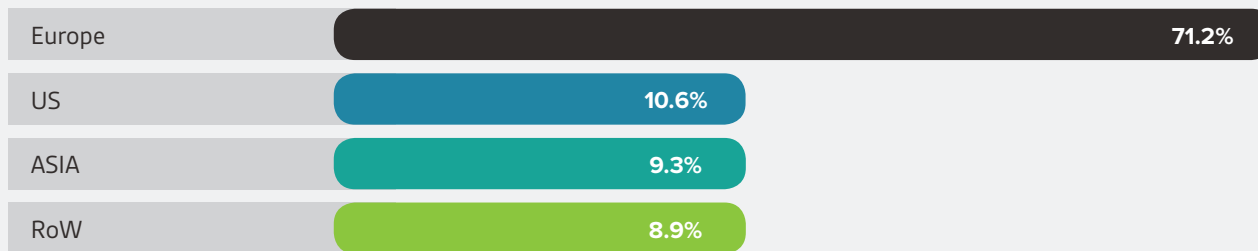
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The magazine is published in Europe by Rapid Life Sciences Ltd, an organisation with over 20 years of communications experience in business publishing and trade shows.

To find out more about RNCG visit www.rapidnews.com

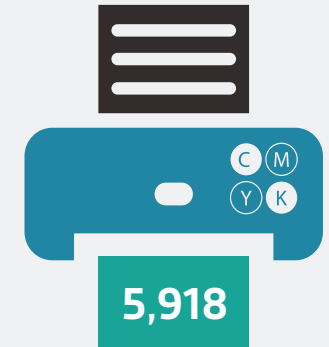
EPM Community

GEOGRAPHIC BREAKDOWN



JOB FUNCTION

PRINT REACH



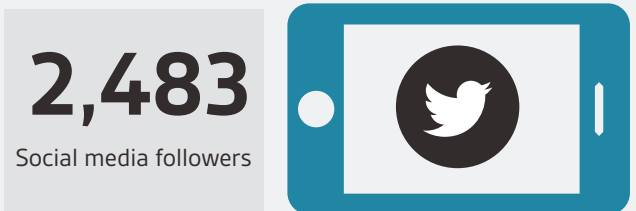
BPA audited copies per issue. An additional 2,000 copies will be distributed at trade shows across Europe and the US in 2018.

DIGITAL REACH



23,000

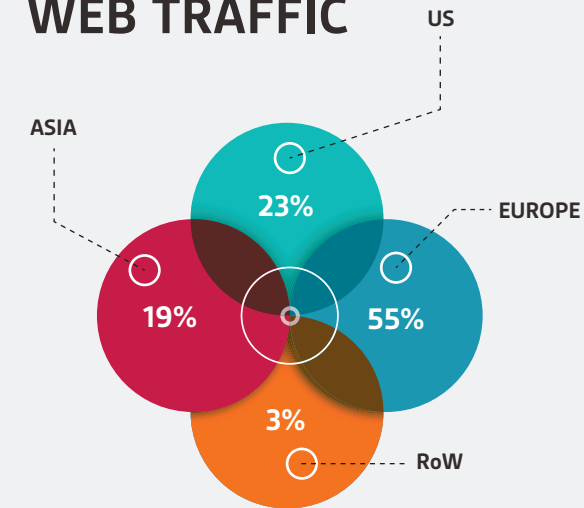
Qualified recipients receive weekly e-newsletters and bespoke client e-blasts



2,483

Social media followers

WEB TRAFFIC



50%

11,526
Unique visitors per month



Increase in unique visitors vs 2016



44%

Increase in page views vs 2016

Marketing Solutions

EPM leads the way in the EU pharma market in the delivery of multi-touch, multi-channel marketing campaigns designed to build buyer engagement, and raise awareness, for companies looking to target our highly engaged community of 40,000+ pharma professionals and decision makers.

	Brand awareness	lead generation	online traffic drivers	targeted marketing	thought leadership
Print Advertising					
Supplement					
Website Advertising					
E-newsletter					
Content Sponsorship					
E-Blasts					
Whitepaper					
Webinar					
Podcast					
Video					

Editorial Calendar 2018

In addition to the features listed below, each issue will feature regular departments including Analysis, Regulatory Affairs and Opinion. All content submitted is subject to review by the editorial team and should be non-commercial.

