



PHARMA TECHNOLOGY FOCUS

# Media Pack

2022

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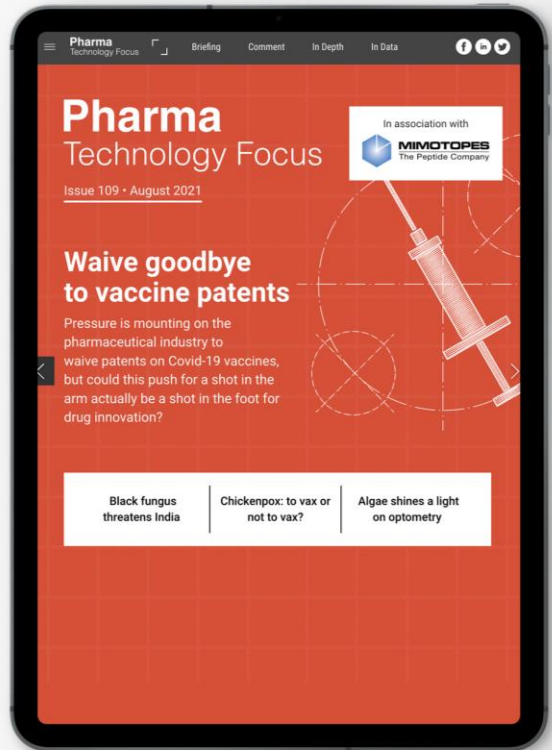
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# The magazine

01



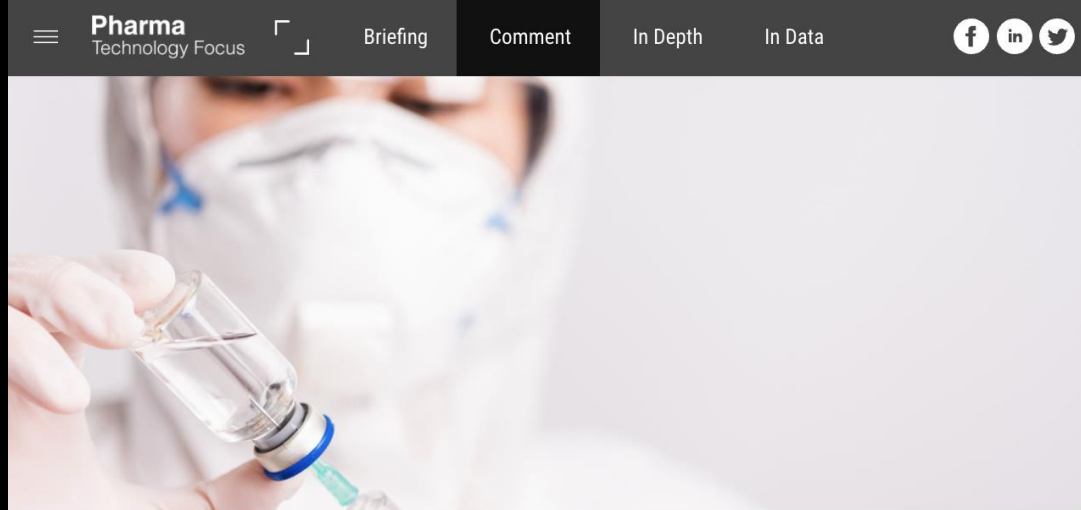


# The magazine

Pharma Technology Focus is the essential reading material for decision-makers in the pharmaceutical industry, bringing you the latest news and analysis in an exciting, interactive format

**At Pharma Technology Focus we supply our readers from the pharmaceutical industry with all the latest business news and insights from around the world**

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



MARKET INSIGHT FROM  GlobalData.

## US seeing alarming increases in Covid-19 cases; cannot wait on vaccines to curb the pandemic

Covid-19 vaccine trials conducted by Pfizer, BioNTech, and Moderna have released positive findings of vaccine effectiveness in patients in the US. These excellent results from vaccine trials deserve celebration, but Covid-19 statistics in the US remain grim.

Alongside this development, the US reported the highest Covid-19 daily death toll in six months, averaged more than 150,000 new cases daily, and reached over 11.5 million total confirmed cases. According to a GlobalData forecast, if the current trend continues, over 100 million (30%) of the US population may contract the virus through person-to-person transmission by July 2021.

