

MEDIA PACK

PHARMA®
FOCUS ASIA

A MAGAZINE FOR PHARMA INDUSTRY LEADERS

Strategy

Research & Development

Manufacturing

Clinical Trials

Information Technology



THE MARKET TREND

With a lot of mergers and acquisitions taking place in the Asian markets and growth being the primary objective of the Asian Pharma industry, it has become evident that the centre stage of global Pharma operations is shifting from the US and Europe to Asia. Constrained by patent expiries and cost pressures, the biggies of the Pharma industry are turning to the Asian markets to offshore a variety of services from drug discovery to manufacturing.

THE VOICE . . .

Pharma Focus Asia, a quarterly print publication, provides a unique opportunity to bring your products and services to the attention of key budget holders within the largest pharmaceutical organisations around the world. This publication is made available only to a select group of decision makers who represent a spending power of US\$350 billion. That money is more and more likely to be heading towards Asia and Europe, and you should make sure you get your share.



WHY PHARMA FOCUS ASIA?

There is a huge market in Asia for European products and vice versa. *Pharma Focus Asia* deploys its resources in the right direction and works consistently towards getting your message across to the major players in these markets. Only top Pharma companies across the world are targeted by *Pharma Focus Asia* through an assortment of articles and insights contributed by leading industry experts. The readers of *Pharma Focus Asia* appreciate the publication because they recognise the value of its independent reporting and the quality of its content.

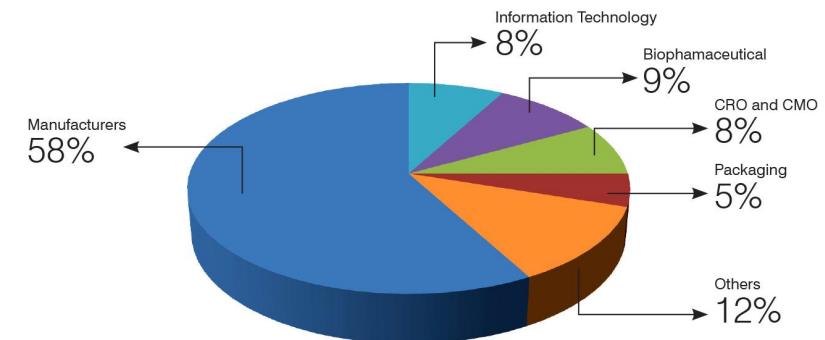
This clearly makes *Pharma Focus Asia* a powerful prospect for advertisers. The publication's circulation can be quantified by 5,500 Hard copies and more than 90,000+ e-book copies. This translates into an estimated readership base of 180,000 (Publisher's Survey). *Pharma Focus Asia* is distributed across Asia Pacific, the Middle East, Europe and North America.



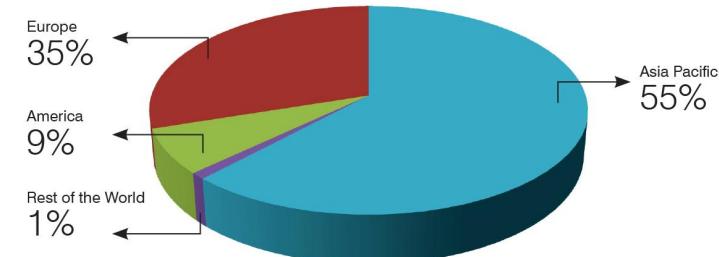
TARGET MARKET

Pharma Focus Asia directs the senior management in capturing a market share. Our readers represent the global pioneers and leaders of the Asian Pharma industry; who are your target market. Our dedicated team of researchers ensures that the distribution list is unrivalled in its quality and reach. The readers of *Pharma Focus Asia* have requested to receive the publication because they recognise the value of its independent reporting. Characterised by qualitative writing and journalistic integrity, *Pharma Focus Asia* has evolved into a powerful prospect for readers.

