

Highlight the best of
the best with a
SmartPeople Insight in
PharmaTimes Magazine

PharmaTimes
MEDIA



Our readers want to know about you

PharmaTimes is the UK's leading source of high-quality content for the pharmaceutical, life sciences and healthcare industries. Our readership consists of people from across the sector – including General Management, Marketing, HR & Rec, Marketing, Service, Clinical, Medical/R&D, and Salesforce. For more than 25 years, PharmaTimes has provided them with a comprehensive range of news, feature articles and interviews that delve into the issues, debates and broader trends impacting companies.

What's more, PharmaTimes Magazine's circulation includes over 3,000 NHS decision makers. We aim to bridge the gap between pharma and the NHS to provide a holistic view of the UK healthcare industry that can inform stakeholders across the sector.

We're always on the lookout for exciting people and companies who are making a difference, so that our readers can be kept up-to-date on the big players and most groundbreaking innovations affecting their industry.

The SmartPeople Section

PharmaTimes' SmartPeople section features in-depth profile interviews with some of the industry's best and brightest to get an expert view on what is happening right now in pharma and healthcare.

Over the years we have interviewed some of the sector's biggest names and most exciting rising stars. Each interview explores comprehensively why the interviewee is passionate about their job and company, where their career has taken them to date, and their thoughts on the current state of the industry.

The four simple steps:

1 – ISSUE

You choose the issue of the magazine in which you would like your SmartPeople Insight interview to appear, and utilise the services of our professional writers to ensure you communicate the best possible message to your audience

2 – WRITER

The writer will contact you to arrange the interview either at your offices or by phone, at a time convenient to you. They will discuss with you what topics you would like to talk about and help you find the angles that will resonate most with our readers

3 – EDITING/LAYOUT

Once written, the article will go through a meticulous editing process – part of which ensures it has an editorial style that will capture readers' attention – after which it will pass to our design studio where it will be laid out in an eye-catching features format

4 – APPROVAL

A PDF of the completed article will be sent to you for approval prior to publication. Your changes/suggestions will be incorporated and a final PDF sent to you for sign-off

With SmartPeople Insights our editors work closely with the interviewee and their company to find out what they're passionate about and what topic areas they would like to be seen as key opinion leaders in. The articles are a perfect opportunity to shout about what makes your company great.

What do I get for my money?

All price tiers include publication of your Smart People Insight in the PharmaTimes Magazine issue of your choice – distributed to a circulation of 10,729¹ – as well as:

- Publication in PharmaTimes Digital Magazine for overseas readers
- A print-ready PDF of the article for posting on your website, and/or for other promotional uses
- Inclusion of your SmartPeople Insight on our website
- Sharing of the article across our social media channels

So why not talk to our sales team about SmartPeople Insight opportunities with PharmaTimes – a unique way to raise your company's profile to your target audience

The price

We have a range of flexible options to suit all budgets

For example, choose from:

- A one-page profile for £3,000
- A double-page spread for £5,000



A discounted package is also available if you commission one or more SmartPeople Insights.

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¹Print circulation UK only. Each breakdown will vary per issue.