

# PHARMACEUTICAL BUSINESS STRATEGIES FOR BIO/PHARMA SUCCESS **COMMERCE**<sup>®</sup>



# 2022 Media Planner

[WWW.PHARMACEUTICALCOMMERCE.COM](http://WWW.PHARMACEUTICALCOMMERCE.COM)

AN **MH** life sciences<sup>™</sup> BRAND



# Dedicated to improving quality of life through life sciences communications, education and research.

As the largest privately held medical and life sciences media company in the United States, MJH Life Sciences™ provides unparalleled reach to key decision makers from all facets of the life sciences industry. Our multichannel platform extends to more than 3.5 million within the health care and science industries across 60+ brands, delivering the information that matters most, when and where they need it. We are committed to meeting the needs of our audience and our partners with innovative solutions that allow us to adapt and pivot quickly during times of rapid change.

**Partner with us to stay connected with your audience, no matter the circumstances.**

**3.5M+**

Active Reach

**7.6M+**

Unique Visitors per month

**20.9M+**

Page views per month

**1.9M+**

Print Circulation

**1000s**

Active KOL's on  
Editorial Board



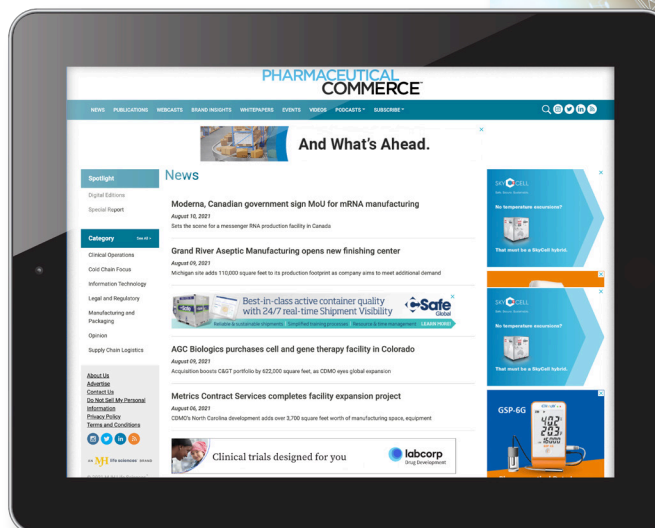
# Our Brand

*Pharmaceutical Commerce*®, an MJH Life Sciences™ brand, is the credible industry resource on navigating the complex, vast, and value-critical journey points as drugs move from point of manufacture to point of dispensing. Exploring the business processes and technologies involved in how approved medicines go to market, the editorial content helps improve collaboration among biopharma decision makers, with the goal of reducing the cost of commercial operations.

## Our Focus

*Pharmaceutical Commerce*® is focused on filling in the knowledge gaps in process, strategy and application that exist from the product packaging line, to the pharmacy and into the patient's hand. Our mission is to surface new and practical insights on sustaining the lifeblood of the industry: the flow of product, information and funds.

- Editorial
- Op-ed
- Top news
- Business/finance
- Market access
- Therapy focus
- Supply chain/logistics
- Clinical operations
- Information technology
- Manufacturing and packaging
- Legal & regulatory
- Meetings



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# Audience

Our audience is in pharmaceutical, biopharmaceutical, marketing communications and other service/consulting industries. They include executive managers in pharmaceutical manufacturing and contract research, wholesalers and distributors, logistic service providers, patient support organizations, internet technology service providers, advertising agencies and consulting firms.

## Business & Industries\*

Pharma Manufacturer **92.4%**  
Other **3.4%**  
Consulting Firm **1.1%**  
Logistics Services Provider **1.1%**  
Wholesaler/Distributor **0.6%**  
Business Services Provider **0.5%**  
Pharmacy/Hospital **0.4%**  
Advertising Agency **0.3%**  
Contract Manufacturer (CDMO, CMO) **0.1%**  
Contract Research Organization (CRO) **0.1%**

## Circulation\*

Total subscribers

**16,006**

## Website\*

[pharmaceuticalcommerce.com](http://pharmaceuticalcommerce.com)

Average monthly unique browsers

**10,231**

Average monthly page views

**33,283**

## e-Newsletter Subscribers\*

Pharmaceutical Commerce® Direct

**+14,000**

Biopharma Cold Chain

**+14,000**

## Social Media Followers\*

LinkedIn

**+3,000**

Twitter

**+2,900**

## Job Titles\*

Corporate **90.1%**

Other **3.7%**

Sales/marketing **2.4%**

Market access **1%**

IT/IS management **0.9%**

Supply chain logistics **0.8%**

Regulatory compliance **0.6%**

Product development **0.5%**

\*Publisher's own data



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# Your Marketing Strategy

## Choose the right content to fuel your business objectives.

Pharmaceutical Commerce® will help you match our marketing tactics to your business objectives and form a plan that is right for your company.

