

MedAdNews

Outcomes

media kit **2026**

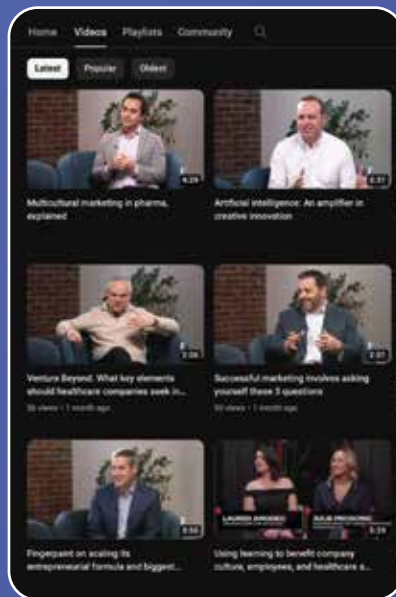
PRINT • ONLINE • EMAIL DELIVERED • EVENT • STUDIO

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



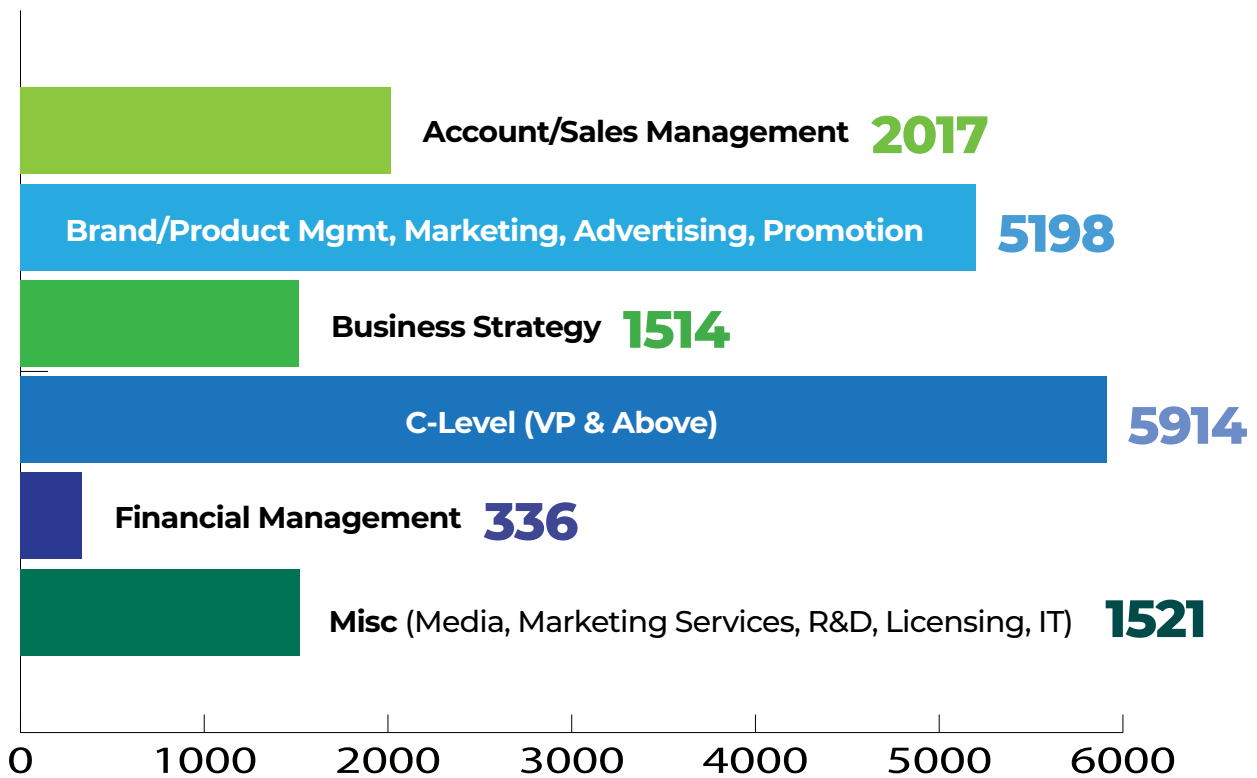
MANNY AWARDS

MedAd Studio

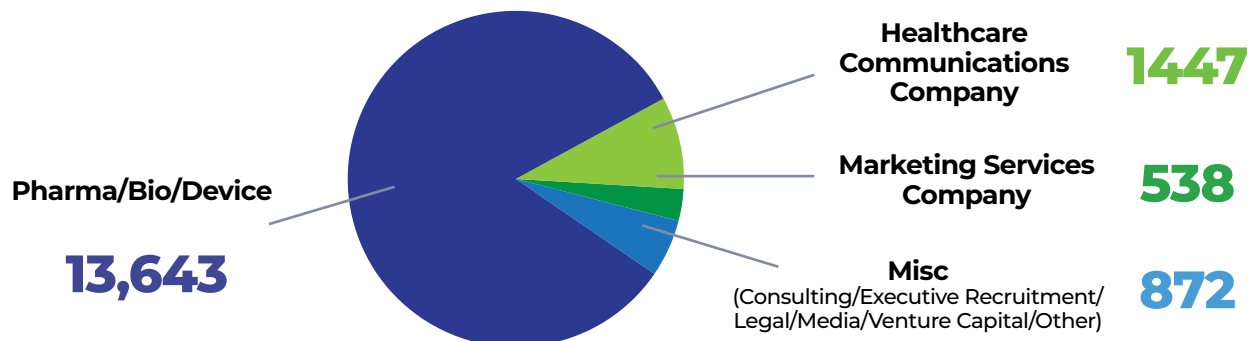


Total Circulation – 16,500

Audience By Title



Audience By Industry



EDITORIAL CALENDAR media kit 2026

MedAdNews

Every edition of MedAdNews will include authoritative content informing healthcare marketers on strategies and tools to better market their brands.

FEBRUARY

- Agenda 2026
- Pipelines to Watch
- Market Access
- Medical Advertising Hall of Fame

AD CLOSE

1/14/26

FILES DUE

1/21/26

JUNE

- Biopharma Annual Report
- Rare Disease
- DTC
- HBA Woman of the Year
- Manny Awards Recap

AD CLOSE

5/13/26

FILES DUE

5/20/26

AUGUST

- HealthTech
- First Year After Launch
- Healthcare Influencer Partnerships
- RWD/RWE

AD CLOSE

7/15/26

FILES DUE

7/22/26

DECEMBER

- Healthcare Advertising Agency Roundtable
- New Pharmaceutical Marketing Ventures
- Health Equity

AD CLOSE

11/12/26

FILES DUE

11/19/26

APRIL

- AGENCY ISSUE**
including
- Healthcare Advertising Annual Review
 - State of the Industry
 - Agency Profiles
 - Manny Awards Winners/Finalists



AD CLOSE

3/11/26

FILES DUE

3/24/26

OCTOBER

- COMPANY ISSUE**
including
- Top Pharma Company Profiles
 - Pharmaceutical Company of the Year
 - Outcomes Creativity Index



