



**Pharma**in**Focus**  
KNOWLEDGE IS POWER 

Your passport to a  
\$17 billion dollar market

**THE AUSTRALIAN PHARMACEUTICAL INDUSTRY  
TURNS OVER MORE THAN \$17 BILLION A YEAR  
WITH EXPORTS OF CLOSE TO \$4 BILLION.\***

**PHARMA IN FOCUS IS THE ONLY WAY TO  
REACH KEY DECISION-MAKERS IN THIS MARKET,  
WEEK AFTER WEEK THROUGHOUT THE YEAR.**

Your contact for any questions about advertising in **Pharma in Focus** is  
Sharon Dew, **02 9938 4381**, [sharon.dew@pharmainfocus.com.au](mailto:sharon.dew@pharmainfocus.com.au)

\*Source: Commonwealth Department of Industry, Tourism and Resources & industry associations



## Pharma in Focus

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**Pharma in Focus** is the weekly 'bible' for the Australian pharmaceutical industry. It is the only publication that delivers industry-focused news into the heart of this \$17 billion-a-year sector. Received by top multinational and local companies, government and the bureaucracy, and major firms that trade with pharma, **Pharma in Focus** is read wherever key professionals need to know what's happening in the world of pharmaceuticals.

Electronic delivery means **Pharma in Focus** is a key element of the Monday email round in all major pharmacos plus, when vital news breaks, **Pharma in Focus** is there with special delivery news emails that keep the industry informed and boost website traffic.

## The pharmaceutical industry

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The pharmaceutical industry is one of Australia's key knowledge-intensive, innovation-based industries. It operates in both the domestic and export markets, turning over billions of dollars a year.

The pharmaceutical industry in Australia covers a wide range of business types from multinational companies to listed biotechs to small service businesses. Although it is dominated in revenue terms by multinational 'big pharma', the industry as a whole is diverse and multi-faceted.

The core of the industry has been measured by the Productivity Commission as employing 14,000 people with a total of 30,000 estimated to be in employment arising in one way or another from the industry.

### Companies in the pharmaceutical industry buy:

- Recruitment services
- Sales contracting services
- Clinical research services
- SFE/CRM software & services
- Market research
- Advertising
- Public relations services
- Patent, trade mark, trade practices, M&A and general legal advice
- Economic advice and consultation
- Medical education & writing services
- Conference services
- Promotional goods
- Laboratory services
- Specialised transport
- Training
- Banking
- Import and export services
- Packaging
- Printing
- Regulatory consulting
- Translation services
- IT
- Manufacturing Services



## A compelling environment for your advertising

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**Pharma in Focus** is the only source of regular, targeted local news read by Australian pharma industry professionals.

It is the leading brand in pharmaceutical industry news in Australia and regularly sets the agenda for other news media reporting on this crucial sector.

**Pharma in Focus** is distributed weekly by email to 8,500-plus inboxes throughout:

- All major pharmaceutical companies
- Listed and unlisted biotech companies
- Research institutes
- Pharmaceutical industry consultants from regulation to government relations to legal and more
- Government departments and key government agencies
- Industry associations
- Parliamentarians
- Media
- Public relations companies
- Consumer and patient organizations
- Health care ad agencies
- Clinical Research Organisations

## What our advertisers say about Pharma in Focus

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*"The spend to-date with PiF has been terrific ..."*

VIJI RATNAM DECIDEWARE

*"Pharma in focus has really allowed us to advertise to our core group of clients in a publication specific to the industry we work in. Being a weekly newsletter we get frequency as well as broad coverage on the desktop of our customers."*

ANDREW SCOTT, MD, ASCOTT SALES

*"With its wide readership across the Australian pharma industry and the prominent position of our web-tile on its home page, Pharma in Focus has contributed to lifting SydPath's profile as a major central laboratory provider to the region."*

*"Its format of delivering weekly and breaking news to the desktops of its subscribers ensures that our logo is constantly seen and recognised by key decision makers!"*

SYDPATH CENTRAL LABORATORY

*"Thanks to the advertising power of Pharma in Focus we have been successful in placing candidates directed to us via the site. One placement paid for our annual investment and we continue to attract excellent candidates via this very well targeted advertising medium."*

AMANDA WHITEHEAD, DIRECTOR, AMANDA WHITEHEAD AND ASSOCIATES



## Who reads Pharma in Focus

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Readers of **Pharma in Focus** range across all sectors of the industry from marketing, sales and clinical/medical departments in multinational pharma companies to small and medium-sized biopharmaceutical and drug development businesses to advisory businesses such as legal firms, health economics consultancies and advertising and PR consultancies

