

MedAdNews

PRINT • ONLINE • EMAIL DELIVERED • EVENT • STUDIO

Producing and delivering critical content and incisive analysis of the issues, events, trends and strategies shaping pharmaceutical business, marketing and sales.

MEDIA KIT 2024



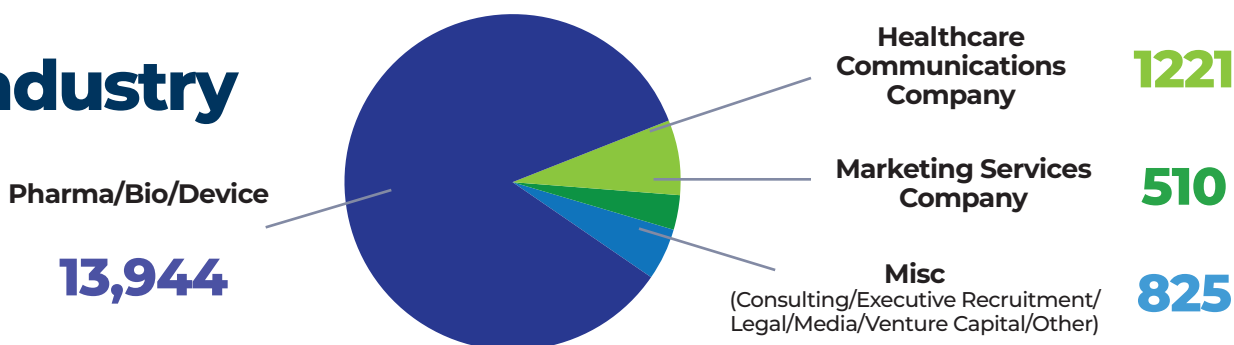
PharmaLive.com



MedAdNewsCirculation – 16,500



Industry



MedAdNews editorial calendar 2024

Every edition of MedAdNews will include authoritative content via our popular Annual Reports and Special Features.

February

- Agenda 2024
- Top 10 Pipelines
- Value of medicines/Drug pricing
- Market Access trends to watch
- Medical Advertising Hall of Fame

AD CLOSE

1/12/24

FILES DUE

1/19/24

April

- Healthcare advertising annual review
- State of the industry
- Healthcare communications agencies
(including profiles and stats)
- 35th annual Manny Awards

AD CLOSE

3/15/24

FILES DUE

3/22/24

June

- Biopharma/biotech annual report
- Rare disease
- DTC
- HBA Woman of the Year
- 35th Annual Manny Awards Recap

AD CLOSE

5/10/24

FILES DUE

5/17/24

August

- Top 200 Medicines
- Real-world data/real-world evidence
- HealthTech
- First year after launch
- Talent profiles:
next-gen pharma marketers

AD CLOSE

7/21/24

FILES DUE

7/19/24

October

- Top 50 pharmaceutical companies
(including profiles and stats)
- Pharmaceutical company of the year
- Outcomes Creativity Index

AD CLOSE

9/13/24

FILES DUE

9/20/24

December

- Ad agency roundtable:
trends & forecasts
- New pharmaceutical
marketing ventures
- Prioritizing representation
in healthcare marketing

AD CLOSE

11/13/24

FILES DUE

11/20/24

MedAdNews rates and sizes 2024

PDFX/1-A 2001 files are our preferred file format. Please use a 0.125" offset on crop marks.

1/2 COVER
OUTSIDE
FLAP
LIVE AREA:
5" X 11.5"
TRIM:
5.5" X 12"
BLEED:
5.75" X 12.25"

KING PAGE

LIVE AREA: 10.375" X 14"
TRIM: 10.875" X 14.5"
BLEED: 11.125" X 14.75"

1X	2X	4X	6X
\$9630	\$9150	\$8800	\$8550

KING SPREAD

LIVE AREA: 21.25" X 14"
TRIM: 21.75" X 14.5"
BLEED: 22" X 14.75"

1X	2X	4X	6X
\$17,700	\$16,995	\$15,450	\$14,650

1/2 COVER
INSIDE FLAP
LIVE AREA:
5" X 14"
TRIM:
5.5" X 14.5"
BLEED:
5.75" X 14.75"

1X	\$22,150
2X	\$20,400
4X	\$19,850
6X	\$18,950

1/2 KING PAGE

TRIM: 10.875" X 7.25"
BLEED: 11.125" X 7.5"

1X	2X	4X	6X
\$7880	\$7600	\$7365	\$7150

1/2 KING SPREAD

TRIM: 21.75" X 7.25"
BLEED: 22" X 7.5"

1X	2X	4X	6X
\$14,800	\$13,650	\$12,175	\$10,815

1-SIDE TAB
DIVIDER
(APRIL)