**Branding/awareness:** Grow your brand or business awareness.

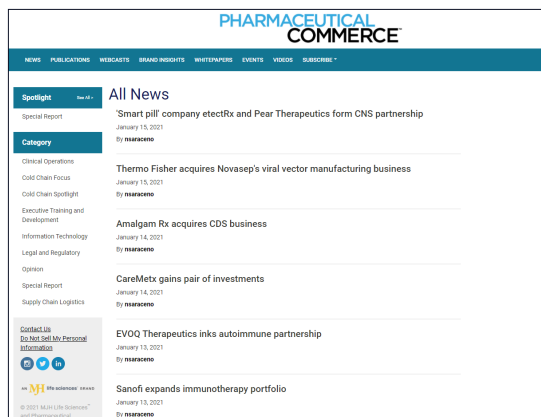
**Web traffic:** Increase SEO ranking and traffic to your website.

**Lead generation:** Generate leads and new business.

**Thought leadership:** Demonstrate expertise in your field and engage with your target audience.

Content Program	Branding/Awareness	Web Traffic	Lead Generation	Thought Leadership
Ad Retargeting	✓	✓		
Brand Insights	✓			✓
CAST Custom Targeted Email	✓			✓
Content Engagement Hub		✓	✓	
Custom Video	✓			✓
Dedicated Dialogue	✓			✓
e-book	✓		✓	✓
e-newsletter	✓	✓		
Enhanced Webcast			✓	✓
Exhibit Booth Interview Video	✓			✓
Lead Nurturing			✓	
Live/Virtual Roundtables	✓			✓
Online Advertising	✓	✓		
Podcasts	✓			✓
Presentation Showcase Video	✓			✓
Print Advertising	✓			
Sponsored Content Block	✓	✓		
Thought Leadership Video	✓			✓
Webcast			✓	✓
White paper			✓	✓

# Digital Offerings



## Online website advertising

Display your ad in front of decision makers in the field by placing your display ad on pharmaceuticalcommerce.com.

✓ Content tactic:  
branding/awareness,  
web traffic

## Sponsored content block

Exclusive sole-sponsored resource section on *Pharmaceutical Commerce*®'s website where your company can disseminate collateral, videos, white papers and research to drive website traffic, generate leads and more. Link up to four assets plus your company's logo and website link. Your content block is *not* an ad unit and does not go into rotation so it is visible 24/7 on virtually every page of *Pharmaceutical Commerce*®'s website. Each asset/link is tracked individually so you will know which assets are the most popular. For gated assets, all registration information will be provided.


✓ Content tactic:  
branding/awareness, web traffic

**PARTNER RESOURCES**

**Big Pharma Uses Thermal Covers on Ocean Freight**  
[LEARN MORE](#)

**Life Saving Medicine Delivers to Extreme Climate**  
[LEARN MORE](#)

**Tarmac Temp Protection with PalletQuilt®**  
[LEARN MORE](#)

Sponsored By:  


A SPECIAL ANNOUNCEMENT FROM: PHARMACEUTICAL COMMERCE

**LIFOAM**


**VACCINES NEED PROTECTION, TOO.**

For distributors, pharmacists, and administrators working hard to get vaccines and other valuable payload to the frontlines, we're here to make sure they get there safely.


At Lifoam™, our decades of expertise and innovation in cold chain promise packaging that meets your demands. Our packaging solutions always deliver:

**Versatility:** Protection in multiple temperature ranges  
**Availability:** Nationwide locations  
**Sustainability:** Reduced environmental impact  
**Optimization:** Engineered solutions that outperform

**Key Solutions**



**The Envirocooler™ ActiVault™**  
Engineered to improve the way temperature sensitive products are stored during transport, this mobile system will run continuously for three years, making it perfect for vaccination events.



**Envirocooler-EVG**  
Convenient, sustainable, and performance-driven, this additive-infused EPS helps the material break down in a landfill in under 4 years.

