



PharmaBoardroom - Our Mission & Positioning



LOCAL CONVERSATION GLOBAL CONNECTIONS



Global

OVER THE YEARS WE HAVE REPORTED FROM OVER 60 COUNTRIES, BRINGING COMPELLING STORIES FROM AROUND THE WORLD, COVERING MATURE AND EMERGING MARKETS



Local

PHARMABOARDROOM GIVES A GLOBAL PLATFORM TO THE INSIGHTS OF LOCAL PHARMA INDUSTRY LEADERS. BRINGING DOMESTIC MARKET REALITIES TO AN INTERNATIONAL AUDIENCE IS OUR SPECIALTY



Influential

IN A SHORT AMOUNT OF TIME WE HAVE HARNESSSED AN UNRIVALLED NETWORK OF CONTRIBUTIONS FROM THOUGHT LEADERS SHARING THEIR VIEWS ON WHERE THE INDUSTRY IS GOING

"AS A LEADING INDEPENDENT PUBLISHER WE DELIVER AN ENGAGING MIX OF INSIGHT, OPINION AND MARKET INTELLIGENCE. WE ARE PASSIONATE ABOUT WORKING WITH AND INTERVIEWING DECISION MAKERS AND THOUGHT LEADERS AROUND THE WORLD."

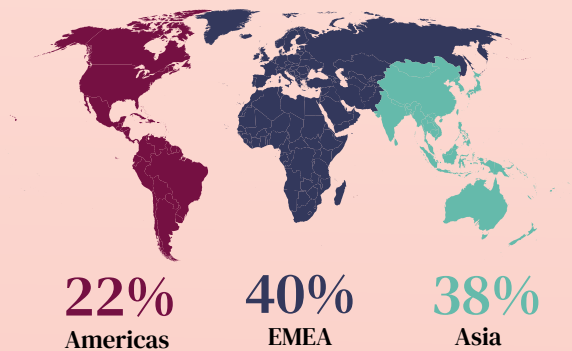
"PHARMABOARDROOM OFFERS A WIDE RANGE OF DIGITAL OPPORTUNITIES TO ENHANCE YOUR BRAND PRESENCE, ALIGNED WITH YOUR COMPANY'S STRATEGIC EXECUTIVE DIRECTION."





WEBSITE TRAFFIC

BY GEOGRAPHY



TOP COUNTRIES

- | | |
|--------------------|-----------------|
| #1 UNITED STATES | #6 CANADA |
| #2 INDIA | #7 FRANCE |
| #3 UNITED KINGDOM | #8 SWITZERLAND |
| #4 CHINA | #9 SINGAPORE |
| #5 GERMANY | #10 UAE |

70,000
Unique Monthly Visitors

▶ AVG MONTHLY → **135,000**

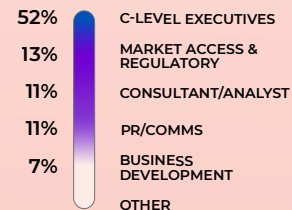
▶ REPORTS DOWNLOADS / YEAR → **8,000**

▶ → RANKED TOP 5 IN SEARCHES

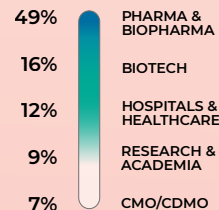
AUDIENCE BREAKDOWN

35,000
Active E-mail Subscribers

BY FUNCTION



BY INDUSTRY



PHARMABOARDROOM OPPORTUNITIES

1 InPartnership:

ARTICLES

INTERVIEWS

BRANDING

3 Products:

HEALTHCARE & LIFES CIENCES REVIEW

INFOCUS

LEGAL & REGULATORY

2 Channel Distribution:

NEWSLETTERS

WEBINARS

Paid Content - InPartnership



WEBSITE CONTENT BREAKDOWN

Interviews

WE HAVE INTERVIEWED AND CONNECTED WITH GLOBAL LEADERS ACROSS PHARMA, GOVERNMENT AND STRATEGY

YEARLY VIEWS 50,000 AVG TIME 3:20

INTERVIEWS PUBLISHED WITH C-LEVEL EXECs 5,000+

Articles

PHARMABOARDROOM IS THE PLATFORM THAT BRINGS TOGETHER LEADERS FROM ACROSS THE WORLD TO INFORM, DEBATE AND DRIVE THE HEALTHCARE & LIFESCIENCE AGENDA