AD CLOSE

9/16/26

FILES DUE

9/23/26

* April and October are printed/mailed issues

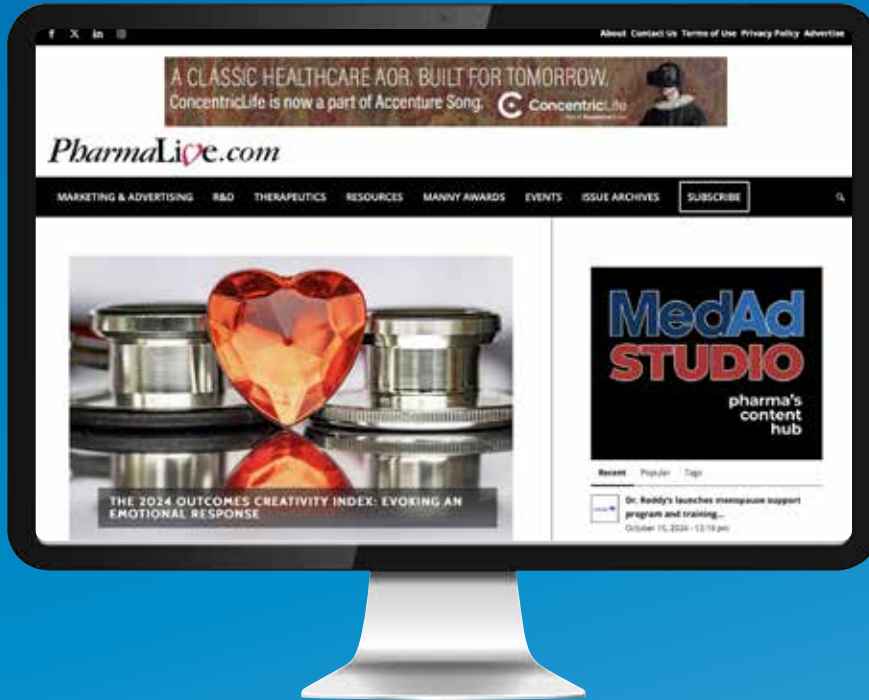
RATES & SIZES media kit 2026

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" | | | | KING SPREAD LIVE AREA: 21.25" X 14" TRIM: 21.75" X 14.5" BLEED: 22" X 14.75" | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|----------|----------|----|--|--------|--------|--------|--------|---|----|----|----|----|----------|----------|----------|----------|---|----|----|----|----|----------|----------|----------|----------|---|----|----|----|----|----------|----------|----------|----------|---|----|----|----|----|----------|----------|----------|----------|---|----|----|----|----|----------|----------|----------|
| | <table border="1"> <tr> <th>1X</th> <th>2X</th> <th>4X</th> <th>6X</th> </tr> <tr> <td>\$9700</td> <td>\$9300</td> <td>\$9100</td> <td>\$8800</td> </tr> </table> | 1X | 2X | 4X | 6X | \$9700 | \$9300 | \$9100 | \$8800 | <table border="1"> <tr> <th>1X</th> <th>2X</th> <th>4X</th> <th>6X</th> </tr> <tr> <td>\$17,700</td> <td>\$16,995</td> <td>\$15,450</td> <td>\$14,650</td> </tr> </table> | 1X | 2X | 4X | 6X | \$17,700 | \$16,995 | \$15,450 | \$14,650 | <table border="1"> <tr> <th>1X</th> <th>2X</th> <th>4X</th> <th>6X</th> </tr> <tr> <td>\$17,700</td> <td>\$16,995</td> <td>\$15,450</td> <td>\$14,650</td> </tr> </table> | 1X | 2X | 4X | 6X | \$17,700 | \$16,995 | \$15,450 | \$14,650 | <table border="1"> <tr> <th>1X</th> <th>2X</th> <th>4X</th> <th>6X</th> </tr> <tr> <td>\$17,700</td> <td>\$16,995</td> <td>\$15,450</td> <td>\$14,650</td> </tr> </table> | 1X | 2X | 4X | 6X | \$17,700 | \$16,995 | \$15,450 | \$14,650 | <table border="1"> <tr> <th>1X</th> <th>2X</th> <th>4X</th> <th>6X</th> </tr> <tr> <td>\$17,700</td> <td>\$16,995</td> <td>\$15,450</td> <td>\$14,650</td> </tr> </table> | 1X | 2X | 4X | 6X | \$17,700 | \$16,995 | \$15,450 | \$14,650 | <table border="1"> <tr> <th>1X</th> <th>2X</th> <th>4X</th> <th>6X</th> </tr> <tr> <td>\$17,700</td> <td>\$16,995</td> <td>\$15,450</td> <td>\$14,650</td> </tr> </table> | 1X | 2X | 4X | 6X | \$17,700 | \$16,995 | \$15,450 |