## CAST custom targeted email

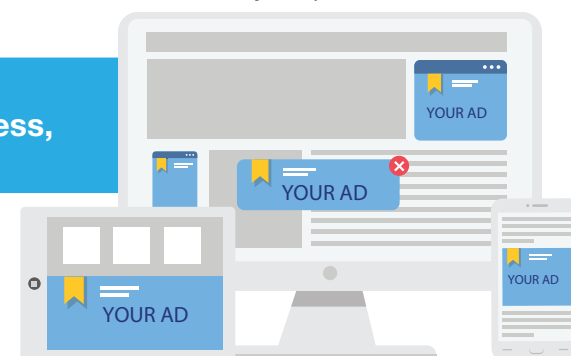
CAST is the highly targeted, data driven, Custom Audience Segmentation Tool from MJH Life Sciences™. CAST contains more than 700,000 unduplicated decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

✓ Content tactic:  
web traffic, lead generation

## Ad retargeting

Once a visitor leaves pharmaceuticalcommerce.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✓ Content Tactic:  
Branding/Awareness,  
Web Traffic



# Digital e-Newletters

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July 07, 2021

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### LATEST NEWS

- Sanofi invests in mRNA Center of Excellence for vaccines
- Pharmacy solutions startup launches with hopes of redefining the patient medication experience
- New company formed focused on pharma patient portal, drug adherence
- Frontera Therapeutics kicks off construction of GMP manufacturing site

Read the current issue online  
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Listen to our latest podcast episode  
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**In-Transit Supply Chain Visibility with Real-Time Technology**  
Watch and read this exclusive interview with Senitach's Manager of Global Real-Time Solutions Life Sciences, Stefan Surpitski. Gaining supply-chain visibility while shipments are in transit is taking greater hold in the pharmaceutical industry with real-time technology. Location data married with temperature sensors are helping manage and protect its supply chain—from cargo security to logistics performance management—by enabling real-time interventions to reduce risk.  
[Access the Interview & Q&A](#)

### Top Articles

**The march to DSCSA interoperability** Pharma companies have been working to implement globally unique product identification in accordance with the 2013 Drug Supply Chain Security Act (DSCSA). Trading partners are getting closer to item-level traceability, as evidenced by one barcode assessment project that demonstrates the ground gained in meeting serialization-readiness requirements. [READ MORE](#)

**People, production, and priorities** The global health crisis has taught the life sciences industry some tough business lessons, while reinforcing principles when it comes to protecting its most critical asset—its people. Pharmaceutical Commerce speaks with Vin Colicchio of Dr. Reddy's Laboratories about the challenging coordination and quick pivots in supply-chain planning and decision-making that have been required during the pandemic. [READ MORE](#)

**Sanofi invests \$476M in mRNA Center of Excellence for vaccines**

**Mission is to expand its collection of mRNA vaccines beyond the Covid-19 pandemic**  
Sanofi will invest \$476 million annually, as the big pharma looks to establish a vaccines mRNA Center of Excellence. The center's goal is to speed up the development and delivery of next-generation vaccines. ... [CONTINUE>](#)

**Pharmacy solutions startup launches with hopes of redefining the patient-medication experience**

**The new independent company Evio is funded by five nonprofit Blue Cross Blue Shield plans**  
Part of Evio's focus areas consists of using evidence and data from real patient experiences to make sure that the proper medication gets to patients, where, when and how they need it. ... [CONTINUE>](#)

**New company formed focused on pharma patient portal, drug adherence**

**Merger establishes Perigon Health 360—with aim of introducing "precision digital pharmacy" model**  
Perigon Health 360 intends to combine technology with high-touch, online pharmacy capabilities to support medical compliance for individuals, and, via a platform for medicine, create a new category called "precision digital pharmacy." ... [CONTINUE>](#)

**Frontera Therapeutics kicks off construction of GMP manufacturing site**

**Facility will focus on rAAV clinical and commercial gene therapy products**  
Frontera has officially launched the construction of its 43,000 square-foot Suzhou facility in bioBAY of Suzhou Industrial Park, Jiangsu, China. Among its features, the site will be home to good manufacturing practice (GMP) cleanrooms for drug substance and drug product, and initial commercial manufacturing of Frontera's recombinant adeno-associated virus (rAAV) gene therapy products. ... [CONTINUE>](#)

This email was sent by: Pharmaceutical Commerce, an M3H Life Sciences™ Brand  
2 Clarke Drive, Cranbury, NJ, 08512, US

## Pharmaceutical Commerce® Direct

Target your message to decision makers subscribing to the bi-monthly *Pharmaceutical Commerce®* e-newsletter

✓ Content tactic: branding/  
awareness, web traffic

## Biopharma Cold Chain

Target 14,000 decision makers who specify cold chain logistics, storage and distribution services.