YEARLY VIEWS 350,000 AVG TIME 2:30

INDUSTRY LEADERS WRITING FOR PHARMABOARDROOM 50+

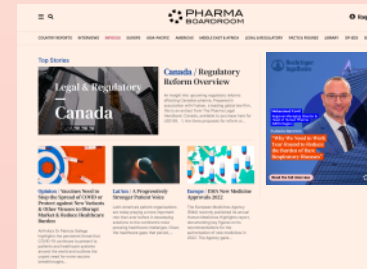
BRANDING OPPORTUNITIES

1 BRANDED INTERVIEW / ARTICLE

- ✓ SPONSORED BANNER (DIFFERENT TYPES)
- ✓ BRAND VISIBILITY



2 BRANDED INTERVIEW / ARTICLE + HOMEPAGE BANNER



3 BRANDED INTERVIEW / ARTICLE + VIDEO



Channel Distribution - Newsletters & Webinars



NEWSLETTER DATA



Monthly

THE MONTHLY ROUND UP NEWSLETTER IS OUR MONTHLY CHANNEL TO COMMUNICATE LOCAL MARKET HIGHLIGHTS TO PHARMA-BOARDROOM'S AUDIENCE

ACTIVE SUBSCRIBERS

32,000

OPEN RATE

15%

CTR

1.5%

WEBINAR DATA



Segmented List

OPEN RATE

45%

CTR

2.5%

NEWSLETTER OFFER

1

BANNER INSIDE

✓ BANNER PROVIDED BY PBR DESIGN TEAM

✓ BRAND VISIBILITY

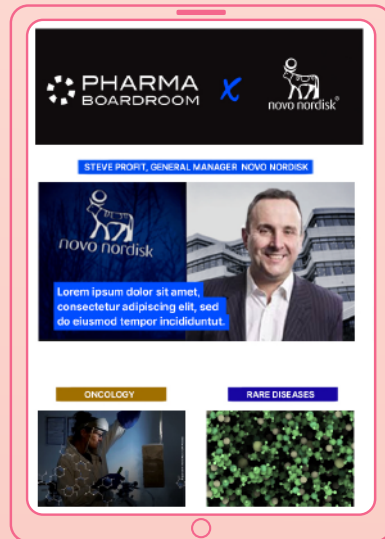


2

SPONSORED NEWSLETTER

✓ COMPANY LOGO (HEADER)

✓ INTERVIEW + NEWS PROMOTION

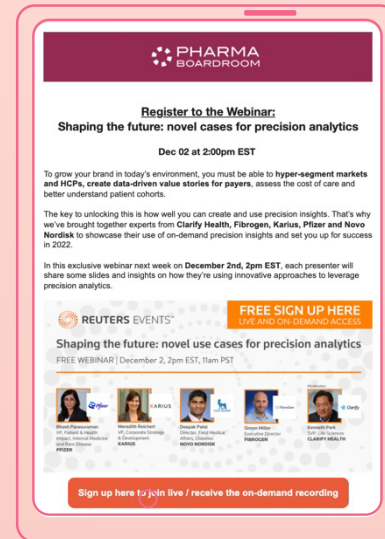


3

WEBINAR PROMOTION

✓ BANNER / INFORMATION OF CLIENTS' CHOICE

✓ SPECIAL PROMOTION FOR OUR READERS



Our Products - InFocus



InFocus



Industry Trends

IDENTIFYING KEY TRENDS THAT ARE AT AN INFLECTION POINT, POLICY MAKERS, EXECUTIVES AND INTEREST GROUPS THAT HAVE AN IMPACT IN THE SUBJECT MATTER.