### Job categories include:

Chief Executive Officers	Pharmacoeconomics Managers
Managing Directors	Data Managers
General Managers	Validation & Pharmacovigilance staff
Marketing & Sales Directors	Government & Corporate Relations Managers
National & State Sales Managers	Media Managers
Business Unit Managers	HR Directors and Managers
Product Managers	IT Managers
Key Account Managers	Training Managers
Brand Managers	Communications Managers
Channel Managers	Academics
District & Territory Sales Managers	Politicians
Market Research Managers	Drug Safety staff
Business Development Managers	Conference Managers
Medical Directors	Senior Public Servants
Clinical Research Managers & Associates	Chief Financial Officers & Finance Directors
Reimbursement Managers	Hospital & Community Pharmacists
Regulatory Affairs Managers	
QA Managers	

## What readers say about Pharma in Focus

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*"I think PIF is excellent"*

DIRECTOR MARKET RESEARCH COMPANY

*"I think you are filling the needs of busy healthcare executives very well with your publication"*

REGIONAL MARKETING DIRECTOR, MAJOR PHARMA COMPANY

*"This is one of the more useful sources of info I receive on a regular basis"*

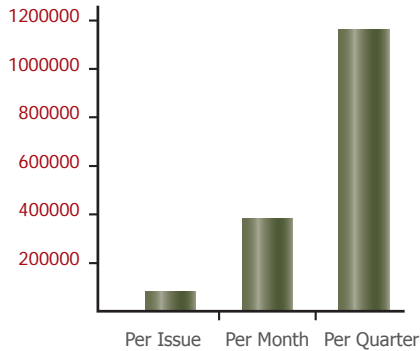
PRODUCT DEVELOPMENT MANAGER, MAJOR PHARMA COMPANY





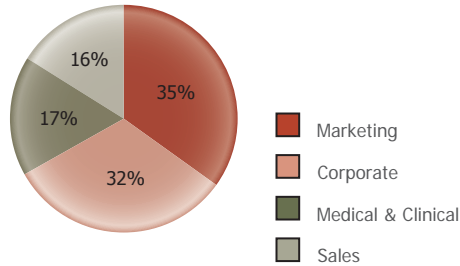
## Key facts about Pharma in Focus

Over one million hits every quarter



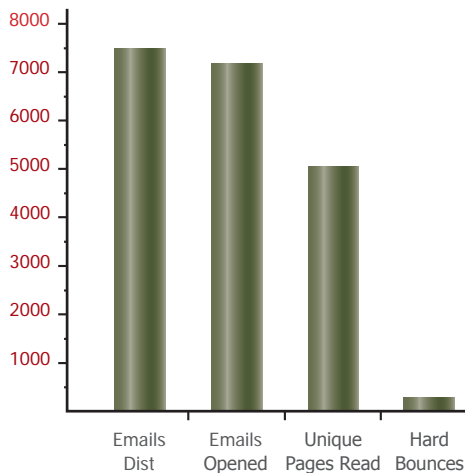
**PHARMA IN FOCUS WEBSITE**  
 AVERAGE CUMULATIVE HIT RATE

Distributed to all key industry roles



**PHARMA IN FOCUS NEWS ALERT EMAIL**  
 DISTRIBUTION BY INDUSTRY ROLE

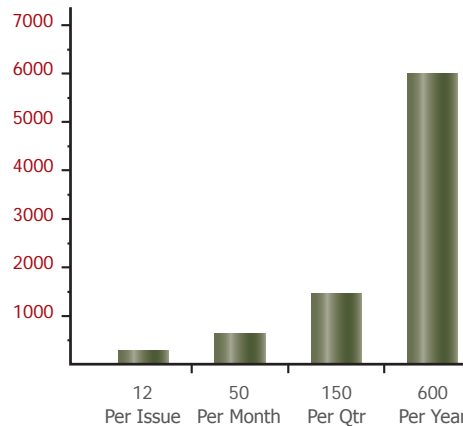
Over 90% of emails opened every week



**PHARMA IN FOCUS NEWS ALERT EMAIL**  
 AVERAGE PER ISSUE DISTRIBUTION STATISTICS

Wide coverage of industry issues

OVER 2,000 STORIES IN WEBSITE ARCHIVE



**PHARMA IN FOCUS NEWS ALERT EMAIL**  
 AVERAGE NUMBER OF NEWS STORIES PUBLISHED

Penetrates all top pharma companies\*

**Abbott** / Actelion / Alcon / Allergan / **Alphapharm** / Apotex / Aspen Pharmacare / **AstraZeneca** / Baxter / **Bayer Schering** / **Boehringer Ingelheim** / **Bristol-Myers Squibb** / CSL / Eli Lilly / **GlaxoSmithKline** / iNova / **Janssen-Cilag** / Johnson & Johnson / Lundbeck / **Merck Sharp & Dohme** / Mundipharma / **Novartis** / **Nycomed** / **Pfizer** / Pharmaxis / Procter & Gamble / Ranbaxy / Reckitt Benckiser / **Roche** / **sanofi-aventis** / **Servier Laboratories** / **Schering-Plough** / **Sigma** / **Solvay** / UCB Pharma / **Wyeth**

\*NOT AN EXHAUSTIVE LIST, INCLUDES SUBSIDIARIES.



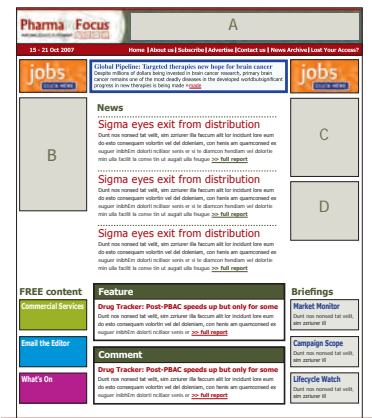
## Pharma in Focus advertising choices

*Not just advertising on a website – we deliver much more.*

Your advertisement is delivered direct into 8,500-plus email inboxes throughout the pharma industry. It then stands on the **Pharma in Focus** website for a week so it's seen both by email recipients and motivated internet searchers.