✓ Content tactic: branding/  
awareness, web traffic

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May 11, 2021

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### LATEST COLD CHAIN NEWS

- Pfizer, BioNTech apply for full FDA vaccine approval
- As demand for temperature-controlled shipping marches on, American Airlines virtually doubles cold-chain capacity
- B Medical Systems partners with Kuehne+Nagel on distribution center
- Catalent, Stirling Ultracold expand their cold-chain arrangement

Read the current issue online  
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Listen to our latest podcast episode  
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### Top Articles

**Pharma logistics' post-pandemic landscape** As the US and much of the developed world are seeing a decline in Covid infection rates, business analysts are beginning to look around and find that a new pharma supply chain is being created. At the same time, enormous demand for vaccines and medical gear are being experienced by the developing world—and this will need dedicated support in the coming months. If not years. Both trends are sparking capacity expansions all over the globe in the pharma logistics business. [READ MORE](#)

**Pharma prices and patents under attack** As pressure mounts on Capitol Hill to enact legislation designed to reduce federal outlays for prescription drugs, the drive for "vaccine equity" around the world is bolstering efforts to limit patent protections on innovative medicines and vaccines to combat the global pandemic. [READ MORE](#)

**"Hurry—your due date is approaching"**  
Late Deadline Extension:  
May 14, 2021  
[VIEW MORE>](#)  
APEX AWARDS  
September 5, 2021 | New York City

**Implementing Safe, Compliant and Successful Direct-To-Patient (DTP) Sampling Programs**  
Wednesday, May 26, 2021 at 1pm EDT | 12pm CDT | 10am PDT  
[Register Now](#)

**Pfizer, BioNTech apply for full FDA vaccine approval**

**Data will be provided on a rolling basis, as the companies receive the latest numbers**  
The manufacturers have started a biologics license application (BLA) with FDA for approval of their two-dose mRNA vaccine to prevent Covid-19 in people 16 years of age and older. They will be providing the necessary figures to support the BLA on a rolling basis over the coming weeks, with a request for priority review. ... [CONTINUE>](#)

**As demand for temperature-controlled shipping marches on, American Airlines virtually doubles cold-chain capacity**

**After extensive testing of packaging, American Airlines cargo expands pharma services capabilities**  
With the help of CSafe Global's packaging and temperature loggers provided by CargoSense, American Airlines proved that all of its aircraft offer ideal environments for passive temperature-sensitive shipments. ... [CONTINUE>](#)

**B Medical Systems partners with Kuehne+Nagel on distribution center**

**Luxembourg-based manufacturer attributes increase in demand to the current pandemic**

**B Medical Systems, a manufacturer and distributor of medical refrigeration and vaccine cold chain technology, is collaborating with third-party logistics (3PL) provider Kuehne+Nagel for a new 19,685 square-foot distribution center, which can hold more than 6,000 products at any given time, the companies report. ... [CONTINUE>](#)**

**Catalent, Stirling Ultracold expand their cold-chain arrangement**

**Stirling to become the preferred provider of ULT storage across Catalent's business units**  
The growth of biopharma within pharmaceutical research and development has driven the demand for Catalent to invest in cold-chain infrastructure, as the company is looking to preserve biological and other temperature-sensitive materials. ... [CONTINUE>](#)

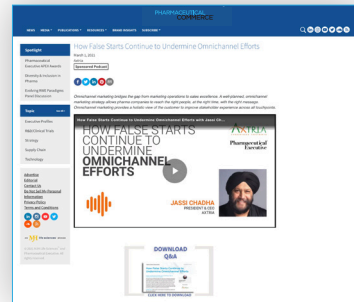
This email was sent by: Pharmaceutical Commerce, an M3H Life Sciences™ Brand  
2 Clarke Drive, Cranbury, NJ, 08512, US



# Content Programs

## Dedicated dialogue

*Pharmaceutical Commerce*<sup>®</sup> will conduct an interview with an expert from your company (executive, corporate manager, etc.). This interview will be marketed through a multimedia program that includes a podcast and a two-page article in an issue of *Pharmaceutical Commerce*<sup>®</sup>.