Business Segments



Geographical Distribution

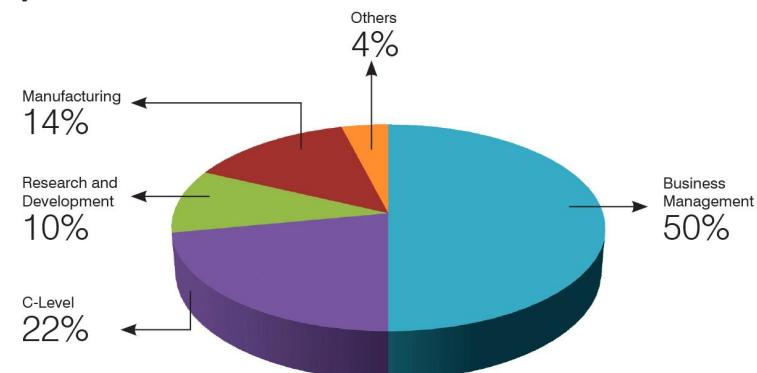




TARGET AUDIENCE

Pharma Focus Asia's qualified and thoroughly researched circulation ensures that your advertisement reaches the right people in the right companies. Only the most influential decision-makers, C-level executives and senior management from the top pharmaceutical companies in Asia and rest of the world receive *Pharma Focus Asia*. By delivering reliable and accurate coverage of the Pharma industry's progress, *Pharma Focus Asia* helps its readers in making informed decisions to stay ahead of the competition.

Readership Distribution



CIRCULATION DETAILS

A partial list of companies whose executives are subscribers of PFA

- 3M Co
- Aarti Drugs Ltd
- Abbott India Ltd
- Alcon Inc
- Allergan Inc
- Amersham Plc
- Amgen Inc
- AstraZeneca Plc
- Aventis Pasteur Msd Sa
- Bausch & Lomb Inc
- Baxter International Inc
- Bayer Group
- Boehringer Ingelheim
- Bristol-Myers Squibb Co
- Chiron Corporation
- Daiichi Pharmaceutical Co
- Dr Reddy's
- Eisai Co
- Eli Lilly & Co
- Forest Laboratories Inc
- Genentech Inc
- Genzyme Corp
- GlaxoSmithKline
- Ipca Laboratories Ltd
- Johnson & Johnson
- Kyowa Hakko Kogyo Co
- Lupin Ltd
- Merck & Co
- Mitsubishi Pharma Corp
- Morepen Laboratories Ltd
- Novartis
- Novo Nordisk AS
- Pfizer Inc
- Procter & Gamble Co
- Roche
- Ranbaxy Laboratories
- Limited
- Sankyo Co
- Schering AG
- Schering-Plough Corp
- Serono SA
- Shionogi & Co
- Taisho Pharmaceutical Co
- Takeda Chemical
- Industries Ltd
- Wockhardt Limited
- Tanabe Seiyaku Co
- Teva Pharmaceutical
- Industries Ltd
- Morepen Laboratories Ltd
- Tyco International Ltd
- Wockhardt Limited
- Wyeth

Principal Job Functions

- Corporate Management
- Research & Development
- Business Development
- Manufacturing & Processing
- Control & Assurance
- Packaging
- Purchasing
- Licensing
- Finance
- Marketing / Sales
- Regulatory Affairs Quality
- Production Management
- Process Engineering

Countries

Pharma Focus Asia is an international title and will be sent out across the USA, Europe and Asia.

Countries in Asia that will receive the publication include:

- | | |
|-------------|---------------|
| • Australia | • Myanmar |
| • China | • New Zealand |
| • Hong Kong | • Philippines |
| • India | • Singapore |
| • Indonesia | • Taiwan |
| • Japan | • Thailand |
| • Korea | • Vietnam |
| • Malaysia | |

Countries in Europe that will receive the publication include:

- | | |
|-----------|-------------------|
| • Austria | • Norway |
| • Belgium | • Portugal |
| • Denmark | • Spain |
| • Finland | • Sweden |
| • France | • Switzerland |
| • Germany | • The Netherlands |
| • Italy | • United Kingdom |

EDITORIAL

All articles in *Pharma Focus Asia* are either written by leading industry experts or based on the views of business leaders. *Pharma Focus Asia* is dedicated to bringing accurate, independent and incisive coverage to its readers.

Editorial mix comprises of articles in the following areas:

STRATEGY

RESEARCH & DEVELOPMENT

MANUFACTURING

CLINICAL TRIALS

INFORMATION TECHNOLOGY

For the editorial content of the current issue, go to:
<http://www.pharmafocusasia.com/magazine/>

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REASONS TO ADVERTISE WITH US

1

CIRCULATION: A meticulously crafted circulation database of companies that matter to you – A market place custom-built to your needs.

2

READERSHIP: Readers are carefully chosen top executives. A judicious blend of purchase decision makers and specifiers - the individuals who matter most to your company.

3

VALUABLE CONTENT: Insights and incisive analysis of industry dynamics and emerging trends in technologies including drug discovery, manufacturing etc., written by the leading experts.

4

ONLINE PRESENCE: Listing on the search engine optimised website - Print advert doubling-up as online vehicle.

5

To summarize, we translate 'targeted marketing' into 'value for money'.