1X	\$10,900
2X	\$10,600
3X	\$10,300
4X	\$9950

JUNIOR PAGE

LIVE AREA: 7.375" X 10.375"
TRIM: 7.875" X 10.875"
BLEED: 8.25" X 11.125"

1X	2X	4X	6X
\$7880	\$7600	\$7365	\$7150

JUNIOR SPREAD

LIVE AREA: 15.735" X 10.375"
TRIM: 15.735" X 10.875"
BLEED: 16.078" X 11.125"

1X	2X	4X	6X
\$14,800	\$13,650	\$12,175	\$10,815

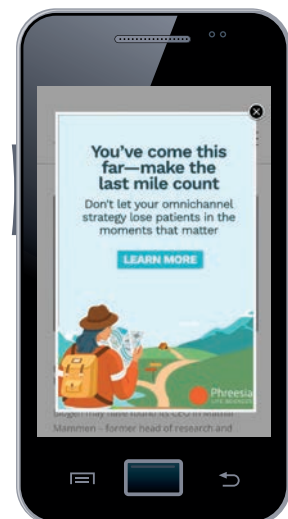
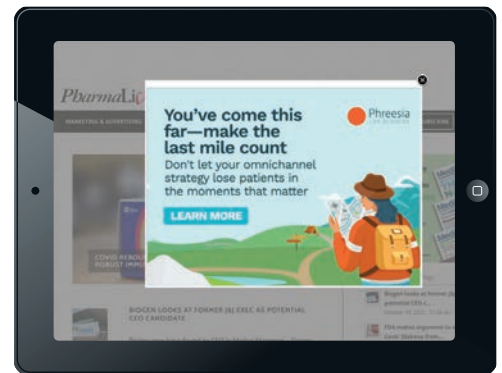
PharmaLive.com

is the pharmaceutical industry's #1 destination for news and analysis and delivers the most comprehensive and collaborative community for pharmaceutical marketing professionals.



AD UNITS:

- **Interstitial**
(Desktop 640x480/Mobile 320x480) – \$3,400/wk.
- **Charter Package Leader/Footer/Rectangle**
(Dimensions: 728x90 & 300x250) – \$4,900/mo.
- **Rectangle only:** (Dimensions: 300x250) – \$3,400/mo.
- **Wallpaper** (Dimensions: 1920x1050) – \$9,000/mo.
- **Custom Takeover - Contact your sales rep**



ACCEPTED FORMATS: GIF, JPG, PNG, HTML5,
Third Party Ad Tags with 1 live click URL

FILE SIZES: 1000K max; 15 seconds animation;
no looping beyond 30 seconds

Daily Advantage

15K Distribution

The PharmaLive Daily Advantage eNewsletter is the most relied on daily news source in the pharmaceutical industry, providing 15,000 readers with the day's most important news and information.



Medicine Ave News

10K Distribution

This weekly eNewsletter covers all the latest happenings within the healthcare communications world, including agency perspectives, upcoming event and game-changing developments impacting healthcare marketing.



Leaderboard - \$6,700/month
Rectangle - \$4,700/month
Featured Company - \$2,700/month

Leaderboard - \$3,400/month
Rectangle - \$2,800/month
Featured Company - \$2,800/month

Custom Email Campaign

PharmaLive and **MedAdNews** branded custom eBlast and custom newsletter opportunities with targeted topics including Payer, Mergers & Acquisitions, Commercialization, Recruitment/Talent and more! Custom opportunities as low \$400 CPM



SAVE THE DATE



35TH ANNUAL × 2024 **MANNY** AWARDS

CELEBRATING EXCELLENCE IN HEALTHCARE COMMUNICATIONS

Great work deserves recognition. Each year, agency and industry professionals come together for an evening dedicated to greatness, recognizing significant contributions and creative excellence in healthcare communications. Join friends and family as **MedAdNews** honors “the best of the best” jury-elected nominees across carefully selected award categories.

APRIL 25, 2024

This unique event is one you cannot miss.

Include your branding alongside this prestigious event and reach an audience of engaged advertising professionals.

Contact your account manager today!

mannyawards.com

MedAdNews

Daniel Becker

Brand Director

Daniel.becker@medadnews.com

Maria Fontanazza

Director of Content

Maria.fontanazza@medadnews.com

Joshua Slatko

Contributing Editor

Josh.slatko@medadnews.com

Christiane Truelove

Contributing Editor

Chris.truelove@medadnews.com

Andrew Humphreys

Contributing Editor

Andrew.humphreys@medadnews.com

John Savia

Art Director

John.savia@medadnews.com



16 Prospect Road, Livingston, NJ 07039

973-507-6701



X:
@medadnews
@PharmaLive



LinkedIn:
Med Ad News



Instagram:
medadnews