✓ Content tactic: branding/awareness, thought leadership

## Multisponsored webcasts

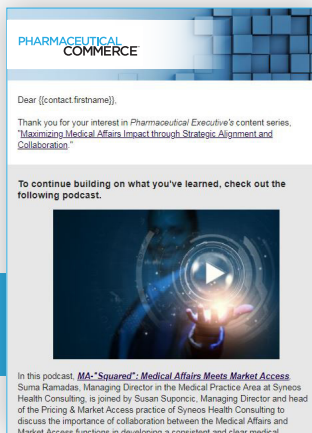
*Pharmaceutical Commerce*<sup>®</sup>'s webcasts are moderated by the magazine's editors and feature speakers/experts curated by the editorial team. These deliver key insights on today's hottest industry topics.



✓ Content tactic: lead generation, thought leadership

## Lead nurturing

Topic-driven programs capture prospects and nurture them by deploying high-quality content via strategically timed communications. These programs are designed to deliver marketing-quality leads.



✓ Content tactic: lead generation

## Sponsored e-book

Choose a sponsored custom e-book or e-book series on topic(s) of your choice or a collaborative topic in conjunction with *Pharmaceutical Commerce*<sup>®</sup>'s editorial team. This program is designed to deliver high-quality leads.



✓ Content tactic: branding/awareness, lead generation, thought leadership

## White Papers

Your white paper is posted in our library and promoted using our targeted email capabilities. In order to download your white paper, the viewer must complete a short response form including contact information and demographics. After the white paper is sent, you will receive on-demand or weekly reports containing all your leads.



✓ Content Tactic: Branding/Awareness, Thought Leadership

# Live Events and Video Programs

## Industry Event Video Programs

Extend your ROI at industry events with video content that can strengthen your brand reach post-show with editorialized videos by *Pharmaceutical Commerce*® and audience engagement with the *Pharmaceutical Commerce*® community.

### Presentation Showcase

Our Presentation Showcase program is comprised of a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

### Thought leadership interview

Our internal studios team will coordinate a interview conducted by our editors and your key opinion leaders (KOLs) that provides insight and delves into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.

### Exhibit booth interview

Extend your ROI at industry trade shows with custom video content that can strengthen your brand reach post-show. We'll conduct an interview at your booth and edit it into a 3- to 5-minute video with promotions to the *Pharmaceutical Commerce*® community.



## Custom Live & Hybrid Events

Partner with *Pharmaceutical Commerce*® to create your custom live event- with or without a virtual component. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *Pharmaceutical Commerce*® your partner of choice?

### Content development

The *Pharmaceutical Commerce*® team works with your team to produce a program based on your needs.

### KOL recruitment

We find the speakers that will attract your target attendees at the event as well as post-event.

### Attendee recruitment

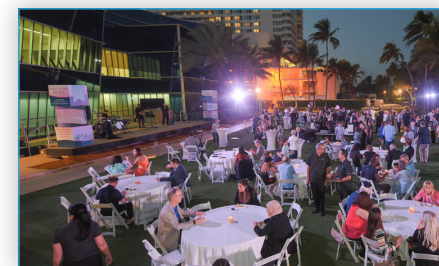
Using our extensive databases and relationships with our audiences, *Pharmaceutical Commerce*® will find and attract the people you want to attend your live event.

### Post-event content

Our team will create video, audio and written content based on the program. And not only do we create the content, we provide marketing programs to get the content out to both attendees and nonattendees.

### Turnkey logistics

Besides the expertise of *Pharmaceutical Commerce*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



# Virtual Events and Video Programs

As an alternative to trade shows, conferences and face-to-face events, you can deliver your message through our virtual communication platforms that include dedicated traffic drivers, lead generation and content engagement. Through our experience, expertise and state-of-the-art in-house studios, the transition from in person to online is seamless and timely.

## Virtual conferences and symposium

Virtual conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live trade show or meeting, including a lobby, auditorium, exhibit hall, networking lounge and resource center.



✓ Content tactic: branding/awareness, thought leadership

## Virtual thought leadership interviews/roundtable

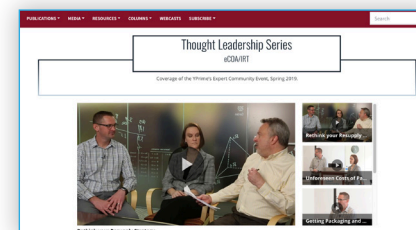
Using advanced video conference technology, our internal studios team will coordinate a remote interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.



✓ Content tactic: lead generation, thought leadership

## Virtual Presentation Showcase

Is your company missing out on delivering a presentation at an industry event? Reach the same audience by delivering the presentation virtually through our webcast tool. Our Presentation Showcase program is comprised of a series of short, topic-driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience — extending reach, expanding access and prolonging engagement well after the event has ended.



