

## **Our Mission**



# LOCAL CONVERSATION GLOBAL CONNECTIONS

## Global

Over the years we have reported from over 60 countries, bringing compelling stories from around the world, covering mature and emerging markets

### Local

PharmaBoardroom gives a global platform to the insights of local pharma industry leaders. Bringing domestic market realities to an international audience is our specialty.

## **Influential**

In a short amount of time we have harnessed an unrivalled network of contributions from thought leaders sharing their views on where the industry is going.

## **Audience Breakdown**



**KEY NUMBERS** 

120,000+
MONTHLY IMPRESSIONS

28,000 ACTIVE E-BLASTING

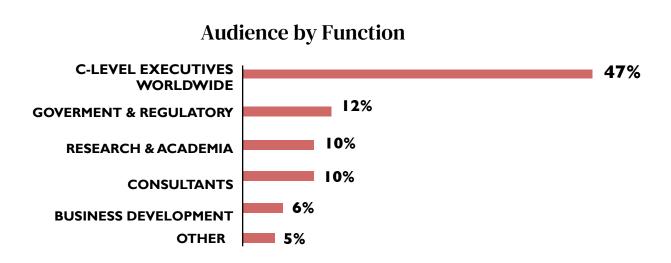
**SUBSCRIBERS** 

190,000+



UAE

**BRAZIL** 



## **Content Breakdown**



#### **KEY NUMBERS**



#### **Interviews**

We have interviewed and connected with the World's leaders in pharma, government and strategy.



#### **Articles & Contributions**

PharmaBoardroom is the platform that brings together leaders from across the World to inform, debate and drive the life science agenda.



**50**+

INDUSTRY LEADERS
WRITING FOR
PHARMABOARDROOM



**800+** 

INTERVIEWS PUBLISHED WITH C-LEVEL EXECS







28,000
WEBSITE REGISTERED USERS



4,000 SOCIAL MEDIA





3:30 min

AVERAGE READ/ TIME SPEND

## **Positioning**



As a leading independent publisher we deliver an engaging mix of insight, opinion and market intelligence.

We are passionate about working with and interviewing decision makers and thought leaders around the World.

PharmaBoardroom offers a wide range of digital opportunities to enhance your brand presence, aligned with the company's strategic executive direction.



## **Paid Content – Articles & Interviews**



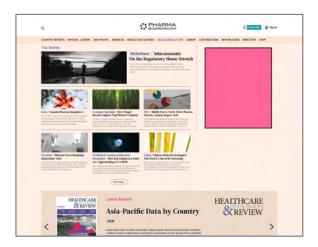
#### **Article**



#### **Branded Article/Interview**



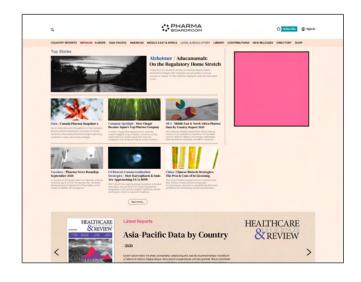
#### +Homepage Banner



## **Ad Spaces – Website Banners**



#### Homepage Banner



#### Banner on section



## **Channel Distribution – Newsletters**



## **Monthly**

The **Monthly Round up Newsletter** is our monthly channel to communicate the highligths in local markets to PharmaBoardroom audience.

**→ 28,000 subscribers** 

**→ Open rate: 15%** 

**→ CTR: 1.5%** 

## **China Digest**

The China/Asia Digest Newsletter is a UNIQUE monthly channel with the objective to strengthen the communications and linkages between the China/Asia market and the global market, which has demonstrated a keen interest in the latest healthcare and life sciences developments in China/ Asia

**→ 5,000 subscribers** 

**─ Open rate: 40%** 

**→ CTR: 1.5%** 

# Webinar Promotion

The PharmaBoardroom audience is always seeking to enlarge their skillset. If you have a webinar to promote our readers will be highly engaged to join your event.

Segmented List

**─• Open rate: 45%** 

**─ CTR:** 2.5%

### Channel Distribution – Newsletter offer



#### Banner inside

#### **Article or Interview**

(featured in Monthly or China Digest)

Sponsored Newsletter

Webinar

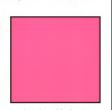


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READ MORE







## InFocus



## **InFocus**

PharmaBoardroom's **InFocus** channel covers key topics from across the industry. **InFocus** offers exposure to key decision making industry individuals across both Pharma Executives and wider ecosystem through value and unique content.

**InFocus** positions your company as thought leaders and drivers for change through its association of quality relevant content driving knowledge ad debate across the industry. Lead Generation through ebooks and Sponsored articles offer opportunities to widen your reach and target your content and messaging to our valuable audience and beyond. Our content library hosts white papers by the industry's leading solution providers.