Given that vaccines will need many more months to be approved, manufactured, and distributed to the general population, the US cannot only rely on vaccines to curb the pandemic.

Covid-19 outbreaks have grown at an exponential speed in situations where precautions are not in place or are not effective. Even under a low-level transmission scenario, one hundred cases on Day 1 can grow to 2,200 cases by Day 14 and 45,000 by Day 30.

The US has seen significant increases in daily new cases in the last month, from around



We consider Pharma  
Technology Focus an  
excellent tool for promoting  
our brand within the  
pharmaceutical industry.”

**Bürkert**



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

# Tech-driven publishing

## The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

## Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

## Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

## Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

## Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

# Enhanced distribution

## EXTENDED NETWORK

1

### TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

### IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

### GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.



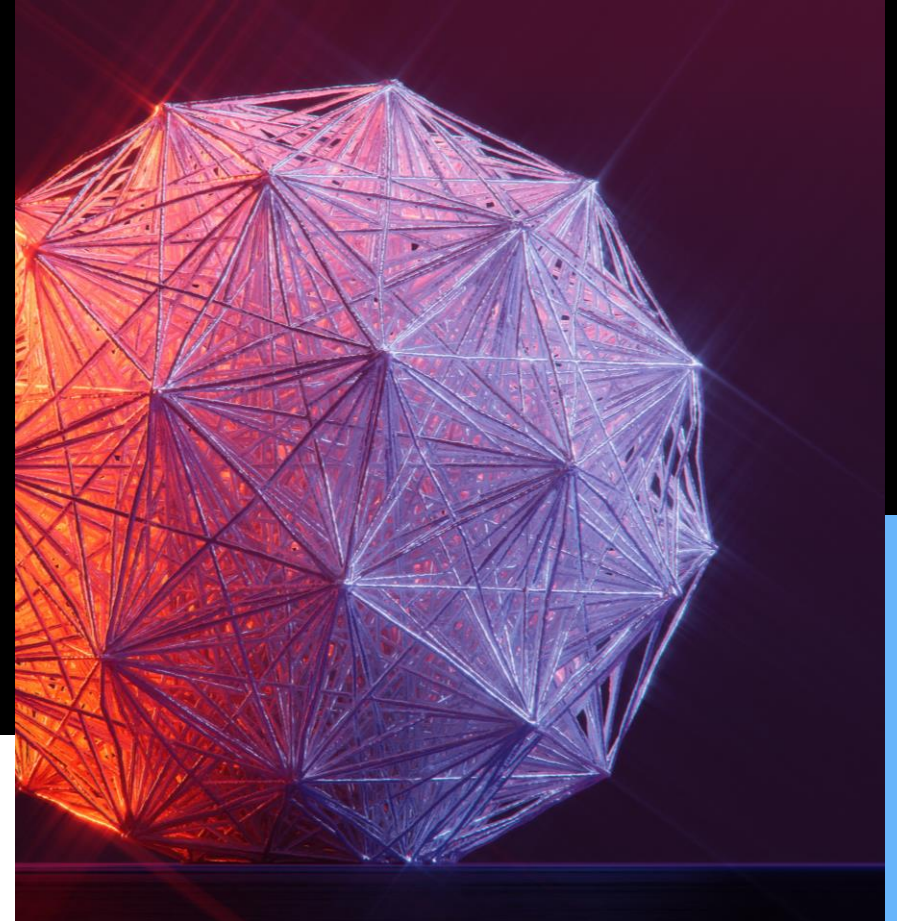
# Owned network

## Targeted database

Sent directly to the inboxes of over 26,000 pharmaceutical professionals including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

## Owned network

- Magazine featured weekly in newsletters sent to over 70,000 contacts
- Regular articles on the website push readers to the magazine
- Promoted throughout our sister site pharmaceutical-technology.com – a leading website in the industry with a global audience of over 164,000 unique users a month.