✓ Content tactic: branding/awareness, thought leadership

## Virtual press conference

Pharmaceutical Commerce® will give your company the opportunity to deliver the press conferences it planned for this year's industry events to a targeted audience. Feature topics such as your company's new product launches, M&A activity, restructuring or market trends. Each program includes promotion to our audience.

✓ Content tactic: branding/awareness, lead generation, thought leadership



# Webcasts

Pharmaceutical Commerce® educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

**Experience/credibility** — More than 500 educational webcasts produced by MJH Life Sciences™ each year.

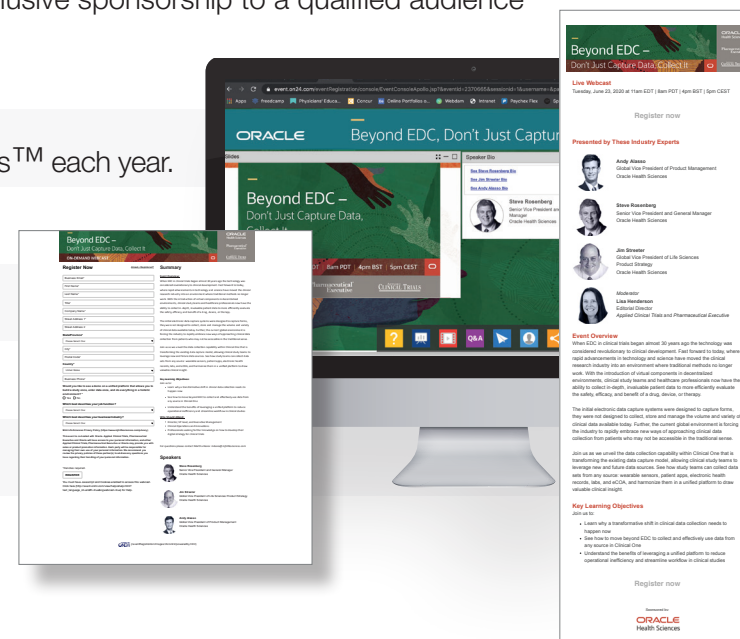
**Talent** — Respected speakers and producers, as well as moderators from our editorial team.

**Audience/reach** — 700,000-plus qualified pharma/science professionals to select from.

**Marketing/promotion** — Targeted audience development: print, digital and social media.

**Analytics** — Comprehensive lead capture and data reporting for every event.

**Turnkey** — Full service management, marketing, training, production and hosting.



## Breakout Sessions

### Two-Way Audio & Video Engagement to Drive Conversion:

Breakouts enable users to accelerate buyer journeys and remove dead ends of content consumption with two-way audio and video engagement.

- **Bridge the marketing and sales relationship** with 1:1 discussions
- **Generate peer-to-peer networking opportunities** at virtual events or training sessions
- **Create a unique brand experience** and deeper connections between speakers or subject matter experts and audiences

### Turn your webcast into short-form easily digestible videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

## Enhanced webcasts

Cross-platform solutions can convert a stand-alone educational webcast into an integrated content program, utilizing social media, print and online marketing to amplify the content across the *Pharmaceutical Commerce*® community.

- Repurposes webcast content cross-platform.
- Delivers the content across multiple channels.
- Extends reach, duration and brand visibility.
- Increases access and engagement.

\*Data obtained from past MJH Life Sciences webcasts

# Podcasts

## Pharmaceutical Science Forum

*Pharmaceutical Commerce*®, *Pharmaceutical Executive*®, and *Applied Clinical Trials*® have come together to bring you a podcast network that educates listeners on all areas of the pharmaceutical drug development chain—from clinical trials through commercialization.

These high-engagement podcasts are produced by the editorial teams that are known and respected in the industry. Your 15 to 30 second message is delivered directly to the listeners in this high-impact program that is growing the audience each month.



Listen to insightful content and fresh perspectives on the world of pharmaceutical distribution—the flow of product, information, and funds.

**Listen now: [pharmaceuticalcommerce.com/editorial-podcasts](https://pharmaceuticalcommerce.com/editorial-podcasts)**



This podcast digs into top-of-mind topics important to C-suite executives in the pharma and biotech spaces.

**Listen now: [pharmexec.com/editorial-podcasts](https://pharmexec.com/editorial-podcasts)**



Hear insights into the global clinical trials industry featuring interviews with professionals sharing their challenges and solutions.

