

ADVERTISING & SPONSORSHIP **MEDIA PACK** **2018**

To discuss advertising opportunities please contact:
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Contact: +91 88 268 490 84



Global Media, Marketing & Branding platform for Pharma Industry

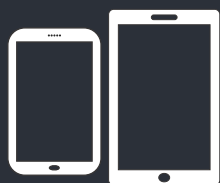
About us



World Pharma Today is a magazine and online avenue, a boulevard of the latest happenings in the pharmaceutical sector around the world.

Our audience comprises of experts and prominent decision makers of the Pharma sector and we consider it as our duty to provide them with the current changes in the industry.

We provide B2B media services boosting your online presence and increasing your visibility manifold. World Pharma Today, referred, received and read by the senior executives of top Pharmaceutical companies and distributors across the globe.



Demonstrated ROI
on each marketing campaign



Mobile-Optimized
products and placements



Efficient editorial
approach for busy execs

About The Magazine

Every issue of our magazine consists of over 50-60 pages of the latest news and articles from the pharmaceutical sector. We aim at providing a quality and engaging editorial for our prestigious audience. Contributions for our magazine are sought from professional experts of the sector. We are willing to include you in our editorial mix.

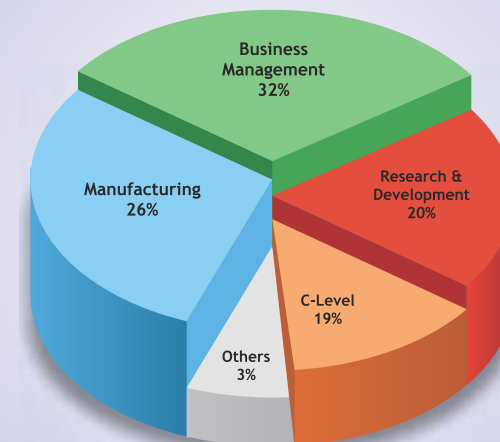
The interactive links throughout the magazine lead to additional supporting information to give our readership a highly informative experience and relevant information at their fingertips.

Features

- a) Tri-Annual magazine
- b) Features led
- c) 16,000 printed copies mailed to subscribers
- d) 75,000 e-copies sent to subscribers
- e) Genuine editorial
- f) No charge for editorial

Benefits

- a) Regular information reaching your core audience
- b) showcasing your company's expertise in this area
- c) On the desks of the main decision makers for those who refer the touch and feel of a printed magazine
- d) Interactive and immediate with all the green credentials for those who prefer their media in this format.
- e) The magazine is filled with interesting articles from experts in their field from the whole wind industry supply chain meaning that it is widely read and respected
- f) Free publicity as part of your marketing



Print Circulation

CEO/CROs	22%
Senior Directors	24%
Head of R&D	14%
Head of Clinical Development & Operations	26%
VP Emerging Markets	10%
Biotechnology Specialists	4%

GATE FOLD ADVERTISING

Cover Gatefold

Specifications

Trim Size: 406 x 273 mm

With Bleed: 412 x 279 mm



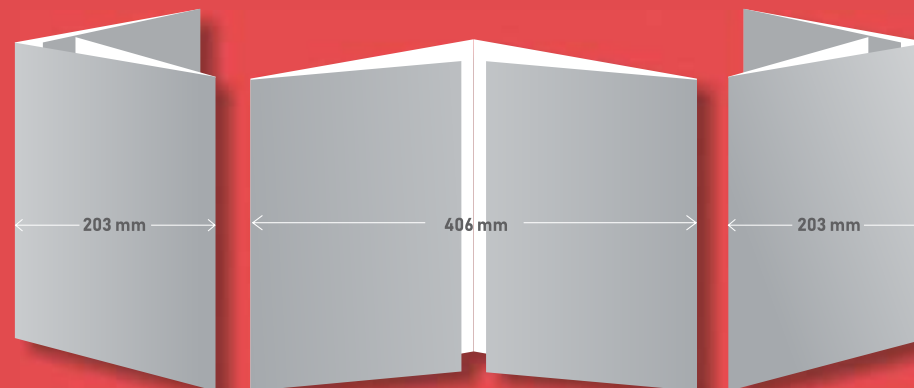
Inside Gatefold

Specifications

Trim Size:

