

Increase your exposure
with a **Business Insight** in
PharmaTimes Magazine

PharmaTimes
MEDIA



PharmaTimes is the UK's leading source of high-quality content for the pharmaceutical, life sciences and healthcare industries. We track the big trends and issues that affect organisations across the sector and offer insight and analysis to over 20,000 readers in the UK.

Our readers want to know about you

Our readership consists of people from across the industry – covering sectors 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 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.

What's involved?

Customer care is important to us at PharmaTimes. We take pride in providing our readers with quality, informative editorial, and our advertisers with a professional and tailored service. So our team of skilled writers, editors and designers will work with you to ensure your Business Insight not only looks good, but combines your important business message with the editorial integrity our readers have come to expect.

The four simple steps:

1 – ISSUE

You choose the issue of the magazine in which you would like your Business Insight 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, your Business Insight 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

What do I get for my money?

All price tiers include publication of your Business 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 Business Insight on our website
- Sharing of the article across our social media channels
- A special discount for any follow-up Business Insights booked within the subsequent 18 months

So why not talk to our sales team about Business 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 £4,000
- A double-page spread for £7,500
- A three-page profile for £10,800



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

For Business Insight enquiries please contact Michelle Legrand:

Michelle.Legrand@pharmatimes.com

Tel. +44 (0)7474 933019

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