The Home Page of the **Pharma in Focus** site and the News Alert email are effectively identical. Whether readers are working from the News Alert email or the Home Page they see the same advertising and information. It's seamless.

This diagram shows the **Pharma in Focus** News Alert email format with indicative ad sizes. To see ad sizes in full, go to the **Pharma in Focus** website at [www.pharmainfocus.com.au](http://www.pharmainfocus.com.au)



BANNER  
 468 x 60 pixels



SKYSCRAPER 1  
 160 x 300 pixels



SKYSCRAPER 2  
 160 x 200 pixels



SQUARE PANEL  
 160 x 150 pixels

**Pharma in Focus** advertising is priced according to size and position.

Top left and right positions, for which demand is greatest, are sold at a premium. See page 7 for more detail.

## Advertising Packages

**Pharma in Focus** recognises that planning an advertising campaign can be challenging and time-consuming especially if you're new to internet and email advertising. We offer packages based on our experience of what has been successful for advertisers over the past four years.

Each package is designed to fulfil a particular business need from general branding to promoting a specific event such as the launch of a new product or service.



## Branding

Makes your brand 'top of mind' for potential customers

<b>Content:</b>	Six Skyscraper panels
<b>Duration:</b>	Six months
<b>Frequency:</b>	One ad per month
<b>Cost:</b>	\$3936 to \$8796 (plus GST) depending on ad size and position

## Business Development

Attracts business via a specific offer or contest with prizes

<b>Content:</b>	Six Banners, Skyscrapers or Square panels, or mixture
<b>Duration:</b>	Four months
<b>Frequency:</b>	Fortnightly first two months, monthly thereafter
<b>Cost:</b>	\$2952 to \$8796 (plus GST) depending on size and position

## Product Launch

'Blasts the market' for maximum impact in the shortest time

<b>Content:</b>	12 Skyscrapers or Square panels, or mixture
<b>Duration:</b>	Four months
<b>Frequency:</b>	Weekly for first two months, fortnightly thereafter
<b>Cost:</b>	\$5904 to \$17592 (plus GST) depending on ad size and position

## Event

Promotes your conference or other event to potential sponsors and delegates

<b>Content:</b>	12 Skyscrapers or Square panels, or mixture
<b>Duration:</b>	Six months (three for sponsorship marketing, three for delegate marketing)
<b>Frequency:</b>	Fortnightly
<b>Cost:</b>	\$5904 to \$17592 (plus GST) depending on ad size and position

## Flexibility

Our packages are designed for fundamental business needs, but we also recognise that each business is unique. **Pharma in Focus** advertising staff can help you put together a tailored campaign to meet your promotional needs with precision targeting. It could be a combination of packages or something completely your own that's developed from scratch. It starts with an analysis of your objectives and goes from there.

