Mission Statement

*Pharmaceutical Commerce* is written for biopharma executive decision-makers focusing on business processes and the technologies involved in how approved drugs go to market.

The editorial content helps improve collaboration between management professionals with the goal of reducing the cost of commercial operations.

Editorial Content

- *Pharmaceutical Commerce* offers biopharma management an exclusive 100% focus on commercial operations coverage.

- *Pharmaceutical Commerce* focuses on the lifeblood of the industry; the flow of product, information and funds.

- *Pharmaceutical Commerce* covers the corporate decisions, business trends and regulatory constraints of the global life sciences industries. Its every-issue editorial departments keep industry leaders abreast of critical industry drivers.

Editorial Departments

- **Editorial**
- **Op-Ed**
- **Top News**
- **Business/Finance**
- **Market Access**
- **Therapy Focus**
- **Supply Chain/Logistics**
- **Clinical Operations**
- **Information Technology**
- **Manufacturing & Packaging**
- **Legal & Regulatory**
- **Meetings**
<table>
<thead>
<tr>
<th>JAN/FEB</th>
<th>MARCH/APRIL</th>
<th>MAY/JUNE</th>
<th>JULY/AUGUST</th>
<th>SEPT/OCT</th>
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<tr>
<td><strong>Special Reports</strong></td>
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<tr>
<td>SERVICE PROVIDER PROFILES</td>
<td>HUB SERVICES DIRECTORY</td>
<td>PRODUCT SECURITY REPORT &amp; DIRECTORY</td>
<td>PDMA SHARING CONFERENCE PREVIEW</td>
<td>COLD CHAIN SERVICES DIRECTORY</td>
<td>WHOLESALER/DISTRIBUTOR PROFILES</td>
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<tr>
<td><strong>Business/Finance</strong></td>
<td>Drug Pricing Strategies</td>
<td>Channel Data Management</td>
<td>GPO/Hospital Pharmacy Relations</td>
<td>International Distribution Trends</td>
<td>Specialty Pharmacy Relationships</td>
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<td>Controlled Substances Distribution Challenges</td>
<td>HDA Distribution Mgmt Conf./Traceability</td>
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<td>Patient Assistance/Coupon Marketing</td>
<td>Direct-to-Consumer Marketing</td>
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<td>Cosmetic Drug Marketing</td>
<td>Personalized Medicine Diagnostics &amp; Therapies</td>
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<td>Respiratory Therapy</td>
<td>Non-Opioid Pain Mgmt</td>
<td>Oncology Therapy</td>
<td>Orphan Drugs</td>
<td>Vaccine Progress</td>
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<td><strong>Information Technology</strong></td>
<td>Real World Evidence from EHR/EMR Adoption</td>
<td>Sales Force Automation</td>
<td>Big Data Analytics</td>
<td>Adverse Event Reporting/Health Outcomes</td>
<td>Customer Master Data Management</td>
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<td>Cold-Chain Packaging</td>
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<td>Aggregate-Spend Reporting</td>
<td>FDA Marketing Compliance</td>
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<td>HDA Distribution Conf.</td>
<td>BIO DIA Annual</td>
<td>PDMA Sharing Conf</td>
<td>IQPC Cold Chain Logipharma HPCLC</td>
<td>HDA Track &amp; Trace seminar</td>
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<td>2/15</td>
<td>4/12</td>
<td>6/15</td>
<td>8/7</td>
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For information regarding editorial coverage and policies, please contact Nick Basta, Editor in Chief, nbasta@PharmaceuticalCommerce.com.
## International Circulation

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<th>Country</th>
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<td>Taiwan</td>
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<td>UK</td>
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<td>Other</td>
<td>284</td>
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<td>Total</td>
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Rates are NET
*4th cover 20% premium/2nd cover 10% premium.

Email insertion orders and ad materials to: hnelson@mediaventuresinc.com
Heidi Nelson, Pharmaceutical Commerce
101 Merritt Blvd., Suite 210, Trumbull, CT 06611
Ph: 203-852-6570 ext. 228 | Fax: 208-831-2819 | Cell: 541-256-0411

Billing Information: 30 Days NET
(payment by MasterCard or Visa, add 4%)

Magazine Closing Dates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Closing/Materials Due</th>
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<td>Jan/Feb</td>
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<tr>
<td>March/Apr</td>
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<td>May/June</td>
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<td>July/Aug</td>
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<td>Sept/Oct</td>
<td>8/7</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>10/12</td>
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Please ensure that all document sizes are created to specifications. No internal crop marks. Full page bleed ads should be created to trim size and artwork should be extended 1/8" beyond trim. Keep live matter 1/4" from all trimmed edges.

Electronic materials: 300 ppi, CMYK with all fonts converted to outlines. Acceptable file format: InDesign, Quark, Illustrator, PDF and Photoshop.