ADVERTISING RATES

RATE CARD FOR MAGAZINE - PRINT

ADVERTISING OPTIONS	1X (USD)	2X (USD)	3X (USD)	4X (USD)
Double Page Spread	8,900	8,010	7,565	7,120
Full Page	4,500	4,050	3,825	3,600
Half Page	2,450	2,205	2,083	1,960
1/3rd Page Vertical Outer	1,475	1,328	1,254	1,180
1/3rd Page Product Flash	750	675	638	600
ADVERTORIAL / INTERVIEW				
1- Page	800	720	680	640
2- Pages	1,500	1,350	1,275	1,200
COVER POSITIONS				
Outside Back Cover	6,900	6,210	5,865	5,520
Inside Front Cover	5,800	5,220	4,930	4,640
Inside Back Cover	5,800	5,220	4,930	4,640

CUSTOM PUBLISHING

In addition to the standard advertising options mentioned, we also undertake custom publishing POA

Please contact at advertise@pharmafocusasia.com to discuss advertising and custom publishing opportunities

The publication is a high design, full colour publication 207mm wide x 273mm deep. In order to maximise the impact, a strictly limited number of advertising positions have been made available.

Note:

1. Advertisers are provided with one copy of the publication only.
2. **Requirement for extra copies needs to be indicated at the time of approving the advert. Such copies entail extra charges @ \$10 per copy, plus cost of delivery**
3. The above ad tariff is exclusive of the Ad agency commission
4. Corporate Showcase (8-pages) option entails flash of your logo on the cover page bottom part (Size: 20 mm X 35 mm).
5. Font "Adobe Garamond Pro" is not allowed for the contents of corporate showcase.

ADVERTISING RATES

RATE CARD FOR BANNER ON WEBSITE

BANNER TYPE	DIMENSIONS (px)	MAX FILE SIZE	FILE FORMAT	USD
Prime Banner	800x220	50kb	GIF, JPEG	4,500
Sky Tower Banner	300x600	50kb	GIF, JPEG	3,500
Leader Board Banner	728x90	40kb	GIF, JPEG	3,500
Top/Full Banner	468x60	30kb	GIF, JPEG	2,500
Base Banner	468x60	30kb	GIF, JPEG	2,000
Square Banner	300x250	30kb	GIF, JPEG	2,500

RATE CARD FOR e-NEWSLETTER

Banner Advertisement in Vertical Pharma e-Newsletter sends every month to 43,000+ registered members globally.

BANNER TYPE	DIMENSIONS (px)	MAX FILE SIZE	FILE FORMAT	USD
Leader Board Banner	650x80	40kb	JPEG	2,000
Top/Full Banner	468x60	30kb	JPEG	1,500
Article / Interview		800 words	MS Word	1,000

DIRECT MARKETING

We have 184,000+ Pharma related verified contacts and these contacts are filtered every 90 days.

Pricing:

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25)

Booking example:

10,000 Direct Marketing messages cost:: 10,000 x US\$0.25 = US \$2,500

WEBINARS

Pharma Focus Asia live webinars help to share your company information and interact live with clients and potential customers. Webinars are a highly effective way to capture targeted, qualified sales leads that your business can follow up on. They help to get your company in front of a larger section of audience without the travel costs. Our fully customizable webinars can be used for customer training, educating potential buyers on your new launches, developments, products or other events. We can help you reach your target audience and generate highly qualified sales leads.

Features

- Access all your webinar features and functions from one interface
- Manage Power Point slides
- Promoting the live webinar through a wide range of services including email blast, e-newsletter placement, inclusion in calendar of events, social media promotion, and placing banner on our home page
- Analytics to Track Registered Attendees
- Complete and simple registration management
- Possibility of .mp4 file of the webinar
- Chat, advanced polling, and survey functions

The screenshot shows a webpage from **PHARMA FOCUS ASIA**. At the top, there's a navigation bar with links: HOME, EDITORIAL SECTION, MAGAZINE, E-NEWSLETTER, KNOWLEDGE BANK, INDUSTRIES UPDATES, ADVERTISE, SUBSCRIBE, and WEBINARS. A search bar is also at the top right. The main content area has a heading "Agilent Technologies" with a photo of a scientist in a lab. Below it is a section titled "Rapid, Powerful Techniques to Address Peptide Mapping Challenges in the Biopharma Industry". It includes a date: "Tuesday, 31st October 2017, 2 PM Singapore Standard Time". A detailed description follows, mentioning Total Organic Carbon (TOC) analysis and peptide mapping. A "Synopsis" section provides a brief overview of the topic. On the left, there's a "Register Now" form with fields for First Name, Last Name, Job Title, Company, Address 1, Address 2, City, State, Zip Code, Country, Email, Work Phone, and a checkbox for "May we contact you by email?". A large red "Register Now" button is at the bottom of the form. A note below the button says: "By signing up for this webinar, you are also subscribing to our Newsletter. Please check your inbox in 15 minutes for our confirmation email!"