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| \$9700 | \$9300 | \$9100 | \$8800 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 2X | \$20,400 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4X | \$19,850 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6X | \$18,950 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1X | 2X | 4X | 6X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$8200 | \$7900 | \$7650 | \$7400 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1X | 2X | 4X | 6X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1X | 2X | 4X | 6X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| \$14,800 | \$13,650 | \$12,175 | \$10,815 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| 1-SIDE TAB DIVIDER (APRIL) | JUNIOR PAGE LIVE AREA: 7.375" X 10.375" TRIM: 7.875" X 10.875" BLEED: 8.25" X 11.125" | | | | JUNIOR SPREAD LIVE AREA: 15.735" X 10.375" TRIM: 15.735" X 10.875" BLEED: 16.078" X 11.125" | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 2X | \$10,600 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3X | \$10,300 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4X | \$9950 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1X | 2X | 4X | 6X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \$7880 | \$7600 | \$7365 | \$7150 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1X | 2X | 4X | 6X | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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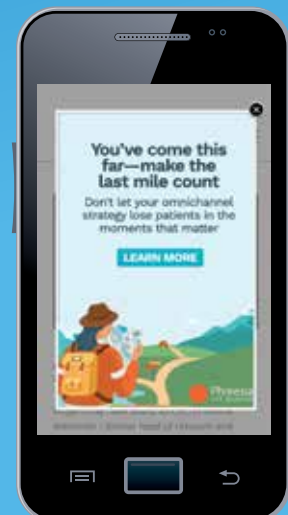
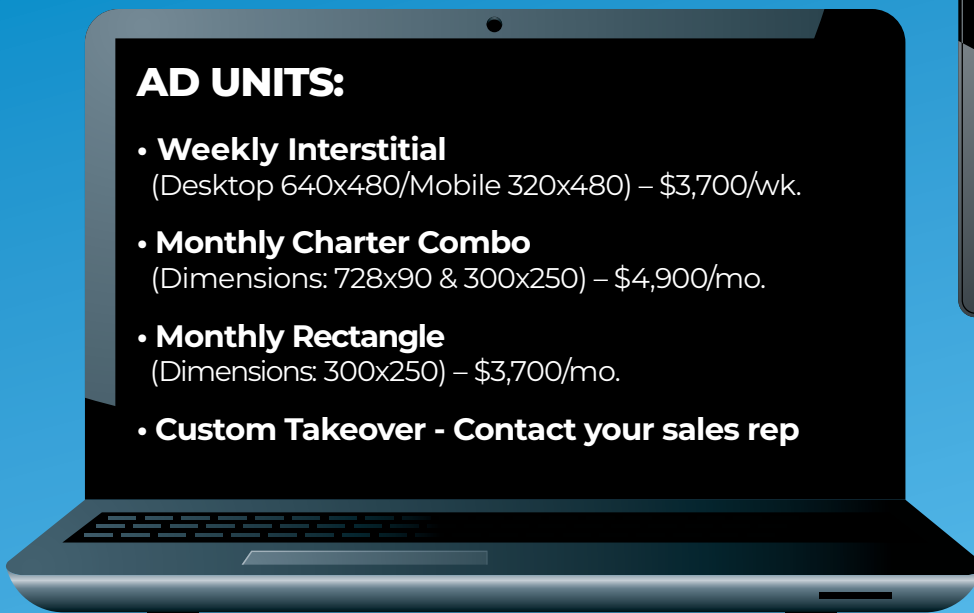
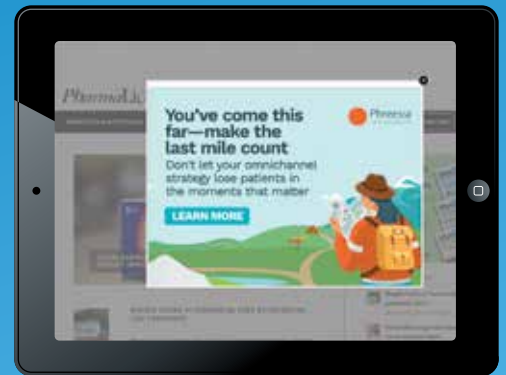