Magazine Page Dimensions

<table>
<thead>
<tr>
<th>Issue</th>
<th>Width</th>
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<tbody>
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<td>14”</td>
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<tr>
<td>live area (keep live area 1/4” from trim)</td>
<td>21.25”</td>
<td>13.5”</td>
</tr>
<tr>
<td>bleed (extend bleed 1/8” from trim)</td>
<td>22”</td>
<td>14.25”</td>
</tr>
<tr>
<td>Tab Page</td>
<td>10.875”</td>
<td>14”</td>
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<tr>
<td>live area</td>
<td>10.625”</td>
<td>13.5”</td>
</tr>
<tr>
<td>bleed (1/8” beyond trim size)</td>
<td>11.125”</td>
<td>14.25”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>5”</td>
<td>13.5”</td>
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<tr>
<td>1/2 Horizontal</td>
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<td>6.5”</td>
</tr>
<tr>
<td>1/2 Horizontal Spread</td>
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<td>6.5”</td>
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<tr>
<td>Junior Page</td>
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<td>10”</td>
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<tr>
<td>Junior Page Spread</td>
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<td>10.3125”</td>
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<tr>
<td>1/4 Page 3 col.</td>
<td>6.75”</td>
<td>4.625”</td>
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</tbody>
</table>

Please call for insert specifications.

Advertising Contacts

Editorial Director/Publisher—Nick Basta
nbasta@pharmaceuticalcommerce.com
781-282-6112

Northeast—Jody Estabrook
jodyestabrook@comcast.net
774-283-4528

Southeast—Cathy Williams
cwilliams@pharmaceuticalcommerce.com
843-410-2739, ext. 101

Midwest—Steven Fox
sfox@pharmaceuticalcommerce.com
847-951-0570

West Coast—Richard Ayer
rayer@pharmaceuticalcommerce.com
949-366-9089
MAGAZINE PAGE DIMENSIONS

Trim Size:
Width: 21.75” x Height: 14”

Live Area:
Width: 21.25” x Height: 13.5”
(keep 1/4” from trim)

Bleed:
Width: 22” x Height: 14.25”
(extend 1/8” from trim)

AD SIZES

Tab Spread
Trim: 21.75” x 14”
Live Area: 21.25” x 13.5”
Bleed: 22” x 14.25”
(1/8” beyond trim size)

Tab Page
Trim: 10.875” x 14”
Live Area: 10.625” x 13.5”
Bleed: 11.125” x 14.25”
(1/8” beyond trim size)

1/2 Page Vertical
5” x 13.5”

1/2 Page Horizontal Spread:
21” x 6.5”

1/2 Page Horizontal:
10.625” x 6.5”

1/4 Page:
6.75” x 4.625”

Editor’s Page
10.125” x 2.25”

AD SIZES/SPECIAL POSITIONS

Junior Page:
7.5” x 10”

Junior Page Spread:
15.8125” x 10.3125”
Integrated Advertising & Marketing Opportunities

- **Print Advertising** (6 issues annually)

- **Digital Advertising**
  - Website (24/7)
  - White Papers
  - Videos
  - Value Chain eNewsletter (24x per year - bi-monthly)
  - BioPharma Cold Chain eNewsletter (12x per year - monthly)
  - Custom HTML E-mail Blasts
  - Webinars

- **Custom HTML E-mail Blasts**
  - Full run—21,000 addresses (3,000 international) Rates and regional rates/segmentation available on request

- **Custom Direct Mail**
  - Mailings to Subscriber List and Segments of the List by Job Function

- **Reprint Services**
  - Custom Designed Print or Digital Reprints for Articles in any Format, Color or Quantity

- **Research Services**
  - Qualitative and Quantitative Surveys and Special Custom Reports

- **Custom Publishing**
  - Special Custom Publications or Newsletters, Brochures—both in Print and Digital Formats
100% focus on commercial activity in the biopharma supply chain makes Pharmaceutical Commerce a valued source of information in print and online. The website features the full editorial content of the magazine, plus web-only features including a powerful search engine that attracts and holds visitor interest.

Google Analytics: More than 16,000 unique visitors per month, third quarter 2016

New Website Launched 2016
Responsive design for mobile devices

Insertion Order and material due one week prior to monthly update.

Banner Specifications:
200K file size max per banner
File format: JPEG, GIF, ANIMATED GIF, FLASH
NOTE: Reserved banner space must run when and where it has been reserved. Failure to provide materials will result in full payment due.

Submit material to:
Heidi Nelson
203-852-6570 ext. 228 | cell: 541-256-0411
hnelson@mediaventuresinc.com

Advertising Contacts
Publisher—Nick Basta 718-282-6112
Northeast—Jody Estabrook 774-283-4528
Southeast—Cathy Williams 843-410-2739, ext. 101
Midwest—Steven Fox 847-951-0570
West Coast—Richard Ayer 949-366-9089

www.PHARMACEUTICALCOMMERCE.com
Pharmaceutical Commerce’s Value Chain eNewsletter

Target your message to 21,000 decision-makers subscribing to the bi-monthly Pharmaceutical Commerce eNewsletter. The eNewsletter is written by Pharmaceutical Commerce editors with a focus on biopharma commercial operations.