203 x 406 x 203 x 273 mm

With Bleed: 3 mm (4 Sides)



prices on request

Article Reprint



Features

- Brochure to handout
- Digital copy included

Benefits

- Reach wider market
- Use on social media and sales platforms

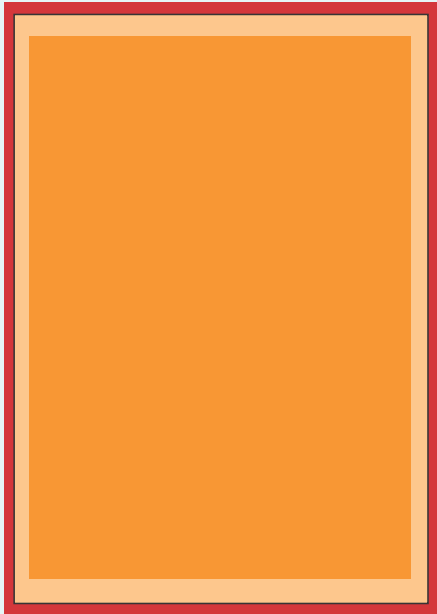
**Price
\$ 750**

ADVERT ARTWORK SPECIFICATION

All dimensions are given in mm (millimetres) – width x height

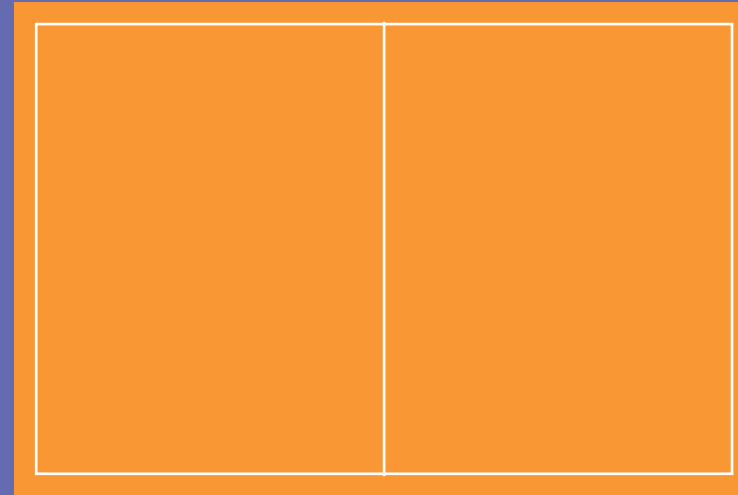
IMPORTANT:

FULL PAGE



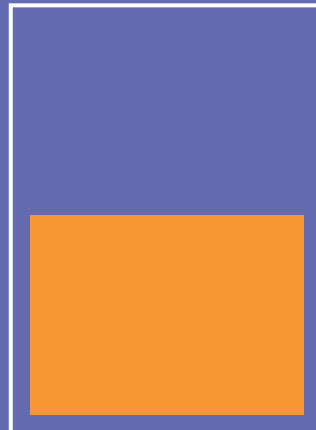
Single Page Size
203 mm (width)
273 mm (Length)

Single Page Size with bleed
209 mm (width)
279 mm (Length)



Double Page Size
406 mm (w) x 273 mm (L)

Double Page Type with Bleed
412 mm (w) x 279 mm (L)



Half Page Size
183 mm (width)
125 mm (Length)

HALF PAGE ADVERTS

Double Page Spread	US\$ 8,900
Full Page	US\$ 5,500
Half Page	US\$ 2,950
COVER POSITIONS	
Inside Front Cover	US\$ 5,800
Inside Back Cover	US\$ 5,800
Outside Back Cover	US\$ 6,900

