the Medicine Maker

Expand your understanding, make better medicine.

www.themedicinemaker.com
Celebrating the people, processes and vision that bring new drugs and biologics to market

The development and manufacture of new drugs and biological medicines draws on the talent, passion and experience of a wide range of professionals. The goal of The Medicine Maker is to bring this group into the limelight and, in doing so, to integrate the entire process, from the registration of an Investigational New Drug (IND) or Biologics License Application (BLA) through to the market launch of new therapies, and beyond.

The Medicine Maker’s articles are practical, pragmatic and meaningful to the daily working life of all professionals in the clinical, regulatory, development and manufacturing fields. It helps them to do their jobs better. Feature articles tell the stories behind the biggest concepts, issues, challenges and advances in the field.

Departments cover the ongoing developments in Technology, Business, Regulation, and Industry Best Practices. And the Profession section offers advice on practical topics such as team management, project leadership and career development.

The Medicine Maker is the publication for all professionals involved in making new medicines.

Content Overview

What can you expect from The Medicine Maker? Expert opinions and commentaries from across the globe on the most pressing issues in bioprocessing and small-molecule drug development, in-depth feature articles, solutions from vendors and application specialists, high-level insight into key business and industry trends, personal development tips for senior professionals, and one-to-one interviews with some of the leading makers of medicine.

Upfront
Reporting on the news, personalities, policies and partnerships that are shaping the pharmaceutical and biopharmaceutical manufacturing industry.

In My View
Experts from around the world share their opinions and passionate views on key aspects of drug development and manufacture.

Features
In-depth coverage of the most central, crucial and contentious topics affecting the industry and its ability to develop and manufacture both small- and large-molecule drugs.

Departments
“News you can use” covering hot industry topics relating to Best Practice, Business, Nextgen techniques and technologies, as well as Professional development.

Sitting Down With
A one-to-one conversation with an authoritative and leading figure in drug development.

Collaborated Content / Sponsored Features
Advertiser-led content and insight.
## Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Magazine Features</th>
<th>Regular Subjects</th>
<th>Bonus Distribution</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td></td>
<td>Primary Packaging</td>
<td>Pharmapack</td>
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<tr>
<td></td>
<td>Deadline 11/01/2017</td>
<td>Drug Delivery</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Manufacturing Monoclonal Antibodies</td>
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<tr>
<td>February</td>
<td></td>
<td>Bioanalysis</td>
<td>Pitcon, DCAT, Interphex, Bio Europe Spring</td>
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<tr>
<td></td>
<td>Deadline 21/02/2017</td>
<td>Lyophilization</td>
<td></td>
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<td>Parenteral Drugs</td>
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<tr>
<td>March</td>
<td></td>
<td>Bioprocessing</td>
<td>PDA, Bio Process EU Summit, RDD, Postech, Making Pharma</td>
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<tr>
<td></td>
<td>Deadline 21/03/2017</td>
<td>Anticounterfeiting</td>
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<tr>
<td>April</td>
<td></td>
<td>Aseptic Processing &amp; Cleanrooms</td>
<td>Informex, AAPS Bio, Interpack, Chemspec Europe, CPhI North America</td>
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<tr>
<td></td>
<td>Deadline 18/04/2017</td>
<td>Facility Design</td>
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<td>Outsourcing</td>
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<td>May</td>
<td></td>
<td>Single Use Systems</td>
<td>BIO, DIA Annual Meeting</td>
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<td>Deadline 16/05/2017</td>
<td>Sustainability &amp; Green Manufacturing</td>
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<td>HPAPI Manufacturing</td>
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<td>June</td>
<td></td>
<td>Solid Dosage Forms</td>
<td>Controlled Release Society, BPSA</td>
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<td>Deadline 20/06/2017</td>
<td>Solubilization Technologies</td>
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<td>Change to Supply Chain Security</td>
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<td>July</td>
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<td>Manufacturing Equipment</td>
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<td>Deadline 18/07/2017</td>
<td>Biosimilars Manufacturing</td>
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<td>Enhancing Drug Delivery and Bioavailability</td>
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<td>August</td>
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<td>Serialization</td>
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<td>Deadline 15/08/2017</td>
<td>Process Monitoring &amp; Control</td>
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<td>Cell Therapy Manufacturing</td>
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<td>September</td>
<td></td>
<td>Bioprocessing</td>
<td>CPhI Worldwide, BioProcess International Conference and Exhibition</td>
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<td>Deadline 19/09/2017</td>
<td>Outsourcing</td>
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<td>API Manufacturing</td>
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<tr>
<td>October</td>
<td></td>
<td>Drug Delivery</td>
<td>Lab Innovations, Pack Expo International, AAPS, CPHI India, Pharma Integrates</td>
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<td>Deadline 13/10/2017</td>
<td>Process Analytical Technology</td>
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<td>Flexible Manufacturing</td>
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<td>November</td>
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<td>Controlling Extractables and Leachables</td>
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<td></td>
<td>Deadline 21/11/2017</td>
<td>Continuous Processing</td>
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<td></td>
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<td>Antibody Drug Conjugates Manufacturing</td>
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<tr>
<td>December</td>
<td>Innovation Awards 2017</td>
<td>Emerging Markets</td>
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<td></td>
<td>Deadline 19/12/2017</td>
<td>Vaccines</td>
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<td>Formulation</td>
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Disclaimer: the calendar is accurate at the time of printing but subject to change at the editor’s discretion.