21,000 subscribers
Pharma commercial management
 Twice monthly

News on commercial operations not found elsewhere
Quality reporting generates maximum advertising exposure

Banner Specifications:
200K file size max per banner
File format: JPEG, GIF, Static formats only
NOTE: Reserved banner space must run when and where it has been reserved. Failure to provide materials will result in full payment due.

Submit material to: Heidi Nelson
203-852-6570 ext. 228 | cell: 541-256-0411
hnelson@mediaventuresinc.com

Insertion order and production materials due one week in advance of each issue.

2017 Publication Dates:
Jan 10, 24  Feb 7, 21  Mar 7, 21  April 4, 18
May 9, 23  June 6, 20  July 11, 25  Aug 8, 22
Sept 5, 19  Oct 10, 24  Nov 7, 21  Dec 5, 19

Single Advertiser Email Blasts
Pharmaceutical Commerce will email your material exclusively to its list of 21,000 newsletter subscribers. If your company has more information to tell than can be fit into a display advertisement, the perfect addition is a Single Advertiser Email Blast.

File format: HTML, set no wider than 700 pixels

Price: $7,200 net
Pharmaceutical Commerce’s monthly

BioPharma Cold Chain eNewsletter

Target 21,000 decision-makers who specify cold chain logistics, storage and distribution services.

Significant news developments and analysis of the life sciences and cold chain market.

21,000 monthly subscribers, plus bonus website circulation.

Banner Specifications:
200K file size max per banner
File format: JPEG, GIF, Static formats only
NOTE: Reserved banner space must run when and where it has been reserved. Failure to provide materials will result in full payment due.

Submit material to: Heidi Nelson
203-852-6570 ext. 228 | cell: 541-256-0411
hnelson@mediaventuresinc.com

Insertion order and production materials due one week in advance of each issue.

2017 Publication Dates:

| Jan 17 | May 16 | Sept 12 |
| Feb 14 | June 16 | Oct 17 |
| Mar 14 | July 18 | Nov 14 |
| April 11 | Aug 15 | Dec 12 |

Single Advertiser Email Blasts
Pharmaceutical Commerce will email your material exclusively to its list of 21,000 newsletter subscribers. If your company has more information to tell than can be fit into a display advertisement, the perfect addition is a Single Advertiser Email Blast.

File format: HTML, set no wider than 700 pixels

Price: $7,200 net
White Paper and Case History Forum

Post your company’s white papers and case histories on the Pharmaceutical Commerce website, and they will then be distributed via email to 21,000 pharmaceutical executives.

- Generate qualified sales leads
- Interact with pharma executives
- Gain credibility for your company and its products and services
- Collect visitor data from those who download the file

The Forum Package:
- Three months posting on the PC website
- Two custom eBlasts deployed to 21,000 pharma executives

Package Price: $7,795 net

Note: Our contributing editors will write and design your White Paper/Case History for an additional charge. Ask your sales representative for details.
Website Videos

Help market your products and services by posting your video on pharmaceuticalcommerce.com website’s homepage.

(Video supplied by advertisers in .flv and .mp4 for compatibility with mobile devices)

- Video helps market your products and services and provides in-depth product information
- Generate brand exposure
- Capture qualified leads and interact with your target audience

Video Marketing Support:
- Posted on PC website for 3 months (3 minute video)
- Two custom eBlasts to 21,000 PC readers with link to video
- Vertical or Content Banner within PC’s ValueChain eNewsletter
- Tracking reports provided to video advertiser

Package Price: $7,795 net

Webinars

Help build your brand and market your services and products using Pharmaceutical Commerce Webinars.

- Content supplied by client; most often in the form of a PowerPoint presentation
- Moderated by our editor in chief, Nick Basta
- Pre-recorded; incorporates a Q&A session
- 45–50 minute format
- Contact information captured via registration page
- Available for viewing on Pharmaceutical Commerce’s website for 3 months

Webinar Marketing Support:
- Two custom eBlasts to 21,000 PC readers
- Vertical or Content Banner within PC’s ValueChain eNewsletter
- Shared out through Pharmaceutical Commerce’s Social Media Channels

Package Price: $9,995 net
Contacts

Publisher
Nick Basta
nbasta@pharmaceuticalcommerce.com
718-282-6112

Advertising Contacts

Northeast
Jody Estabrook
jodyestabrook@comcast.net
774-283-4528

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rayer@pharmaceuticalcommerce.com
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Production Contact
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Media Ventures, Inc.
hnelson@mediaventuresinc.com
203-852-6570 ext. 228