

MEDIA INFORMATION

If you need to get your message across to generic medicines industry executives; you should advertise with **Generics bulletin**.

They find **Generics bulletin** is essential reading: they read every issue, keep back issues for reference and frequently refer back to them. With **Generics bulletin**, advertisers get cost-effective exposure of their promotional message to their target audience with no wastage.

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 is a superb vehicle 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.
- 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.

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.

Essential 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 and 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.

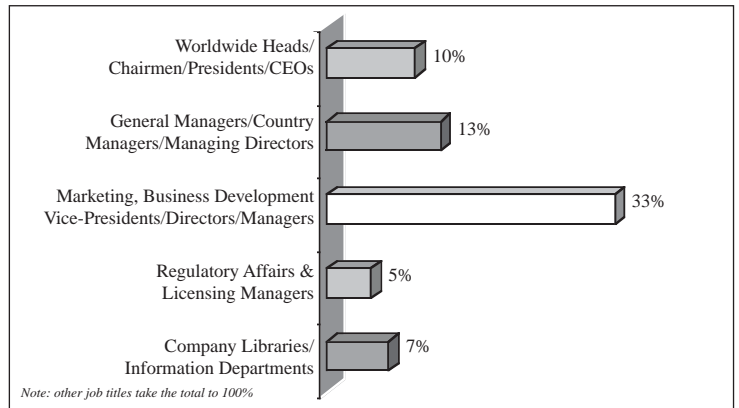
Generics *bulletin* reports on:

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

An annual subscription to *Generics bulletin* comprises 20 issues of the hard-copy *Generics bulletin* newsletter and a minimum of 46 weekly *News@Genericsbulletin* electronic newsflashes. The hard-copy newsletter is published twice-monthly in most months, and monthly in December, January, July and August. Subscriptions cost £495 in Europe and £525 outside Europe, with additional subscriptions at the same address costing £275 and £305, respectively.

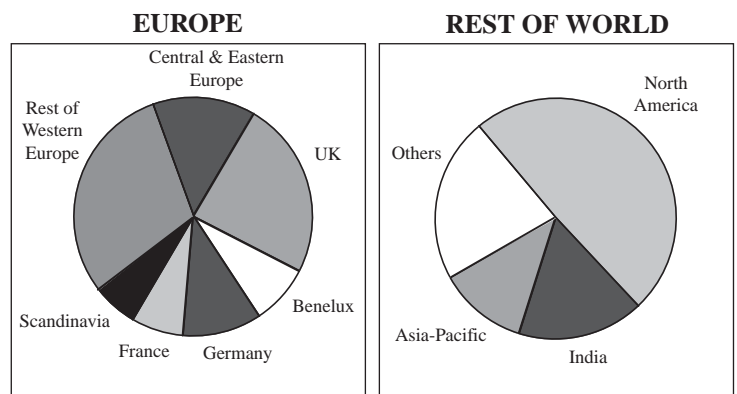
A fully paid-for, subscription-only publication, *Generics bulletin* is a 'cover-to-cover' read as well as a reference source for senior generic medicines industry executives. *Generics bulletin* has more than 5,000 readers in subscribing organisations. This wide-ranging readership is drawn from senior management including vice-presidents, directors and managers of country subsidiaries, business development, sales and marketing, product development, and 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. Every subscription copy of *Generics bulletin* has an average pass-on readership of 4.5 readers*.

The pass-on readership and an on-going promotional programme ensures *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 60 countries worldwide
- 80% national and international finished-dose and active pharmaceutical ingredient (API) manufacturers
- 20% law firms, contract manufacturers, distributors, consultants or industry bodies
- 66% in Europe, of which 17% in Central and Eastern Europe
- 34% in Rest of World, of which 49% in North America



* 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 RHP position, back cover – plus 15%.

Special sizes/spot colour – rates on request.

Copy deadline – 10 days in advance of publication.

INSERTS in Generics bulletin

Loose insert (maximum size A4, not exceeding 20 grams each) £650.

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

LINEAGE ADVERTISING in News@Genericsbulletin

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 £350 per thousand (plus mailing house charges – stationery/handling/postage).

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

Over 6,000 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 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 4.1; PageMaker 6.5; Freehand 9; Illustrator 9.

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

PUBLISHING SCHEDULE 2010

Issue No.	Issue Date	Features	Advertising copy deadline
124	Friday 15 January	EGA Reg Affairs (20-22 Jan)	Monday 4 January
125	Friday 29 January (1 Feb)		Friday 15 January
126	Friday 12 February	GPhA Ann (16-18 Feb)	Friday 29 January
127	Friday 5 March	EGA Legal Affairs (11 March)	Friday 19 February
128	Friday 26 March		Friday 12 March
129	Friday 9 April	EGA Biosimilars (22-23 Apr)	Friday 26 March
130	Friday 23 April		Friday 9 April
131	Friday 7 May		Friday 23 April
132	Friday 28 May	EGA Conf (3-4 June)	Friday 14 May
133	Friday 18 June		Friday 4 June
134	Friday 2 July (30 June)		Friday 18 June
135	Friday 16 July		Friday 2 July
136	Friday 6 August		Friday 23 July
137	Friday 3 September	GPhA Policy Conf (TBC)	Friday 20 August
138	Friday 17 September		Friday 3 September
139	Friday 1 October	GPhA Fall Tech Conf (TBC)	Friday 17 September
140	Friday 15 October		Friday 1 October
141	Friday 29 October (1 Nov)		Friday 15 October
142	Friday 12 November		Friday 29 October
143	Friday 3 December	IGPA Conf (8-10 Dec)	Friday 19 November

The publisher reserves the right to modify these dates according to prevailing circumstances and without prior notice. ISSUED 10/09