WEBINARS

Benefits

- Use the webinar as a platform to launch new products and services
 - Grow your audience with increased reach, impact and user-friendliness
 - Rise above geographical boundaries
 - Generate new business
 - Gain the strong web presence differentiating yourself from competitors
 - Connect and engage with your target audience
 - Give more exposure to industry specific people
 - Increase your brand profile and share your capabilities with leading industry professionals

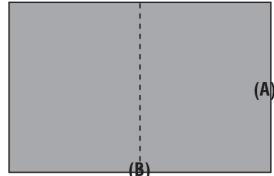
Pricing: US \$10,000

Services Offered:

- Total 3 e-Mail marketing, 2 pre and 1 post
 - LinkedIn, Facebook, Twitter and Google Plus promotion
 - Pop up banner for 3 days

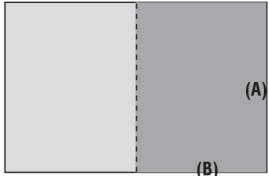
MECHANICAL DETAILS

DOUBLE PAGE SPREAD



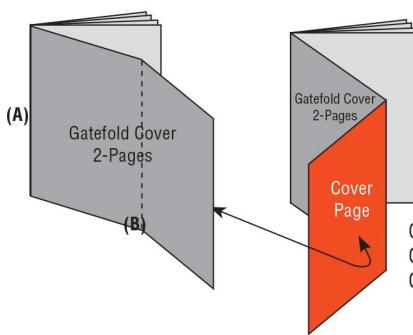
	Depth (A)	Width (B)
Double page type	248mm	X 380mm
Double page trim	273mm	X 406mm
Double page bleed	279mm	X 412mm

FULL PAGE



	Depth (A)	Width (B)
Full page type	248mm	X 178mm
Full page trim	273mm	X 203mm
Full page bleed	279mm	X 209mm

GATEFOLD COVER 2-PAGES



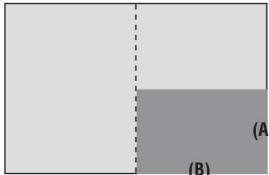
	Depth (A)	Width (B)
Gatefold Cover 2-Pages type	248mm	X 380mm
Gatefold Cover 2-Pages trim	273mm	X 406mm
Gatefold Cover 2-Pages bleed	279mm	X 412mm

1/3RD PAGE VERTICAL OUTER



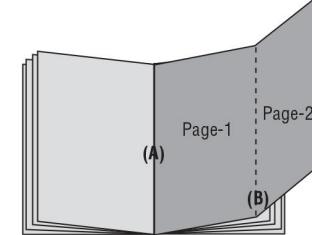
	Depth (A)	Width (B)
1/3rd Page Vertical Outer	221mm	X 53mm

HALF PAGE HORIZONTAL



	Depth (A)	Width (B)
Half page horizontal	105mm	X 173mm

GATEFOLD INNER 2-PAGES



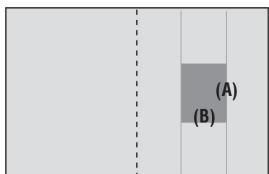
	Depth (A)	Width (B)
Gatefold Inner 2-Pages type	248mm	X 380mm
Gatefold Inner 2-Pages trim	273mm	X 406mm
Gatefold Inner 2-Pages bleed	279mm	X 412mm

1/6TH PAGE PRODUCT FLASH



	Depth (A)	Width (B)
1/6th Page Product Flash	65mm	X 80mm

ISLAND



	Depth (A)	Width (B)
1/3rd Page Vertical Outer	65mm	X 53mm

ARTWORK

SOFTWARE: InDesign, Photoshop, Illustrator & High resolution PDF (file must have all images at 300dpi with fonts embedded) (Not Compatible: PageMaker, CorelDraw or any other software or files from the Internet)

PICTURE RESOLUTION: 300dpi at 100% scaling for images, either as TIFF, JPG, EPS, or PDF

COLOUR: All colours to be CMYK breakdowns, including InDesign, Illustrator and Photoshop files

FONTS: Include all print and screen fonts

CLIENTELE LIST



KNOWLEDGE PARTNERS



MEDIA PARTNERS

