

# MEDIA PACK 2012

Advertising in **Generics bulletin** gets your message across to generic medicines industry executives worldwide.

They find **Generics bulletin** is essential reading: they read every issue, keep back issues for reference and frequently refer to them. Advertisers in **Generics bulletin** get cost-effective exposure of their promotional messages to their target audience with no wastage. Everybody who reads **Generics bulletin** is involved with the industry.

## **Generics bulletin is essential advertising**

- **Generics bulletin** provides the ideal platform for getting your message across to the generic medicines sector of the global pharmaceutical industry.
- It offers a choice of four cost-effective promotional services – traditional print advertising, loose and bound inserts, electronic advertising and direct mail – all designed to assist you in meeting your marketing objectives.
- It offers unique opportunities for promoting your specialist products and services – with no readership wastage.
- It reaches senior generic medicines industry executives in key worldwide markets: North America, Western Europe, Central and Eastern Europe and the Indian sub-continent, as well as many others. Targeting of these executives is possible by geographical area and job title.

## **Who should advertise**

If your target audience is the generic medicines sector, you should advertise your products and services in **Generics bulletin**. Existing advertisers include:

- generics firms – offering businesses, products and licensing deals
- contract research organisations
- contract manufacturers
- conference and meeting organisers
- active pharmaceutical ingredient producers
- regulatory affairs consultants
- recruiters

A confidential box-number reply service is available, which many generics firms use to buy, license or sell dossiers, products or even businesses.

**E**ssential reading for the generic medicines industry, *Generics bulletin* is also essential advertising for companies wanting to increase their business with the generic medicines industry.

First published in 2004, *Generics bulletin* was the world's first comprehensive source of accurate, up-to-the-minute, global generic medicines news and analysis. It has subscribers in all of the world's leading generic pharmaceutical companies.

Deals of all kinds are the lifeblood of the generics industry, and are therefore the focus of *Generics bulletin*. Indeed, many deals have been initiated by an item that first appeared in the editorial or advertising columns of *Generics bulletin*.

Dossiers, ingredients, products or even companies have been advertised in *Generics bulletin*, as have contract research, manufacturing and consultancy services; conferences and meetings; and situations vacant. It also provides a platform for 'Appointments' advertising for senior generics sector vacancies.

**Whatever deal you are looking for, whatever you want to buy or sell, *Generics bulletin* provides the means of making contact and getting your message across.**

### Generics bulletin reports on:

- Mergers & acquisitions
- Partnerships & product deals
- Pricing & reimbursement issues
- Regulatory affairs & product launches
- Patents & patent disputes

*Individual annual subscriptions* comprise 20 issues of the hard-copy *Generics bulletin* newsletter delivered by air mail and 46 weekly *News@Genericsbulletin* electronic newswatches. The hard-copy newsletter is published twice-monthly in all months except December, January, July and August when it is published monthly. Individual annual subscriptions cost £560 in Europe and £590 outside Europe.

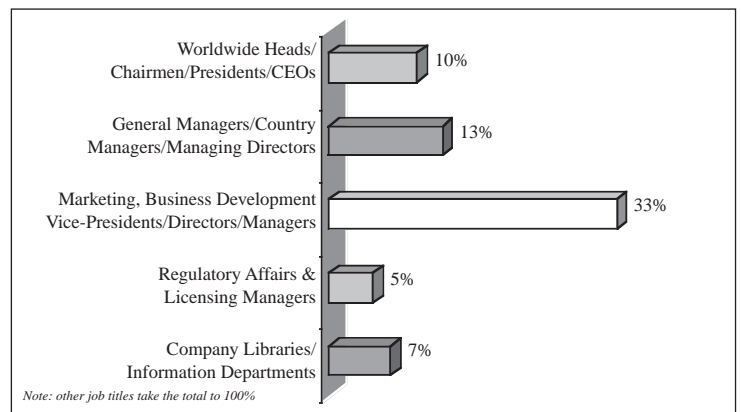
Alternatively companies can purchase a *Global Site Licence* which provides electronic issues of *Generics bulletin* magazine and *News@Genericsbulletin* benefiting all of their employees worldwide.

**A** fully paid-for, subscription-only publication, *Generics bulletin* is a 'cover-to-cover' read as well as a reference source for senior generic medicines industry executives. *Generics bulletin* has more than 6,000 readers in subscribing organisations. This wide-ranging readership is drawn from senior management including vice-presidents, directors and managers of country subsidiaries as well as executives in business development, sales and marketing, product development, licensing and regulatory affairs. They are involved in manufacturing, distributing or marketing active pharmaceutical ingredients and finished-dose generic medicines for international pharmaceutical companies, major pharmaceutical organisations, and independent generic medicines firms. In addition, many of the world's leading generics firms have a Global Site Licence to *Generics bulletin* for the benefit of all their employees worldwide. This together with an average pass-on readership of 4.5 readers per issue for hard-copy subscriptions and an on-going promotional programme ensures that *Generics bulletin* circulates widely through the global generics industry. Most importantly, it is read by generics executives involved in their companies' buying decisions.