**26,000**

pharmaceutical  
subscribers

**164,000**

unique users  
a month



# Worldwide reach

We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS

 **Abbott**

AstraZeneca 

**Baxter**



 **Boehringer  
Ingelheim**

*Lilly*

 **GE Healthcare**



*Johnson & Johnson*

 **MERCK**

 **NOVARTIS**

*Pfizer*

  
**SANOFI**

**teva**

**Wyeth**

## NEW OPPORTUNITIES

Align your brand  
with key topics  
within the industry  
to demonstrate  
leadership and  
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



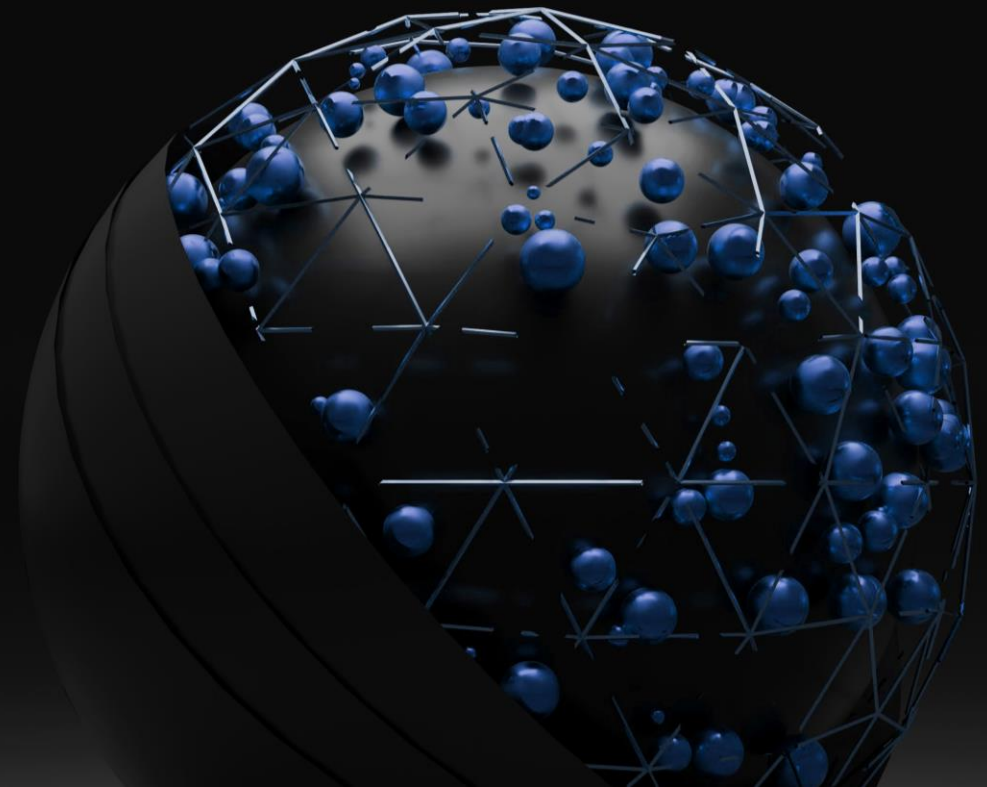
You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