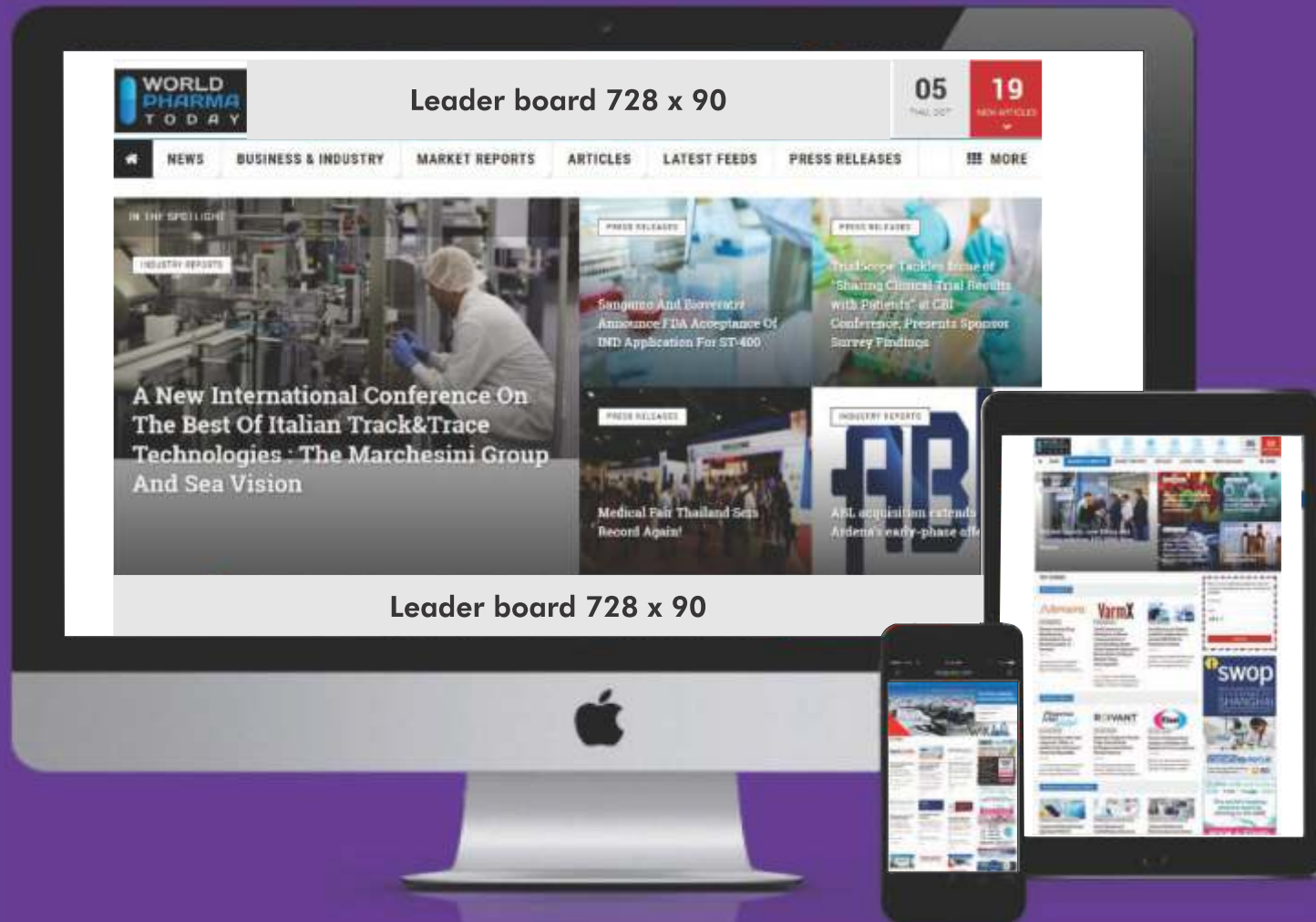
PLEASE FEEL FREE TO CONTACT US FOR ANY FURTHER QUERIES.

About Digital Marketing

Equipped with candor and a sense of purpose our website is designed to ensure that every visitor gets maximum return on the time they spend online. Our content is featured with categorizations that enables us to showcase data in a comprehensible format ranging from sections of latest developments, upcoming events, a gallery comprising of videos and images; resulting in it to be a single source for numerous C- level as well as marketing and research professionals.

Hence our aim is to build a progressive and ingenious knowledge sharing platform which is currently dedicatedly followed by 100K+ subscribers with another 50K+ new visitors per annum in addition to a 20% increase in the subscriber base every year.





