

2024

PharmaTimes  
MEDIA

# Media pack



## CONTACT

michelle.legrand@  
pharmatimes.com  
07474 933019

PharmaTimes is the UK's leading source of high-quality content for the pharmaceutical, life sciences and healthcare industries. We track the big trends and issues that affect organisations across the sector and offer insight and analysis to many thousands of readers in the UK.

For more than 25 years, PharmaTimes Magazine has offered its readers a comprehensive range of news, feature articles and interviews that delve into the issues, controversies and broader trends impacting companies in the pharmaceutical industry. Published ten times a year, the magazine is both paper-based and online, reaching senior leaders in pharma companies and the NHS.

PharmaTimes Daily News Alert provides a well-respected daily news service to help our readers keep up with the big news events of the day. Thoroughly checked and validated, our news articles offer reactions to and context for the sector's most important stories.

PharmaTimesOnline collects all our news stories, magazine features and thought leadership pieces in a comprehensive, easy-to-navigate website alongside web-exclusive features, webinars and information on our competitions and jobs services.

## Statistics

### Magazine circulation

PRINT AND  
DIGITAL  
19,000<sup>1</sup>

### Website traffic

PAGE  
VIEWS  
80,833<sup>2</sup>

UNIQUE  
PAGE  
VIEWS  
41,565<sup>2</sup>

### Social media

TWITTER  
FOLLOWERS  
56,700<sup>3</sup>

LINKEDIN  
FOLLOWERS  
12,013<sup>3</sup>

### E-news subscribers

DAILY  
NEWS  
6,668<sup>3</sup>

WEEKLY  
NEWS  
7,301<sup>3</sup>

Franchised  
e-news  
3,818<sup>3</sup>

<sup>1</sup>a combined distributed circulation  
Each breakdown will vary per issue

<sup>2</sup>January 2023 Google Analytics

<sup>3</sup>As of 20/11/2023

# Features calendar 2024

## January/February

### Theme #1 – Sustainability

The way medicines are developed must focus on materials, net-zero targets and our broader carbon footprint, but how we work also needs to change. Pharma presence stretches around the world and the onus is now on companies to establish more sustainable solutions and boost their green credentials by establishing manufacturing techniques which not only look after patients but the planet too.

### Theme #2 – New careers

How are companies encouraging young people to embark on a pharma career path and, also, what opportunities are there for people joining from other industries?

## March

### Theme #1 – Diversity & inclusion

Difference radically ignites performance. How is your company insuring that people of all ethnicities and backgrounds have career opportunities as well as a voice? How is difference improving the output and authenticity throughout your organisation and in what ways does mirroring society make your company a better place. Also, how is upholding diversity and inclusion giving your company a better understanding of different communities?

### Theme #2 – Drug innovation

The drive to find transformational therapies for conditions and diseases has rarely been more innovative. What is your company doing to find solutions which truly transform lives?

## April

### Theme #1 – Company evolution

As we approach 2024, what is your company doing to set it apart as a dynamic, unique and innovative place in to work. What role are you fulfilling within the healthcare ecosystem, has your understanding of patient experience evolved, have you incorporated technology into your processes and are you building a team which reflects your ambitions? Tell us about how you are modernising and why the journey is so important to you.

### Theme #2 – Patient centred

Is the digital age, with all its different platforms, boosting your ability to

## May

### Theme #1 – Women in pharma

A few years have passed since we finally opened up the conversation about delivering better opportunities for women

across pharma. Women are more visible now – providing different perspectives, brilliant ideas and a much more positive ethos. How are women transforming wider pharma culture and how is the movement to equality translating to the leadership roles and boardrooms of pharma?

### Theme #2 – Modern supply chain

Our whole mindset within the healthcare ecosystem is shifting rapidly. How is your company focusing on the natural world in terms of supply chain?

## June

### Theme #1 – Clinical trials

The new age of clinical trials, the complete redesign of how studies unfold and the increasing involvement of patients is gaining momentum. Swathes of data are emerging with every second and companies are incorporating diverse patient groups to further understand diseases, while also accelerating access to transformative new therapies. How are you changing the narrative?

### Theme #2 – Mental health

A treatment's effectiveness can no longer be focussed on a specific area of the body. How are you incorporating mental wellbeing when judging the performance of a therapy?

## July/August

### Theme #1 – AI and digital

There is no stopping the all-encompassing digital age and AI, with its influence is gaining momentum throughout healthcare. Describe what is happening at your company, how it is embracing digital and AI possibilities and these dimensions are becoming an essential part of your company's scientific work. Also, how is it influencing your wider systems, such as your ability to get a new therapy to market or share information about treatments.

### Theme #2 – Leadership

Leadership is often hard to define. More than ever before, however, leadership needs to be flexible, inspirational and inclusive. As pharma enters a new chapter, what does leadership mean to you?

## September

### Theme #1 – Communication

You have a split-second to wrestle someone's attention from a whole host of online distractions. Yet, health, treatments and selfcare are the most important issues of our times. Is your company blazing a trail for patient engagement? How are you ensuring that medicine-based knowledge, adherence and

involvement are reaching patient communities and that those groups are feeling empowered and engaged?

### Theme #2 – Next-gen wearables

What new innovations are emerging from tech companies, start-ups and disruptors and how can data yield new opportunities for pharma?