Contact Sharon Dew on **02 9938 4381** or [sharon.dew@pharmainfocus.com.au](mailto:sharon.dew@pharmainfocus.com.au).



## General advertising rates

You can have an 'every issue' presence in **Pharma in Focus** for as little as \$373 per week and a high impact position for less than \$1000 per week.

Size	Position	Number of issues				
		1 to 5	6 to 12	13 to 24	25 to 36	37 to 48
Banner (468 X 60)	Top	\$1328	\$1229	\$1129	\$1029	\$929
Skyscraper 1 (160 X 300)	Top (L or R)	\$1584	\$1466	\$1347	\$1228	\$1109
	2nd (L or R)	\$1320	\$1221	\$1122	\$1023	\$924
	Best Other	\$1065	\$985	\$905	\$825	\$746
Skyscraper 2 (160 X 200)	Top (L or R)	\$1056	\$977	\$898	\$819	\$739
	2nd (L or R)	\$880	\$814	\$749	\$682	\$616
	Best Other	\$710	\$656	\$604	\$550	\$497
Square panel (160 X 150)	Top (L or R)	\$792	\$733	\$673	\$614	\$555
	2nd (L or R)	\$660	\$611	\$561	\$512	\$462
	Best Other	\$532	\$492	\$453	\$413	\$373

ALL PRICES ARE PER ISSUE, MEASUREMENTS ARE IN PIXELS

## Animation in Pharma in Focus advertising

Advertisements featuring animation are welcome as part of your **Pharma in Focus** advertising campaign so long as they conform to our file type and size rules, namely:

Files must be animated .gif only (no Flash .swf files) and no larger than 50kb.

## Acceptable files

It is imperative that all ads submitted, are sized appropriately and provided in the correct format, to ensure a smooth transition to the digital publication.

BANNER: **ANIMATED .GIF, .GIF OR .JPEG** SKYSCRAPER / PANEL: **ANIMATED .GIF, .GIF OR .JPEG** MAXIMUM FILE SIZE: **50KB**

## Ad design and make-up

**Pharma in Focus** offers ad design and make-up for both Banners and Tiles on the basis of material provided by clients. We charge an hourly fee for this service which includes clients' approval of the advertising designs produced.

## Who to contact

For more information, please call our Sales & Marketing staff on **02 9938 4381**.



## Deadline

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The deadline for completed artwork is the Wednesday before publication.

Publication Dates 2009																															
<b>JAN</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>FEB</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28			
<b>MAR</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>APR</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>MAY</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>JUN</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>JUL</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>AUG</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>SEP</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>OCT</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
<b>NOV</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
<b>DEC</b>	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



## More about internet and email advertising

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*The fastest growing ad medium in the world*

Internet advertising is the fastest growing advertising and promotional medium in the world today.

According to the PricewaterhouseCoopers IAB Online Advertising Expenditure Report for November 2008, internet advertising in Australia grew by 30% in the year to Q3 2008, reaching \$451.25 million for the September quarter or well over \$1 billion annually.

## How it works

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In essence, email and internet advertising can be thought of as a gateway to your business or to an offer your business wishes to make.

Unlike print advertising which is 'flat', internet advertising has layers that a business prospect is encouraged to step or 'click' through either to learn about your business or be prompted to respond to a specific offer.

This means you don't need to say everything in your **Pharma in Focus** ad but you do need to say the right thing to drive readers to act on your prompt or offer.

## How to make it work for you

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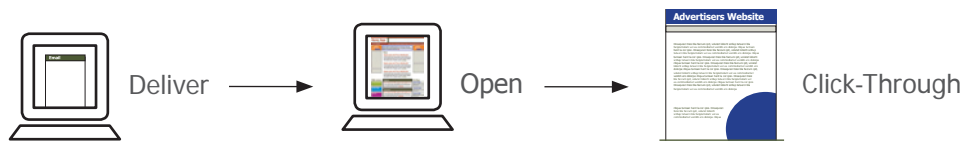
Our experience with internet and email advertising in the pharma promotional space has taught us some lessons we hope you will find valuable:

- Know what you want from your campaign EG: branding, product or business launch, lead gathering etc...
- Plan your campaign carefully - try one of our packages on **page 7**
- Your advertisement is just the beginning, greater success can be generated by thinking about what respondents find when they 'click'
- Change drives interest: changing the appearance of your advertisement from time to time can bring readers' attention back to your campaign
- More ads equals more impressions and more click-throughs

## What to expect

Internet & email advertising is more directly measurable than any other kind of advertising. That means that, as far as possible, you can know what's happening with your campaign.