# Sponsorship

02





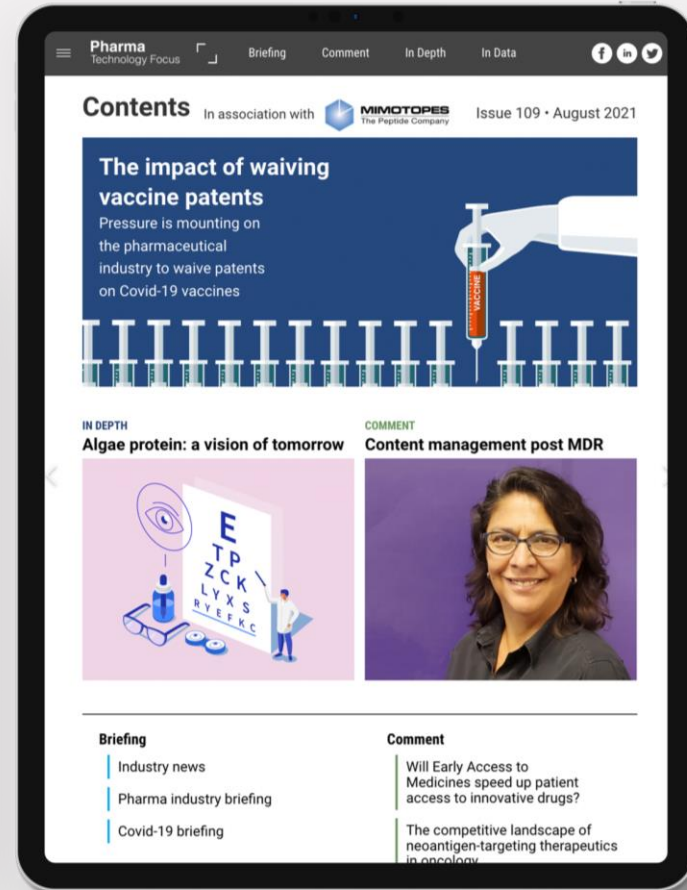
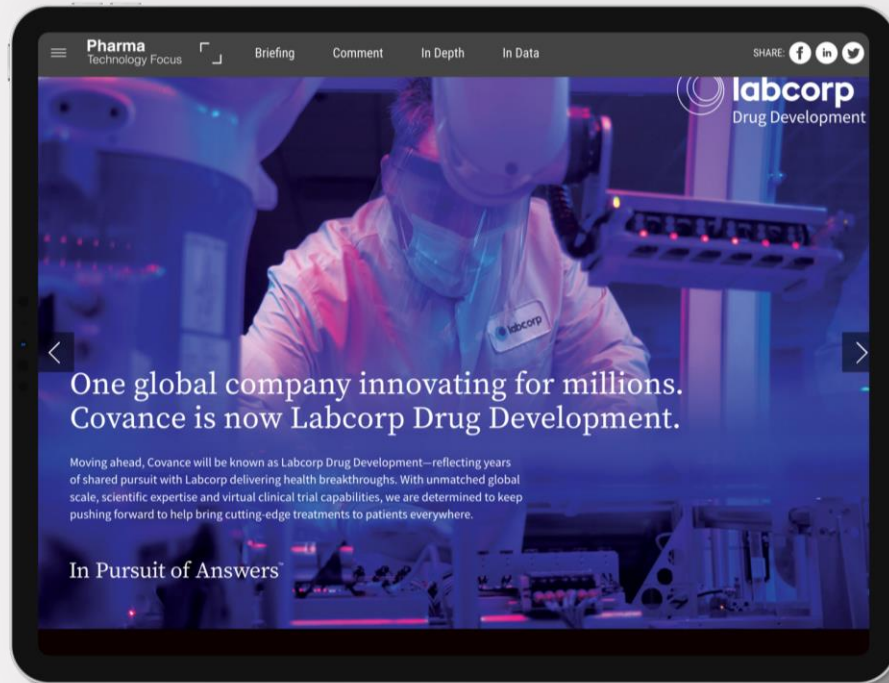
# Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

## FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight





Showcase: left: Company Insight; right: Issue Sponsor

# Editorial calendar 2022

03



# Editorial calendar 2022

Sponsorship  
options ▲

Edition	Theme	Lead article	In-depth	Deep dive
January	Covid-19	<b>How Covid-19 has changed pharma's approach to technology</b> Covid-19 represented a shift in the way that pharma companies viewed the adoption of technology	Covid-19: vaccine pricing by country and company	Cold Chain Storage and Distribution
February	Environmental	<b>Global warning: pharma's role in the climate crisis</b> What lessons can the pharma sector learn about its environmental impact and response to climate change?	Hiring trends in Pharma	Process Automation and Equipment
March	Robotics	<b>3D printing: executive and medical views</b> 3D printing will be a \$32bn industry by 2025, rising to over \$60bn by 2030.	Global cardiovascular trials map	Clinical Trials and Development Services
April	AI	<b>Are supercomputers set to transform pharma R&amp;D?</b> AI and machine learning accelerate and improve the accuracy of drug discovery and development efforts.	Filings trends in Pharma Q1 2022	Contract Manufacturing
May	Governance	<b>Can blockchain stem the tide of counterfeit drugs in India?</b> Counterfeit drugs are a multi-billion dollar problem. Now pharma companies are looking for a technological solution, could blockchain be the answer?	Global oncology trials map	Lab Equipment
June	AI	<b>Telemedicine growing in the wake of Covid-19</b> Telemedicine was touted as a critical strategy during the Covid-19 emergency. Is it still relevant?	Deals trends in Pharma Q2 2022	Active Pharmaceutical Ingredients and Intermediates