**Listen now: [appliedclinicaltrialsonline.com/editorial-podcasts](https://appliedclinicaltrialsonline.com/editorial-podcasts)**

## Custom Podcast Series

Our staff will work with you on creating episodic programming to attract the most relevant listener base and to demonstrate your connection or expertise within your chosen topic.

- Segmented by category
- Highlights your companies thought leadership and branding
- Flexible scheduling
- Your SME or ours

These high engagement programs include consultation, assistance with content development, all production, hosting on our podcast channels and promotional campaigns to your target audience.

# Brand Insights

## Your opportunity to share a point of view.

*Pharmaceutical Commerce*® Brand Insights is a native marketing program that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best, with articles by your subject experts integrated alongside valued content in *Pharmaceutical Commerce*®.

### A native, branded content opportunity

- Articles, press releases, videos, etc., are included within the digital content feed and/or the print edition of *Pharmaceutical Commerce*®.
- Choose from an expandable offering from one article to a complete content center with your branding.
- It will be featured on the pharmaceuticalcommerce.com homepage as well as in appropriate topic areas.
- An integrated promotional program provides significant exposure to our audience.

### Program features

- Scalable to your budget.
- Promotion package built into the pricing for quality exposure.
- Social sharing tools with each article.
- Variable time frames for long-term effectiveness.

### Pricing

- Flat rate per article or subscription packages available — customized to your needs.
- All content reviewed by our editorial staff prior to posting.

### Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience.





# Content Engagement Hub

## Showcase a key topic and promote your brand.

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. Driven by a multitouch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage — leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion and reporting.
- Six to 12 related assets, including white papers, app notes, videos, webcasts, research and web links.
- Hosted and promoted for three months.
- Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.

## Promotion and lead capture

Multichannel promotional campaign features:

- Dedicated e-blasts: Content Engagement Hub and individual assets (minimum 10,000 emails).
- Promotion in appropriate brand e-newsletters.
- Native ads in relevant articles on brand website.
- Retargeting custom ads.
- Social media promotions — Twitter and LinkedIn brand accounts.

## Lead capture and reporting:

- One-time site registration to allow users full access to content.
- Lead report sent two times per month includes registrant contact info and activity.
- Monthly program metrics with engagement, total visitors, unique views, time spent, etc.

## Additional features

Built-in content promoters and sharing tools include:

- “Next” button moves users from asset to asset.
- “Before you go” exit action recommends an asset.
- “More resources” button drives users to the URL of your choice.
- Inactivity notification – user’s browser tab to “blink” and bring them back.
- Social and email sharing.

The screenshot displays a digital hub interface with a blue header. The main title is "Advances in RBM Drive the Clinical Trial of the Future". Below the header, there are several content tiles arranged in a grid. The tiles include:

- A circular diagram titled "Centralized Monitoring" with a legend for "Centralized Monitoring" and "Decentralized Monitoring".
- A white paper titled "Artificial Intelligence and Machine Learning with Advanced Analytics" featuring a photo of two people looking at a screen.
- An article titled "A Roadmap for Implementing Risk-Based Monitoring and Quality Management" with a diagram showing the "RISK" process (ANALYSIS, STRATEGY, PLAN, REVISIT, EVALUATE, CONTROL, ASSESSMENT).
- A white paper titled "The Next Wave of Centralized Monitoring" with a diagram showing "Centralized Monitoring" and "Decentralized Monitoring".
- A white paper titled "Is RBM Living up to the Hype? The State of RBM in Clinical Development" with a diagram showing "RBM" and "Clinical Development".
- An article titled "Sponsors, Regulators Cautious About Risk-Based Oversight of Clinical Trials" with a photo of a person looking at a screen.
- A white paper titled "The Clinical Trial of the Future is Here - Now" with a diagram showing "Clinical Trial of the Future".
- An insight brief titled "The Clinical Trial and CRA of the Future" with a photo of a person looking at a screen.
- An article titled "How Risk Based Monitoring is Changing Organizational Landscape" with a diagram showing "ORGANIZATIONAL STRATEGY".

At the bottom, there is a section for "For More Information:" with logos for "PHARMACEUTICAL COMMERCE" and "IQVIA". A "Privacy Policy" link is also present.

# Print Editorial Calendar

Now published 6x a year!

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**COMMERCE**

## February

Ad close: Jan. 24  
Material: Jan. 31

### Pharma 3PLs

Industry outlook for healthcare/pharma-focused 3PL businesses, including trends in e-commerce, fulfillment, and inventory management; value-add case studies.