## Our Customers

- Agilent Technologies
- Aptargroup
- B Braun
- Bachem
- Bausch & Ströbel
- beneo
- BIO-RAD
- BOSCH
- Butterworth
- Cambrex
- Capsugel
- Catalent
- Colorcon
- Dr. Paul Lohmann
- Dow Corning
- Fujifilm
- GE Healthcare
- GEA
- Gerresheimer
- Johnson Matthey
- Evonik
- Lucideon
- LODGE
- Maltex
- Molecular Devices
- Mueller
- MTC Technologies
- Muhl"enbeck
- Nolato
- Pall Corporation
- Pfanstiehl Pharmacia AS
- Pfeiffer Vacuum
- Pinnovis
- Qualcap
- Richter-Helm
- sartorius
- Schott
- SGS
- SCIEX
- Source BioScience
- Syntech
- Thermo Scientific
- Tosoh
- Wickham Laboratory
Audience

Print Circulation
- Europe 13,250

- UK + Ireland 18%
- Switzerland 16%
- Scandinavia 11%
- Spain 9%
- France 7%
- Italy 7%
- Benelux 6%
- Austria 3%
- Easter Europe 2%
- Portugal 1%

Print Circulation - North America 7,000

- California 20%
- Massachusetts 15%
- New Jersey 11%
- New York 11%
- Pennsylvania 10%
- North Carolina 8%

USA 7,000

Switzerland 2120

Benelux 795

UK 2385

Germany 2518

Scandanavia 1458

Print Circulation
- Europe 13,250

- Greece 1%
- Turkey 1%

Global Print Circulation 20,250

Digital Circulation 60,150

USA 7,000

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Germany 2518

Scandanavia 1458

I am employed by:

- 45% Pharmaceutical / Biopharmaceutical
- 22% Contract Development and Manufacturing Organization
- 11% Drug Development Services
- 9% Clinical Research Organization (CRO)
- 4% Clinical Trial Organization
- 3% Government / Regulatory Bodies
- 2.5% Research Lab / Institution / Foundation
- 2% Data Management
- 1% University / Academia
- 0.5% Other

My function is:

- 29% Research and Development
- 14% Process Development/Project Management
- 11% Production / Manufacturing / Engineering
- 9% Materials/Equipment Management
- 8% Management, Corporate / Marketing / Sales
- 8% Laboratory and Analytical Services / Management
- 7% Regulatory Affair
- 6% QA/QC, Validation
- 4% Clinical Affairs
- 4% Information Services / Management

My primary field of work is:

- 19% Contract Services (development and manufacturing)
- 18% Biologic / Biopharmaceutical Development
- 17% Pharmaceutical m Manufacturing
- 15% Biological/Biopharmaceutical Manufacturing
- 14% Pharmaceutical Development
- 7% Clinical Trials
- 4% Discovery Research
- 4% Regulatory Affairs
- 2% Marketing and Communications
Product Portfolio

The Medicine Maker offers a variety of promotional products to our international audience. From off the shelf advertising services to bespoke solutions, our team of editors, designers and developers are available to make your concepts a reality.