# Advertising

04



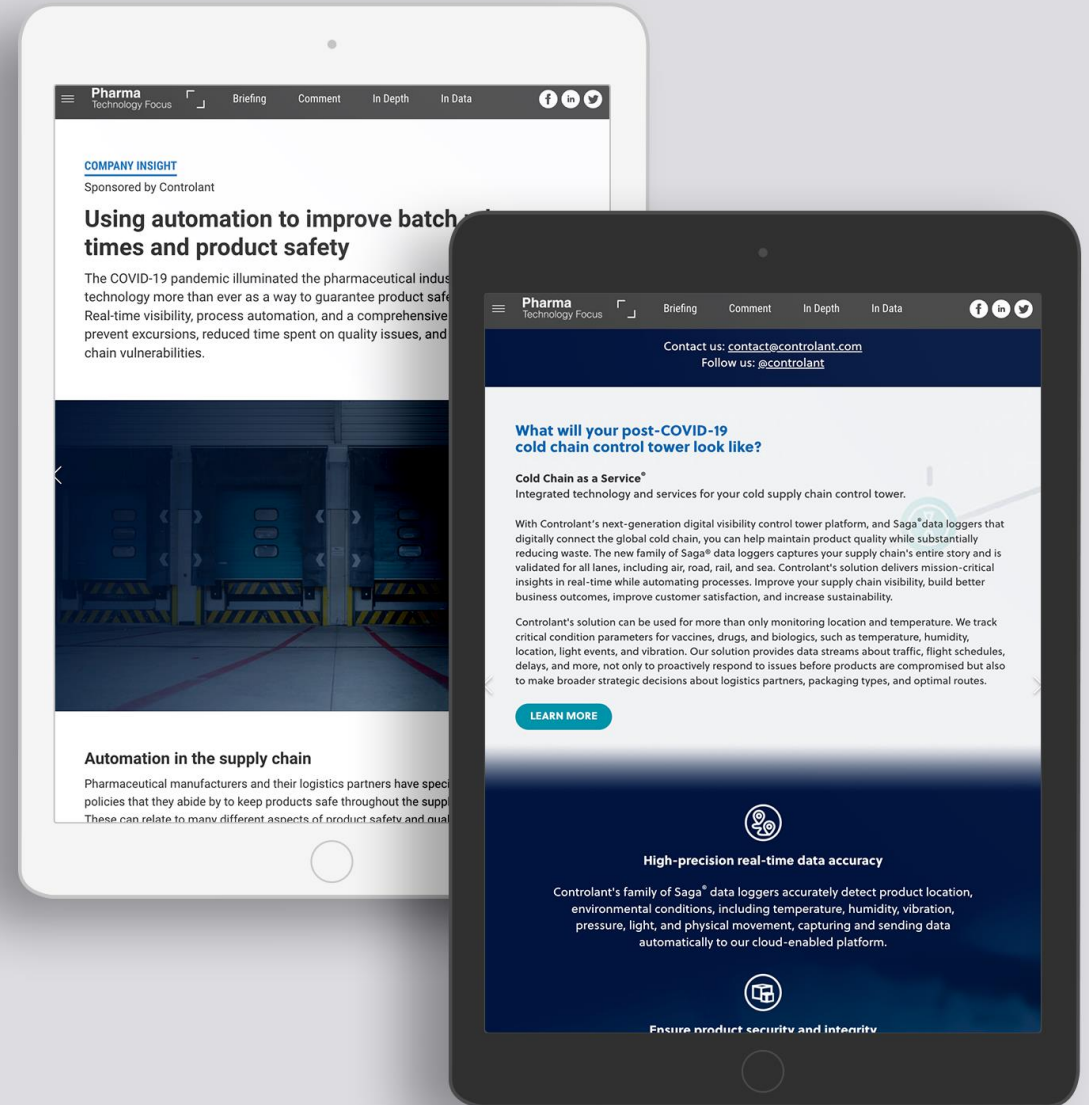
# Adverts

## Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

## Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



Left: Company insight  
Right: Interactive lead page

# Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

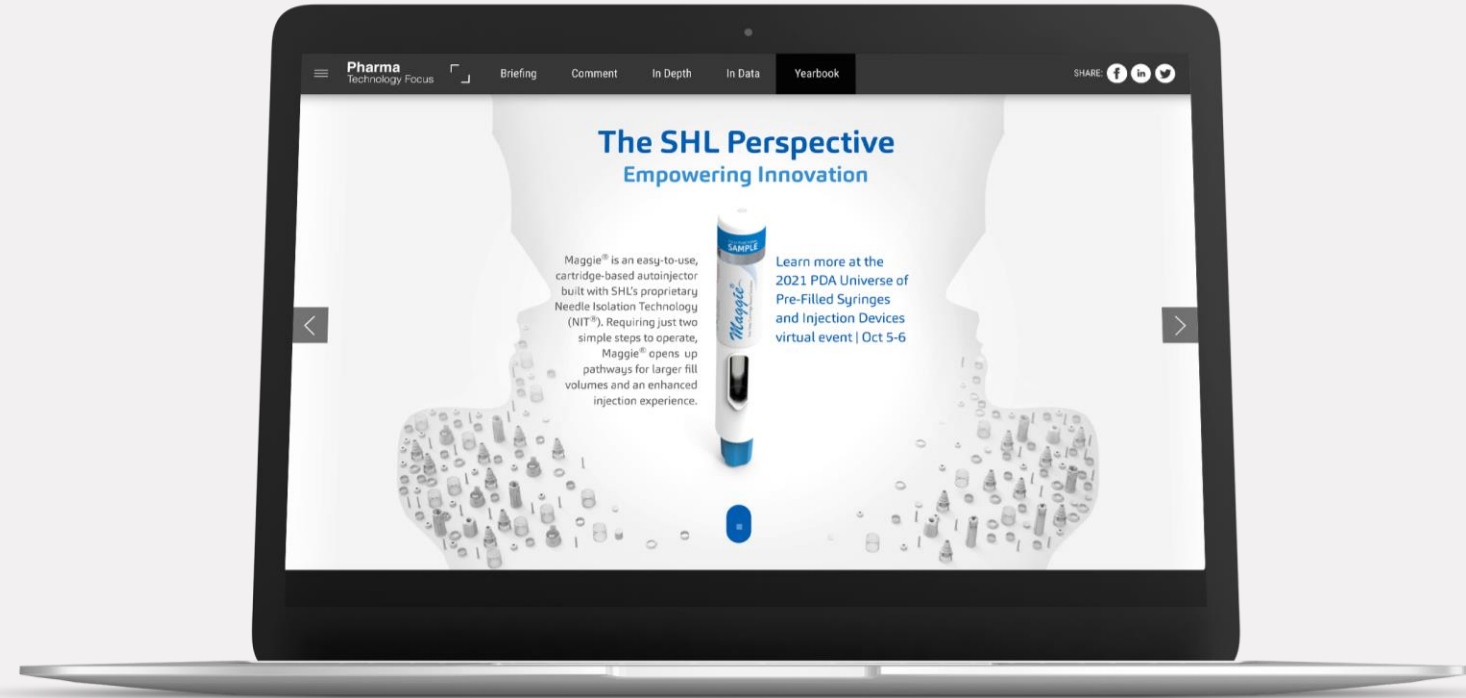


PHARMACEUTICAL-  
TECHNOLOGY.COM  
ATTRACTS OVER 164,000  
UNIQUE USERS A MONTH

## Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

**Our intelligent display advertising is included with all our packages**



Showcase: Display ad



# Our advertisers

**bürkert**

**Pfizer**



gerresheimer

**Munters**



“We at Bürkert chose to work with Pharma Technology Focus because we find it to be a very innovative tool, not only as regards the stunning design but also elements such as interesting animations, videos and interactive images. We also appreciate the monthly in-depth focus on a particular pharmaceutical industry area.

Last but not least, working with the people from Pharma Technology Focus has always been great as we have found them to be very patient, accommodating and friendly. Altogether, we consider Pharma Technology Focus an excellent tool for promoting our brand within the pharmaceutical industry.”

**Bürkert**

# Pricing

05



# Pricing

	Magazine Issues#	
	ONE	THREE
<b>INTERACTIVE ADVERTS</b> Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
<b>COMPANY INSIGHT</b> 800 words of advertorial & display banner advertising	£3,000	£7,500
<b>ISSUE SPONSOR</b> Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
<b>FRONT COVER WRAP</b>	£4,700	£12,000



# Let's talk

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