## April

Ad close: March 21  
Material: March 28

### Patient Support/Hub Services

Exploring manufacturer-sponsored patient outreach and follow-up; specialty pharmacy services, patient assistance, and clinical trial support.

## June

Ad Close: May 20  
Material: May 27

### Product Packaging and Security

The latest trends/advances in drug serialization and traceability (DSCSA, FMD, etc.); contract packaging, supply chain, warehouse management, and cargo security.

## August

Ad Close: July 25  
Material: Aug. 1

### Pharma Wholesalers and Economic Development

New approaches in operations, technology, and service diversification by pharma distribution's big three and other market players; biopharma investment trends driving state and regional hub expansion and development.

## October

Ad Close: Sept. 19  
Material: Sept. 26

### Cold Chain Logistics and Management

Emerging temperature-controlled practices and technologies; air cargo, domestic and international logistics and trade.

## December

Ad Close: Nov. 17  
Material: Nov. 23

### Commercial and Compliance Data

Pharma sales reps and digital adoption; telehealth, master data management, data governance, real-world evidence, and next-gen AI/advanced analytics.

[WWW.PHARMACEUTICALCOMMERCE.COM](http://WWW.PHARMACEUTICALCOMMERCE.COM)

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# Digital Specifications

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user-initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90	970x300	150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user-initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a



# Digital Specifications

Digital Newsletter Creative Units							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
	300x100	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
	120x240	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
	120x120	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted

# Digital Specifications

Preroll Ad			
Video Setting		Specifications	
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	6 - 15 seconds for non-skippable 15 - 30 seconds for skippable		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) » Must allow embedding » Must be public or unlisted » True streaming in not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0 or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored E-blast Guidelines			
Requirements	» HTML creative from client » Text back up from client (optional) » Subject line and preheader » Test and final seed list"		
Additional Needs for UNBRANDED e-blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client » From line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding) » Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test seed list: email address of those to receive the test to review » Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required, a revised test will be sent » MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month		

# Digital Specifications

## GENERAL NOTES

**File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines: <http://html5.iabtechlab.com/needauth?redir>

**Initial file load:** Includes all assets and files necessary for completing first visual display of the ad.

**Host-initiated subload:** Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

**User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad and/or rolling over an ad (or a portion of an ad).

## VIDEO REQUIREMENTS:

- File type: .mp4
- Max file size: 20 MB
- Ratio: 16:9
- Dimensions: 1280 x 720 (responsive to the page level)
- Tags accepted: 1x1, VAST, VPAID JS (HTML); all tags must be SSL only
- Video length: 15/30 seconds
- FPS: 24

## HTML5 NOTES:

HTML5 provides/introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

## HTML5 design industry standards info:

<http://www.iab.com/html5>



# Print Specifications

## PRINT AD SPECIFICATIONS

Ad size	Non-bleed ad		Bleed ad					
			Bleed ad size		Trim size		Live area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	16"	10.875"	16.25"	11.125"	16"	10.875"	15"	9.875"
Full page	8"	10.875"	8.25"	11.125"	8"	10.875"	7"	9.875"
2/3 page vertical	5.3337"	10.875"	5.5837"	11.125"	5.3337"	10.875"	4.3337"	9.875"
1/2 page spread	16"	5.4375"	16.25"	5.6875"	16"	5.4375"	15"	4.4375"
1/2 pg Horizontal	8"	5.4375"	8.25"	5.6875"	8"	5.4375"	7"	4.4375"
1/2 pg Vertical	4"	10.875"	4.25"	11.125"	4"	10.875"	3"	9.875"
1/3 pg Horizontal	10.875"	2.667"	11.125"	3"	10.875"	2.667"	9.875"	1.667"
1/3 pg Vertical	2.667"	10.875"	3"	11.125"	2.667"	10.875"	1.667"	9.875"
1/4 pg Square	4"	5.4375"	Magazine size					
			Bleed : 8.25" x 11.125"					
			Trim : 8" x 10.875"					
			Live Area : 7" x 9.875"					
					Bleed (-) trim = 0.125" each side			
					Trim (-) live = 0.5" each side			
					*All measurements in inches			

## DIGITAL AD REQUIREMENTS

- Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format. Files should be a PDF/X-1a, which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Nonpreferred or nonacceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased.
- Publisher will not supply a faxed or soft proof for Advertiser-supplied files.** Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.
- Ad proofs:** To ensure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

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and AI

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The Quality Imperative  
Master-Data Playbook

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