Digital Channels
- Content hub
- E-books
- Multimedia channel

Webinars
- Video webinar
- Educational series
- Audio with slides
- Increased audience participation
- Virtual round table discussion

Video Production
- Product teaser
- Testimonial
- Conference / Expo interviews
- Product showcase
- Thought leadership
- Product demonstration

Email Products
- Weekly e-newsletters
- Electronic direct mail
- White Paper newsletters
- Monthly application note roundup
- Monthly webinar roundup

Website
- Banner adverts
- White Paper
- Product profiles
- Content promotion
- Video hosting
- Lead nurturing

The Medicine Maker Magazine
- Display advertising
- Loose or bound inserts
- White Papers
- Targeted supplements

Content Marketing
Collaborative projects between your business and our editorial team.

Market Intelligence / Surveys
- 5–10 question basic survey
- Detailed smart logic survey
- Detailed survey with full report and leads

Collaborative projects between your business and our editorial team.
# Rates Summary (Dollar)

## Magazine

<table>
<thead>
<tr>
<th>Medicine Maker Magazine Advertising Rates</th>
<th>$ Dollar</th>
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<tbody>
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<td><strong>Ads</strong></td>
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<tr>
<td>1x</td>
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<tr>
<td>Full Page</td>
<td>8,347</td>
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<tr>
<td>2/3 Page</td>
<td>7,262</td>
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<tr>
<td>1/2 Page</td>
<td>6,427</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4,841</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4,174</td>
</tr>
<tr>
<td>3x</td>
<td></td>
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<tr>
<td>6x</td>
<td></td>
</tr>
<tr>
<td>9x</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>8,097</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>7,044</td>
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<tr>
<td>1/2 Page</td>
<td>6,235</td>
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<tr>
<td>1/3 Page</td>
<td>4,696</td>
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<td>1/4 Page</td>
<td>4,048</td>
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<td>7,847</td>
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<td>6,828</td>
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<td>6,608</td>
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<td>5,848</td>
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<td>4,405</td>
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<tr>
<td><strong>Collaborative Content and Sponsored Features</strong></td>
<td>$ Dollar</td>
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<tr>
<td>Collaborative Content (2 page feature)</td>
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## Online

### Newsletters $ Dollar

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<thead>
<tr>
<th>Position</th>
<th>1 Issue</th>
<th>3 Issues</th>
<th>6 Issues</th>
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<tbody>
<tr>
<td>Product Profiles</td>
<td>1,417</td>
<td>1,275</td>
<td>1,205</td>
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<tr>
<td>Leaderboard</td>
<td>1,640</td>
<td>1,476</td>
<td>1,394</td>
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<tr>
<td>Footer Banner</td>
<td>1,285</td>
<td>1,157</td>
<td>1,093</td>
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<tr>
<td>Road Block (Leaderboard, Footer, App note and Product)</td>
<td>7,557</td>
<td>7,282</td>
<td>7,007</td>
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### Medicine Maker Website $ Dollar

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Monthly Rate</th>
<th>Full Year</th>
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<tbody>
<tr>
<td>Content Filter</td>
<td>900 x 210</td>
<td>3,990</td>
<td>39,900</td>
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<tr>
<td>Article Sidebar</td>
<td>300 x 200</td>
<td>3,325</td>
<td>33,250</td>
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<tr>
<td>Homepage Skyscraper</td>
<td>200 x 600</td>
<td>3,325</td>
<td>33,250</td>
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<tr>
<td>Content Hub</td>
<td>Call for details</td>
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<td>39,900</td>
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</table>

### Market Research / Sponsored Surveys POA

### eBlasts $ Dollar

<table>
<thead>
<tr>
<th>Position</th>
<th>$ Dollar</th>
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</thead>
<tbody>
<tr>
<td>Global Audience eBlast (60,150)</td>
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<tr>
<td>Targeted eBlast*</td>
<td>357 per '000</td>
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*minimum price 1,500