	JAN/FEB	MAR/APR	MAY	JUN	JUL/AUG	SEP	OCT/	NOV/DEC
Content Deadline	6th December 2017	24th January 2018	14th March 2018	25th April 2018	13th June 2018	25th July 2018	5th September 2018	24th October 2018
Artwork Deadline	12th January 2018	14th March 2018	2nd May 2018	1st June 2018	20th July 2018	6th September 2018	10th October 2018	23rd November 2018
Market Watch	The Year Ahead	US Round-up	Spotlight on Innovation	AMR	Personalised Medicine	Artificial Intelligence	Curing Disease	Sector Highlights
Features	Drug Delivery	Containment	Bioprocessing	Biologics	Sterilisation	Contract Manufacturing	Drug Delivery	Separation Technologies
	Packaging	Outsourcing	Anti-counterfeiting	Purification & Filtration	Digital Health	Cleanrooms	Lab Automation	Single Use
	OSD Manufacturing	Formulation	Lyophilisation	Solid Dosage Solutions	Excipients	Analytical Lab Techniques	Clinical Trials	Containment
	Single Use	Process Equipment	Coatings & Capsules	Packaging	Lab Scale Manufacturing	Formulation	Aseptic Processing	Freeze Drying
	Contract Testing	Cold Chain Solutions	Tablet Production	Logistics & Distribution		APIs/HPAPIs	Tabletting	High Potency Facilities
Industry Services	Legal — Regulatory	Logistics	Big Data	Marketing	Legal — IP	Recruitment	Emerging Markets	Mergers & Acquisitions
Special Supplements		Digital Health		Drug Delivery		Serialisation/Track & Trace		Oral Solid Dosage
Events	Pharmapack	Interphex	Achema	BIO		CPhI WW	CPhI India	
	Making Pharmaceuticals Europe	CPhI North America		CPhI China		Healthcare Packaging Expo	Lab Innovations	
		Analytica						



Print Advertising



	1 ISSUE £ each	4 ISSUES £ each	8 ISSUES £ each
Front Cover Package	£ 6,500	n/a	n/a
Double Page Spread	£ 5,900	£ 5,500	£ 5,100
Full Page	£ 3,950	£ 3,700	£ 3,500
1/2 Page	£ 2,500	£ 2,300	£ 2,200
1/4 Page	£ 1,700	£ 1,600	£ 1,500
Loose Page Inserts	poa	poa	poa
	Cover Package	Full Page	Half Page
Special Supplements	£ 5,500	£ 3,500	£ 2,100

PRINT TECHNICAL SPECIFICATIONS



Full page
Trim page
240mm (w)
x 340mm (h)



1/2 page
vertical
107mm (w)
x 320mm (h)



1/2 page
horizontal
220mm (w)
x 156mm (h)



1/3 page
horizontal
220mm (w)
x 106mm (h)



1/4 page
107mm(w)
x 156mm (h)

For bleed please supply with 3mm trim



FRONT COVER

When you have something significant to say to our audience, the front cover package does it best. EPM's editors and design team will work closely with you to construct a lead-editorial feature, and by providing striking cover artwork, you can grab the attention of EPM's subscribed and show distribution audiences. Be quick, the front cover package is the first to sell and all opportunities are usually gone by the preceding December.

SPECIAL SUPPLEMENTS

In addition to the regular 8 issues, EPM will produce four custom content - led supplements highlighting topical and relevant issues within the sector.

Mar/April – Digital Health

June – Drug Delivery

September – Serialisation/Track & Trace

Nov/Dec – Oral Solid Dosage

These supplements are the perfect opportunity to promote your core products and services to the EPM community

CARRIER SHEET

The carrier sheet holds the reader's address information for postage – you can use this premium position to promote your product or service. Be the first brand people see when it arrives on their desks.

Trim Page

197mm x 210mm

Bleed Page

200mm x 216mm

Price on application

Digital Advertising

WEBSITE

	6 MONTHS	12 MONTHS
Homepage Banner	£ 2,250	£ 4,000
Homepage MPU	£ 3,000	£ 5,500
Run of Site Banner	£ 1,600	£ 2,800
Run of Site MPU	£ 2,250	£ 4,000

EPM WEEKLY NEWSLETTER

	COST PER MONTH
Lead MPU	£ 1,200
Banner	£ 800

SPONSORED CONTENT

Sponsored content sits alongside our online editorial output. But unlike traditional editorial, it remains present across our pages for a specified period of time, where standard content is replaced as new updates are published.

	3 MONTHS
Sponsored Content	£ 1,500

DIRECTORY

Exclusive listing within the online directory gives your company a corporate profile with images, video and descriptive overview — helping visitors when looking for specific products and services.