DEEP-DIVING INTO A SPECIFIC TOPIC/ INDUSTRY TREND



IDENTIFYING KEY TRENDS THAT ARE AN INFLECTION POINT, POLICY MAKERS, EXECUTIVES AND INTEREST GROUPS THAT HAVE AN IMPACT IN THE SUBJECT MATTER





GATHER THEIR VIEWS IN THE FORMAT OF THOUGHT LEADERSHIP CONTRIBUTION PIECES OR DIRECT INTERVIEWS



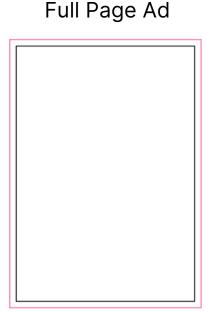
PROMOTING IT TO A
GLOBAL AUDIENCE TO
GAIN AWARENESS, FORM
OPINIONS AND SHARE
INTEREST

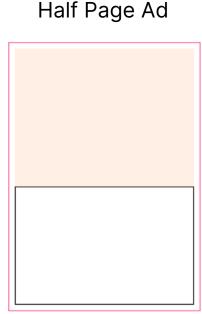
## **InFocus**



## **Branding opportunity - eBook**







Size: 8×10.75 inches

Size: 6.75×4.625 inches

## **InFocus**



## **Branding opportunity - Website**

#### Branded InFocus

## **Cell & Gene Therapy** PHARMA 6 NOVARTIS Once considered almost science fiction in medicine, personalised medicine is increasingly becoming a day-to-day reality for many patients. As innovative pharma continues to invest heavily in high-risk frontier research involving stem cells and the harnessing of a patient's own immune system to attack the onset of a disease, a brave new world of potentially curative treatment possibilities is unfolding. This has become most evident in fields like concious where expensive, set thoroughly transformative CAR-T therapies are displaying classic treatments and offerior newfound hope to patients where previously Stefan Hendriks - Global Head Cell & Gene, Novartis Oncology InFocus Cell & Gene Therapy Funding the Cell & Gene Therapy Boom Reconsidering CGT Manufacturing

#### Branded section/ on the thematic



## **Healthcare & Life Sciences Review**





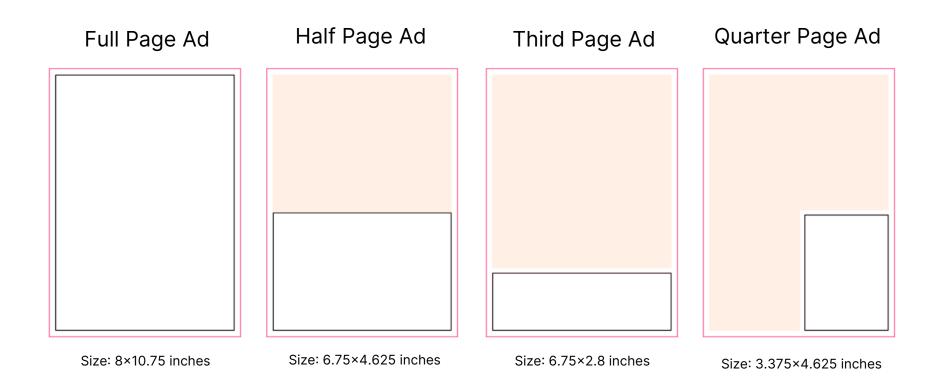
These detailed country-specific reports delivering up an engaging mix of insight, opinion and market intelligence straight from the corporate boardrooms of regulators, payers and industry executives. Healthcare & Life Sciences Review bridges the gap between local realities and global trends.



## **Healthcare & Life Sciences Review**



## **Branding opportunity**



## The Pharma Legal Handbook





## The Pharma Legal Handbook

#### QUESTIONS ABOUT PHARMA PRICING, MARKET ACCESS, PATENTS OR REIMBURSEMENTE?

The Parma Legal Handbook is an essential guide to the legal and regulatory environment for pharmaceutical companies worldwide.

- 1. Regulatory, Pricing, and Reimbursement Overview
- 2. Preclinical & Clinical Trial Requirements
- 3. Marketing, Manufacturing, Packaging & Labeling Advertising
- 4. Traditional Medicines and Over-the-Counter Products
- Product Liability
- 6. Patents and Trademarks
- 7. Regulatory Reforms
- 8. Cannabinoid Drugs, Medical Cannabis, Opioid Drugs
- 9. Orphan Drugs and Rare Diseases
- 10. Localization
- 11. Biologics and Biosimilars

## HubsGoGlobal



# HubsGoGlobal.

#### **Platform**



In a context where healthcare keeps being an enduring industry, PharmaBoardroom's vision is to build connection between investment agencies, clusters, hubs and science parks with prospective companies in the pharma/ biopharma lifesciences space that will make economical success flourish.

**HubGoGlobal** is a platform within the PharmaBoardroom branding umbrella that focuses on the Hub competitive advantages and its value proposition from different points of view: strategic, operational, financial, talent and lifestyle.



Information about the region



Presentation/ Word from management



Innovation/ Culture/ Value Proposition Stories



- Company Stories
- Employee Stories



- Data & Graphics
- Resource download platform
- Latest news about the HUB-Companies-etc



www.pharmaboardroom.com