Pricing structure of website Banners

Leader Board Banner (Monthly)	\$ 3000
Middle Banner (Monthly)	\$ 2000
Rectangle Banner (Monthly)	\$ 1000
Footer Banner (Monthly)	\$ 500
Road Blocker Banner (Monthly)	\$ 4000

Email Marketing



World Pharma Today enables marketers to plan and execute campaigns while delivering a personalized customer experience for their prospects. With integrated lead management and easy campaign creation, the solution helps marketers engage the right audience at the right time in their buyer's journey. The beauty of our service is that you pay only for the data count you chose to execute the eDM on, giving you complete return on your Dollar spend and Zero wastage.

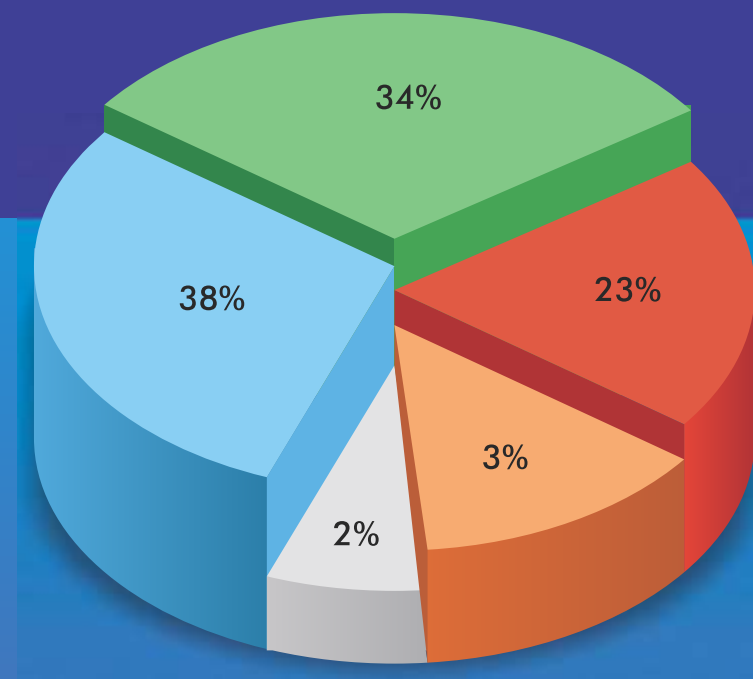
Dedicated online Marketing

Audience	Percentage	Count
Asia Pacific	38%	41800
Europe	34%	37400
America	23%	25300
Africa	3%	3300
Row	2%	2200
Total	100%	1, 10,000