Leadership Contribution

GATHER THEIR VIEWS IN THE FORMAT OF THOUGHT LEADERSHIP CONTRIBUTION PIECES OR DIRECT INTERVIEWS



Global Audience

PROMOTING IT TO A GLOBAL AUDIENCE TO GAIN AWARENESS, FORM OPINIONS AND SHARE INTEREST

BRANDING OPPORTUNITIES

1

BRANDED INFOCUS

SPONSORED PUBLICATION



In collaboration with



2

BRANDED SECTION

BRAND VISIBILITY ON THE TOPIC



Our Products - Healthcare & Life Sciences Review



Healthcare & Life Sciences Review

THESE DETAILED COUNTRY-SPECIFIC REPORTS DELIVER UP AN ENGAGING MIX OF INSIGHT, OPINION AND MARKET INTELLIGENCE STRAIGHT FROM THE CORPORATE BOARDROOMS OF REGULATORS, PAYERS AND INDUSTRY EXECUTIVES. HEALTHCARE & LIFE SCIENCES REVIEW BRIDGES THE GAP BETWEEN LOCAL REALITIES AND GLOBAL TRENDS.



PUBLISHED COUNTRIES

LEADERSHIP & OPINION



EXCLUSIVE INTERVIEWS

FOREWORDS FROM INDUSTRY LEADERS

MARKET INFOGRAPHICS



PRINTED & DIGITAL



BRANDING OPPORTUNITIES

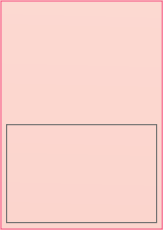
E-BOOK + PRINTED

FULL PAGE



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HALF PAGE



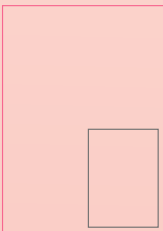
Size: 6.75x4.625 inches

THIRD PAGE



Size: 6.75x2.8 inches

QUARTER PAGE



Size: 3.375x4.625 inches

Our Products - Legal & Regulatory



Questions about Pharma Pricing, Market Access, Patents or Reimbursement?

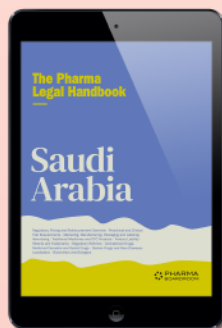
▶ ESSENTIAL PHARMA QUESTIONS

▶ LEADERSHIP & OPINION

▶ INTERNATIONAL LAW FIRMS

The Pharma Legal Handbook

▶ THE PHARMA LEGAL HANDBOOK IS AN ESSENTIAL GUIDE TO THE LEGAL AND REGULATORY ENVIRONMENT FOR PHARMACEUTICAL COMPANIES WORLDWIDE. WITH MORE THAN 40 COUNTRIES AVAILABLE, THE PHARMA LEGAL HANDBOOK IS A MUST-HAVE FOR ANY COMPANY OPERATING IN THOSE COUNTRIES OR LOOKING TO ENTER THE PHARMACEUTICAL MARKET



▶ 40+ PUBLISHED COUNTRIES

CHAPTERS ▶

Market Access & Health Technology Assessments

▶ THE PHARMA LEGAL HANDBOOK: MARKET ACCESS & HEALTH TECHNOLOGY ASSESSMENT IS AN ESSENTIAL GUIDE TO THE LEGAL AND REGULATORY ENVIRONMENT FOR PHARMACEUTICAL COMPANIES WORLDWIDE



CHAPTERS ▶

Do You Want to Be a Partner?

▶ OUR PARTNERS



WENGERPLATTNER
ATTORNEYS AT LAW

/Carey



FANGDA PARTNERS
方達律師事務所



FASKEN

CORRAL ROSALES
INTERNATIONAL CONSULTING AND LEGAL



AND MANY MORE...