	12 MONTHS
Corporate Profile	£ 700

E-BLAST

Created by you and distributed by us, e-blasts are highly targeted emails sent to our readers on your behalf — a great way to reach our audience. The emails are perfect for exhibition marketing, new product launches, new website designs and important tactical offers or sales promotions.

E-Blast	£ 2,000
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WHITEPAPERS

Host your whitepaper on the EPM website with data capture options to deliver a successful lead generation program.

	3 MONTHS
Whitepaper Hosting	£ 1,500

PODCAST

EPM is now offering a new way of engaging with our audience through a podcast to provide our audience with keen insights on current news, new products, applications and important trends.

Our content team will work with you to demonstrate your connection or expertise with the topic(s).

Podcast	£ 1,500
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VIDEO PROJECTS

The ultimate brand awareness and communication format. Reach out to our audience and lend credibility to your position in the industry

Interview Style	£ 7,000
Product demo, Facility tour and Interview	£ 10,000

WEBINARS

A fantastic marketing opportunity to engage with a large number of prospects and gain quality leads. We have an experienced team available to coordinate production, organise promotion and generate attendees and we use professional online platform to deliver a successful event. Alternatively, if you would like to sponsor or co-create a webinar then please contact us.

See brochure for pricing

SPECIFICATIONS & FORMATS

E-Blasts **HTML format**

E-NEWSLETTER

Banner **648 x 60**
MPU **300 x 250**

WEBSITE (RESPONSIVE)

Banner **970 x 90**
728 x 90
300 x 50
MPU **300 x 250**

FORMATS AND SIZES

All ads to be provided as JPG, PNG, GIF or Flash filetypes, with a maximum of 45kb

Please supply one week prior to launch

Terms and Conditions

1. All advertising orders placed in EPM Magazine hereafter "The Magazine" or on www.epmmagazine.com hereafter "The Website" by the advertiser and received by Rapid Life Sciences or its agents, hereafter "The Publisher", shall be governed by the terms and conditions below.
2. 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 The Magazine or in any associated products whether delivered on paper or in electronic form.
3. The Publisher has the right to reject any advertising material submitted for publication in The Magazine in print and/or online. The Publisher has the right to insert the word Advertisement alongside any copy/advertisement scheduled to appear in the publication in print and/or online.
4. Advertisements booked to appear in The Magazine in print and/or online may only be cancelled by the submission in writing of a cancellation note no later than 30 days before the print issue reservation closing date. Online orders may not be cancelled after execution has commenced. It is the advertiser's responsibility to gain acknowledgement of receipt of confirmation of cancellation in writing.
5. 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.
6. The Publisher will issue invoices in Pounds Sterling (£) in every instance. If an advertiser wishes to pay in another currency they must advise The Publisher at the time of booking. In this instance, The Publisher reserves the right to protect themselves against currency fluctuations between the time of order and payment. In respect of this provision the exchange rates applicable, will be advised at the time of booking and the amount due in foreign currency clarified for the avoidance of doubt.
7. All fees due for advertisements published are payable within 30 days of the invoice date or date of upload to website whichever is the earliest. Where advertising is booked for or on behalf of an advertiser by an agent or advertising agency then the client as principal is and remains liable for the liability incurred and particularly for any monies still owing in the event of default by the said agent or agency.
8. Where an advertiser has been granted a discount (for example for a series booking) and the advertiser fails to settle within 40 days of publication either in print or online the advertiser will automatically lose the discount for that advertisement and shall be liable to pay the full rate card price of the advertisement.
9. 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. Preferred and guaranteed positions are sold at an extra premium.
10. Any order containing digital advertising or communication elements must be executed within 12 months of the contract date. Any elements not executed after twelve months will be declared void and will not be executed by The Publisher. For the avoidance of doubt any elements that are voided will not be refunded. There will be no extensions to contracted advertising time period due to delayed arrival of creative.
11. This contract shall be governed by the laws of England and Wales whose courts shall be the proper forum for any action commenced either by The Publisher or by the advertiser.
12. The Publisher will not return any materials submitted for publication in The Magazine in print and/or online, or any 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 The Magazine in print and/or online, or any associated properties, after 12 months from their receipt.
13. 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, or date of upload onto website, setting out the deficiency. This clause applies retrospectively to all past editions and the advertiser explicitly accepts its retrospective effect.
14. The advertiser may incur additional charges where artwork supplied requires changes, amendments or alterations for publication in The Magazine in print and/ or online.
15. Advertising agency commission is 10%, for accounts settled within 30 days of invoice date. There will be no variation in this clause.
16. 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.

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