PharmaLive.com

The pharmaceutical industry's #1 destination for news and analysis; delivering the most comprehensive and collaborative community for healthcare marketing professionals

AD UNITS:

- **Weekly Interstitial**
(Desktop 640x480/Mobile 320x480) – \$3,700/wk.
- **Monthly Charter Combo**
(Dimensions: 728x90 & 300x250) – \$4,900/mo.
- **Monthly Rectangle**
(Dimensions: 300x250) – \$3,700/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



MedAdVantage

15K Distribution

The PharmaLive MedAdVantage eNewsletter combines the most relied upon daily news source in the pharmaceutical industry (formerly Daily Advantage) and the latest happenings within healthcare communications, including agency perspectives, upcoming events and game-changing developments impacting healthcare marketing.

Leaderboard
\$6,700/month

Rectangle
\$4,700/month

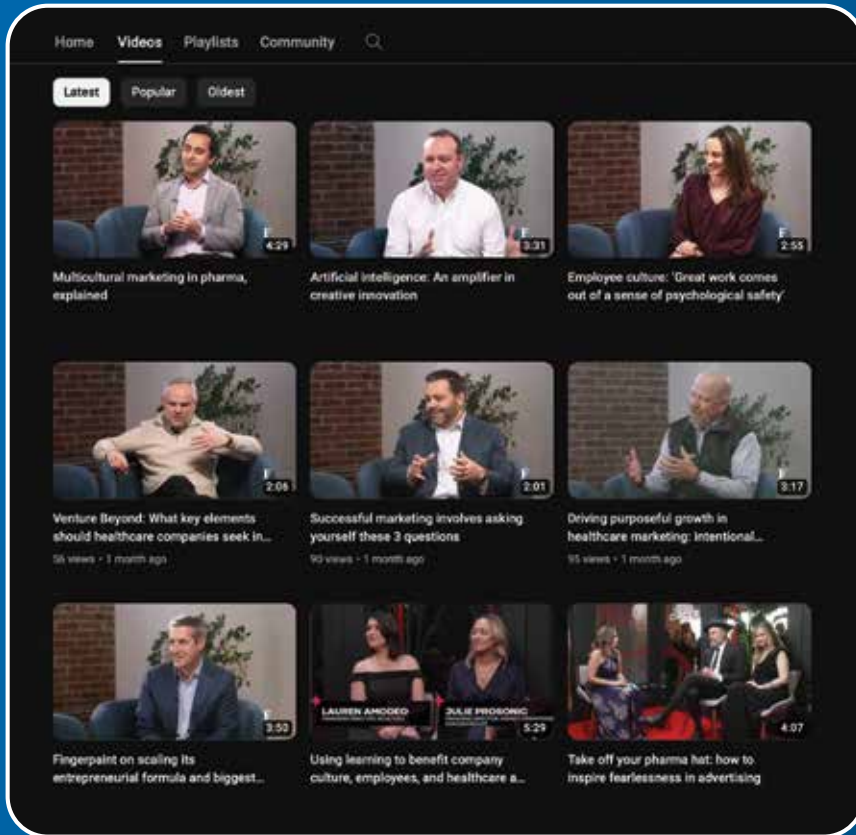
Featured Company
\$2,700/month



Custom Email Campaign

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

MedAd Studio



Med Ad Studio features original, thought-provoking video, audio and written advertorial content serving the healthcare marketing industry, providing the busy pharmaceutical executive with insight into industry trends that will affect their business, as well as the industry in its entirety.

pharma's content hub
@medadstudio





MedAdNews 2026 MANNY AWARDS

The Manny Awards recognize outstanding and thought-provoking creative work of agencies serving the healthcare market, their people, and their contributions to the industry. On this special evening, **MedAdNews** and agency professionals come together to celebrate the best of the best in healthcare communications.

Profile & Award Entry info at www.mannyawards.com
Contact Daniel Becker: 973 507-6701 or Daniel.becker@medadnews.com



ENTER JANUARY 2026

Showcase your agency's best creative work and achievements by participating in the **Annual Med Ad News Manny Awards**. Your creative entries will be carefully reviewed by industry peers on your way to ultimately being selected by our MedAdvocate Jury of highly respected agency creative leaders. Your profile & key data submission will be reviewed by Med Ad News staff to determine agency honors including Agency of the Year, Innovation, Best Launch, and DE&I Champion awards.

VOTE FEBRUARY 2026

The Manny Awards voting process puts the power in your hands. **ROUND 1:** Leadership (2) at all agencies serving the healthcare space are invited to vote for up to three entries per category. With 100 agencies participating, that could produce 600 selections per category! A sample size of that magnitude is sure to deliver results that accurately reflect submissions. You hold the power. **ROUND 2:** MedAdvocate Jurors will meet to gain varied perspectives before casting their individual score for each finalist campaign.

SPONSOR JAN - JUNE

Healthcare Agencies and others allied to the industry are invited to participate as sponsors of the **Annual Med Ad News Manny Awards**, gaining key exposure leading up to, during, and beyond the event itself. This is a great way to show your support of the industry and position your organization strategically with potential clients and future collaborators alike. In an industry where talent means everything, Manny Awards sponsorship packages are sure to provide the ROI you're looking for.

ATTEND 4/23/26

Join over 500 industry peers with your agency tables/tickets for a night of celebration! Tickets are limited, so we encourage reserving space at your earliest convenience at www.mannyawards.com

CONTACT media kit 2026

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