## October

### Theme #1 – Science life

Our motivation to transform patient lives has never been stronger. Advances in life sciences have ensured that drug discovery is happening more rapidly, approval is getting quicker and patients are living longer. What is the key to navigating the modern journey to market, what incredible milestones are you reaching and what does the future hold for your company?

### Theme #2 – Data

What is your company doing to maximise the use of vital patient data? How has the interpretation of these data sets improved performance and speeded up processes.

## November

### Theme #1 – Next gen

Treatments, people and innovation all have a bold future within pharma and healthcare. Progress happens in real time and real lives are positively changed by progress. What we are doing now and what we aim to do in the ensuing years will shape our industry and where we are going. What are your most ambitious, game-changing projects and how will patients benefit?

### Theme #2 – MedTech

The technology revolution is happening across healthcare. Tell us about the tech you have adopted which boosts your output or galvanises the patient experience.

## December

### Theme #1 – Altogether now

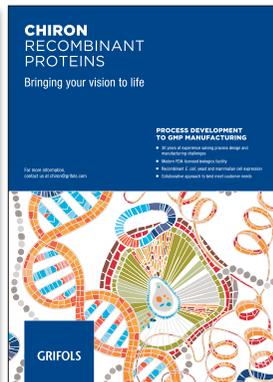
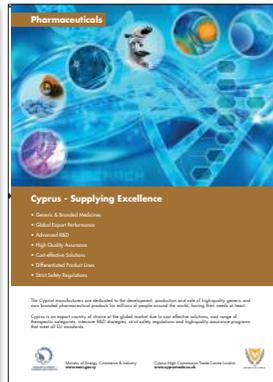
Are you creating brilliant, dynamic partnerships with the NHS and fellow pharma companies which are positively changing the healthcare landscape? What do these collaborations involve, how have they improved your operations and, pivotally, in what ways have they enhanced your ability to deliver products and services to patient populations? Is partnership and transparency the future?

### Theme #2 – Holistic view

What is your company doing to ensure that a treatment is used as part of a wider patient lifestyle which considers other aspects such as diet, exercise and social life?

### Recipient breakdown by Industry:

Pharma / Biotech Company	51%
Consultancy	16%
Clinical Research Organisation	6%
National Health Service	5%
Medical Education Company	4%
Marketing Agency	3%
Market Research Agency	3%
Contract Sales Organisation	2%
Advertising Agency	2%
PR Agency	2%
Government	1%
Business Information Services	1%
Medical Communications Agency	1%
Training Organisation	1%
Trade / Industry Body	1%



### DISPLAY RATES

DPS	£5,000
Full page	£3,000
1/2 page	£2,000
1/3 page	£1,500
Front cover takeover	Contact us for rates
Belly Band	Contact us for rates
Tabbed wrapper	Contact us for rates

### ADVERTORIALS/THOUGHT LEADERSHIP

DPS	£5,000 (1,000 words)
Full page	£3,000 (500 words)
1/2 page	£2,000 (250 words)
60 Seconds column	£2,500

### BUSINESS INSIGHTS

1 page	£4,000
2 pages	£7,500
3 pages	£10,800

Branded editorial written by the PT editorial team in partnership with the client

Contact:  
 Michelle.Legrand@pharmatimes.com  
 07474 933019



2023

## Online Advertising

Online advertisers receive 50-100,000 pageviews per month depending on the position and competing banners. The floating footer floats above the page content and is aligned to the bottom of the browser window.

## Webinars

PharmaTimes can produce, market and manage your online webinars, round tables and talks using all of our print, digital and social channels to connect to the right audience.

## Bespoke Emails

Send a targeted email to your selected PharmaTimes audience by providing your ready made html code - or we can design and build the email for you.

## E-NEWS

PharmaTimes send out over 42,000 newsletters every week to our opt-in audience of industry professionals - alongside over 20,000 emails as part of our federated news service (where we provide targeted news alert services on behalf of third parties).

## Digital Edition Packages

A sole sponsorship opportunity featuring branding placements in multiple prime locations. Targeting active and engaged readers of PharmaTimes magazine with a combination of branding slots and display advertising across the PharmaTimes website, email, social media and in the PharmaTimes Digital Magazine APPs for iOS, Android, Amazon and desktop web browsers.

With a digital circulation of over 9,000 and a growing userbase for the mobile, tablet and desktop app this is a great opportunity to get your brand and message in front of a key audience.

Contact:  
**Michelle.Legrand@pharmatimes.com**  
**07474 933019**



### ONLINE ADVERTISING RATES (monthly)

MPU	£2,000
Leaderboard	£2,000
Mid-position banner	£1,800
Footer banner	£750
Floating footer	£2,500

### ONLINE ADVERTORIAL RATES

Online only thought leadership	£1,000
Webinar	£4,500

### BESPOKE EMAILS

Prices available on request

### E-NEWS (monthly)

Leaderboard	£1,200
Middle horizontal	£750
Bottom horizontal	£500
Mini-tower	£1,000
Sponsored news headline	£800

### DIGITAL EDITION SPONSORSHIP (monthly)

1 month	£2,000
3 months	£5,000
6 months	£8,000
12 months	£15,000