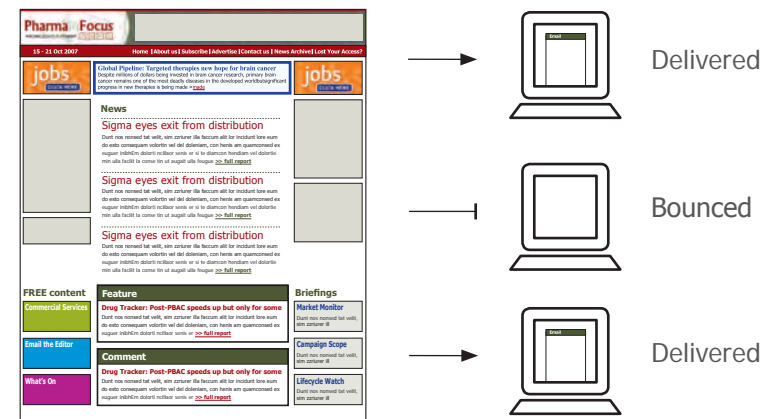
**Pharma in Focus** adds the extra benefit of delivering your messages in a medium the target audience waits to receive, week after week, so it's like the best of both worlds: the frequency of magazine-style delivery with the depth of internet advertising.



Common measures for email and internet advertising are:

- **Bounce rate**
- **Open rate**
- **Click Through rate**

## Bounce rate = delivery

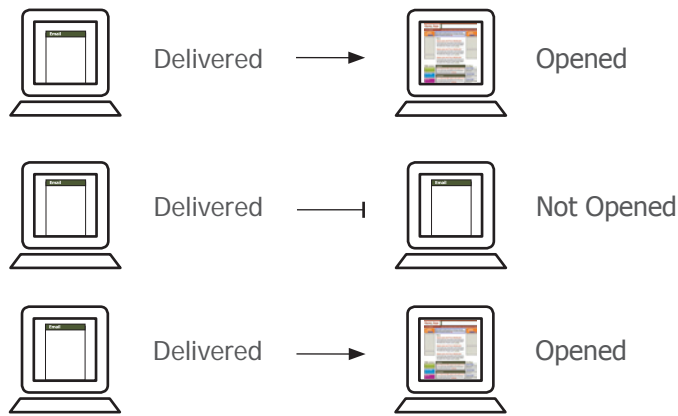


The Bounce rate shows the number of emails actually delivered. It is generally regarded as measuring the quality of the email list underlying the distribution.

**Pharma in Focus** has an average bounce rate of five percent. 'Hard bounces' or truly undeliverable emails average 1.8% and 'soft bounces' such as out of offices (which are likely to be opened post delivery) average 3.2 percent.



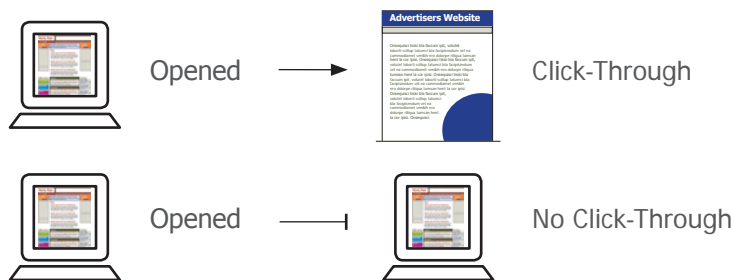
## Open rate = interest



The Open rate is the number of emails opened by those who receive them. It is generally regarded as measuring the audience's interest in the content of the email.

**Pharma in Focus** has an average open rate of **over 96%** meaning almost all of those who receive the email containing your advertisement will open it because the news content is essential to them.

## Click-through rate (CTR) = action



The Click-Through Rate (CTR) measures the immediate response to your ad shown by the percentage of recipients who click on it. It does not include people who failed to click, yet arrived at the site later as a result of seeing the ad.

International research\* shows that, in general, internet advertising delivers a 0.18% CTR, that is, around two clicks for each 1000 views of an ad appearing on a website.

**Pharma in Focus** often out-rates this broad average CTR by as much as two to threefold with an average CTR of 0.44% for ads in general; individual ads range from 0.25% to 2.25 per cent.

\*SOURCE: ADTECH MAY 2007