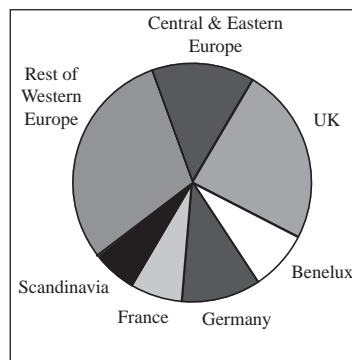
### Breakdown of subscribing organisations:

- Companies in more than 58 countries worldwide
- 75% are national and international finished-dose and active pharmaceutical ingredient (API) manufacturers
- 25% are suppliers, law firms, contract manufacturers, distributors, consultants and industry bodies
- 56% in Europe, of which 17% in Central and Eastern Europe
- 44% in Rest of World, of which 52% in North America

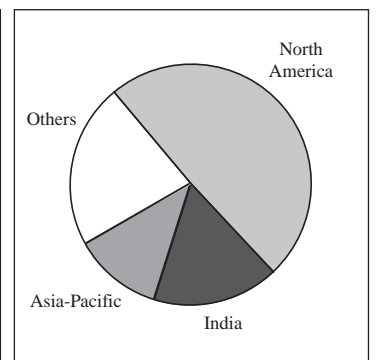
### Breakdown of subscribers by job title and by geographical regions:



### EUROPE



### REST OF WORLD



\* Source – *Generics bulletin* readership survey

**DISPLAY ADVERTISING in Generics bulletin.** All rates quoted in GB£.

	FULL COLOUR		MONO	
	one	three	one	three
Number of insertions	one	three	one	three
DPS	£2,260	£2,034	£1,560	£1,404
Full page	£1,410	£1,269	£940	£846
Half page	£945	£850	£610	£549
Quarter page	£690	£621	£430	£387
Eighth page	£520	£468	£320	£288

**Other series discounts**

(completed within 12 months)

4-9 insertions – less 15% of single insertion rate

10+ insertions – less 20%

20 insertions – less 25%

**Agency discount** – less 10%

**Classified** – Two columns per page; column size 252mm high x 90mm wide. Rate: £30 per scc.

**Special positions** – Inside front, first right-hand page, back cover – plus 15%.

**Special sizes/spot colour** – rates on request.

**Copy deadline** – 10 working days in advance of publication.

**INSERTS in Generics bulletin**

Loose insert (maximum size A4, not exceeding 20 grams each) £750.

Rates for bound-in inserts and inserts exceeding 20 grams upon request.

**LINEAGE ADVERTISING in News@Genericsbulletin**

A brief announcement (up to 300 characters) with the option to include a link to the advertiser's website

One insertion – one week £250; two weeks £450; three weeks £675; four weeks £900.

Rates for multiple insertions and other durations upon request. Copy deadline – Friday weekly.

**DIRECT MAIL to worldwide generics executives**

Blind-label rental £370 per thousand (plus mailing house charges – stationery/handling/postage).

Rates upon request for personalised mail merge letters. Minimum rental charge £500.

Over 6,500 named generic medicines industry executives worldwide can be mailed through our promotional database. This database has been researched and kept up-to-date by our in-house subscriptions team for our own promotional purposes. These data are available on a blind-rental basis only. The data can be selected by

geographic location and/or job classification as required.

Your mailing can be handled through our mailing house or laser labels can be supplied to a pre-approved mailing house. In addition, the **Generics bulletin** subscribers database can be rented for a solus mailing of your literature.

All rates are subject to VAT as applicable.

**MECHANICAL AND TECHNICAL DATA**

ADVERTISEMENT SIZE	TYPE AREA
DPS	268 x 400 (Trim size 297 x 420; bleed size 307 x 430)
Full page	268 x 190 (Trim size 297 x 210; bleed size 307 x 220)
Half page vertical	254 x 92
Half page horizontal	124 x 190
Quarter page	124 x 92
Eighth page	62 x 92

Measurements are quoted in millimetres and as height x width  
(DPS = double page spread)

**Process:** Offset litho on 100gsm satin finished art paper.

**Material required:** We prefer to receive artwork as a digital file in either PDF format, press optimised for Acrobat Distiller or any of the following in the specified or later versions only: QuarkXpress 9; Illustrator 9; CS5.5.

Bitmap/scan files (ideally from Photoshop compatible softwares) must be 300dpi minimum, CMYK or greyscale and include all linked pictures and all fonts as embedded subsets supplied together with the original application file. Advertisements may be supplied on disk or via e-mail.

**Production:** Advertisements can be produced in-house for an additional charge. Please contact us for a quotation.

**Proofs:** Proofs: All advertisements must be accompanied by a hard-copy, high resolution laser proof.

# PUBLISHING SCHEDULE 2012

Issue No.	Issue Date	Issue Distributed at Conference	Advertising copy deadline
164	Friday 13 January	EGA Reg Affairs (18-20 Jan)	Thursday 22 December
165	Friday 3 February		Friday 20 January
166	Friday 17 February	GPhA Annual (22-24 Feb)	Friday 3 February
167	Friday 9 March	EGA Legal Affairs (22-23 Mar)	Friday 24 February
168	Friday 23 March		Friday 9 March
169	Friday 6 April	EGA Biosimilars (19-20 April)	Friday 23 March
170	Friday 20 April		Friday 6 April
171	Friday 4 May		Friday 20 April
172	Friday 18 May		Friday 4 May
173	Friday 8 June	EGA Annual (13-15 June)	Friday 25 May
174	Friday 29 June		Friday 15 June
175	Friday 13 July		Friday 29 June
176	Friday 3 August		Friday 20 July
177	Monday 3 September		Friday 17 August
178	Friday 14 September		Friday 31 August
179	Monday 1 October	GPhA Technical (tbc)	Friday 14 September
180	Friday 19 October		Friday 5 October
181	Friday 2 November		Friday 19 October
182	Wednesday 28 November	IGPA Annual (4-6 Dec)	Wednesday 14 November
183	Friday 14 December		Friday 30 November

The publisher reserves the right to modify these dates according to prevailing circumstances and without prior notice. ISSUED V211/11.