WPT Circulation – Geographical Split

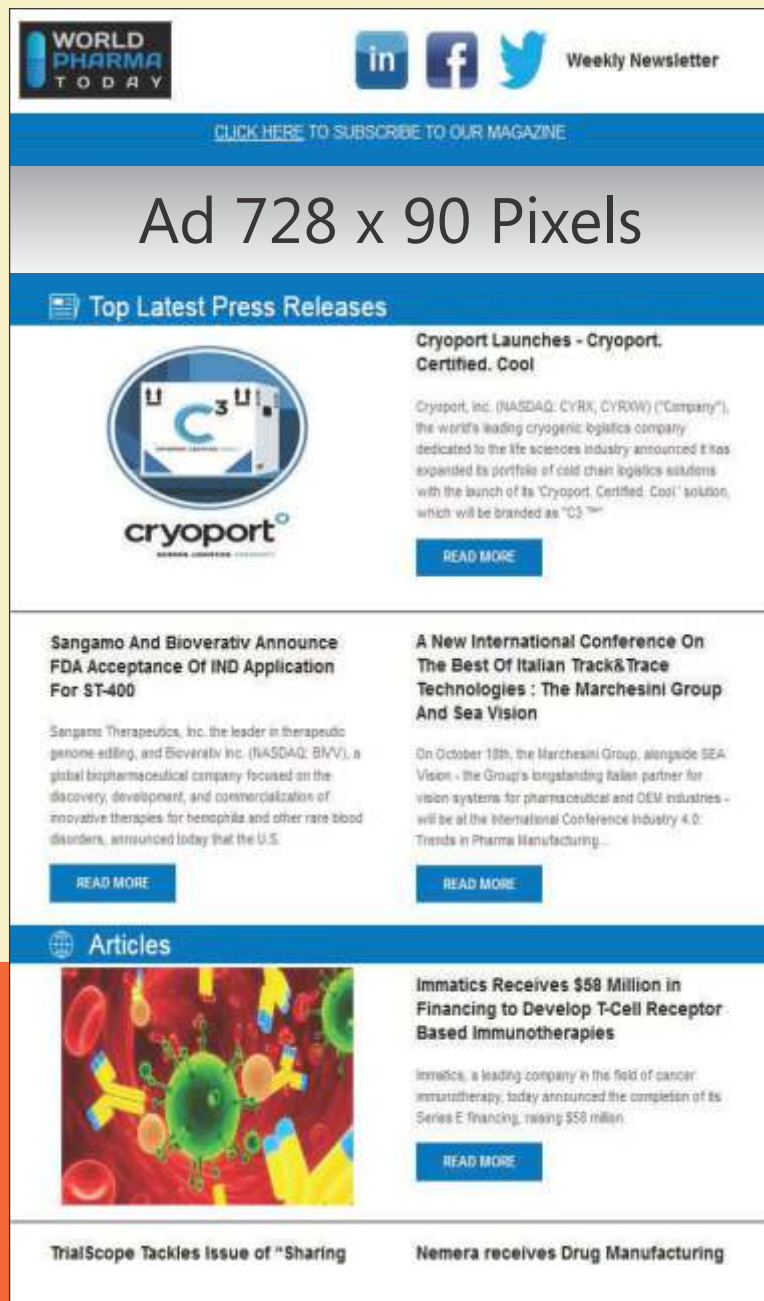
BREAK DOWN

■ Asia Pacific ■ Europe ■ America ■ Africa ■ Row



Direct Marketing shots
5,000 and more
Less than 5000

Price
US\$ 0.15
US\$ 0.20



E-Newsletters

Pharma Insights weekly newsletter delivers key developments in the Global pharma Industry to more than 1,40,000 opt- in subscribers

1500 \$ per week

Content Marketing

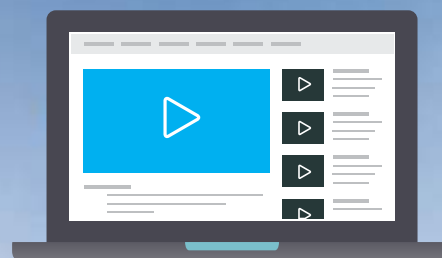
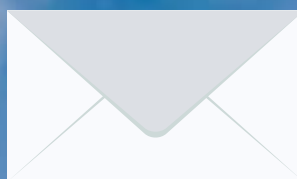


Press releases, articles, case studies, industry reports and white papers not only drive traffic based on your targeted audience but also capacitate link popularity within the Pharma sector which is crucial in determining good positioning in all the major search engines in order to ensure the visibility of your message. For complete six months we can send you press releases, articles, white papers etc, along with relevant images.

Price **6000** \$ per year



Increase Sales with lead Gen Opportunities



White Papers

White papers are of extreme importance when it comes to approaching hard-to-reach Pharma decision makers. They are paramount, enabling you to show case research and case studies in a comprehensive manner. You can choose from our vast audience of 150,000+ Pharma executives who trust us to find them the products and services they require.

Webinars

Through webinars, we ensure targeted lead generation as we utilize your area of expertise in the Pharma sector and help you get it through the desired audience. As aforementioned an audience of 150K+ Pharma executives is at hand to be chosen from, who are engaged with our platform for educational webinars covered live with a peer to peer panel of Pharma experts.

Start

VIDEO MARKETING

Video marketing in a world where live streams and videos are taking over is an effective tool to engage your audience. This can be done not only to introduce your audience to new products, press releases, case studies etc, but also to share a client success story or to promote the company's message via us.

Price **2000 \$**

SOCIAL MEDIA

**WORLD
PHARMA**
T O D A Y



Social media marketing has been taking the internet by the storm and now more than ever it is a highly efficient way of getting your message through across the globe. World Pharma Today has more than 5000 followers on LinkedIn and can help you gain more traffic and visibility.



CLIENTELE



THANK You!



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Katriya Hotel Lane, Raj Bhavan Road,
Somajiguda, Hyderabad - 500082, Telangana, India.
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Tel: +91 40 4230405 | Call + 91 88 268 490 84