



## Media Kit

2026



# Our Mission & Positioning



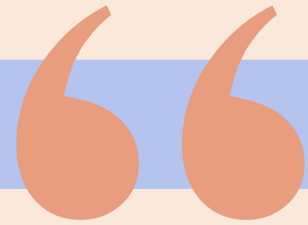
## Thought Leaders

We **provide** unmatched, in-depth insights through **exclusive conversations** with the world's most visionary **healthcare leaders**



## Markets

We **foster** a deeper **understanding** of dynamic markets, driven by the belief that innovation is meaningless without patient access



## Access

We **amplify local voices** and highlight access gaps, working with **leaders** to ensure innovation reaches those who need it most



“Shaping the Global Healthcare Conversation”



# Global Reach



## Audience

Our audience is truly global, spanning every corner of the world, with strong reach across Europe and the US, as well as Asia, Latin America, and the Middle East & Africa. Built over the past two decades, the PharmaBoardroom community relies on us for comprehensive coverage of often underrepresented regions.

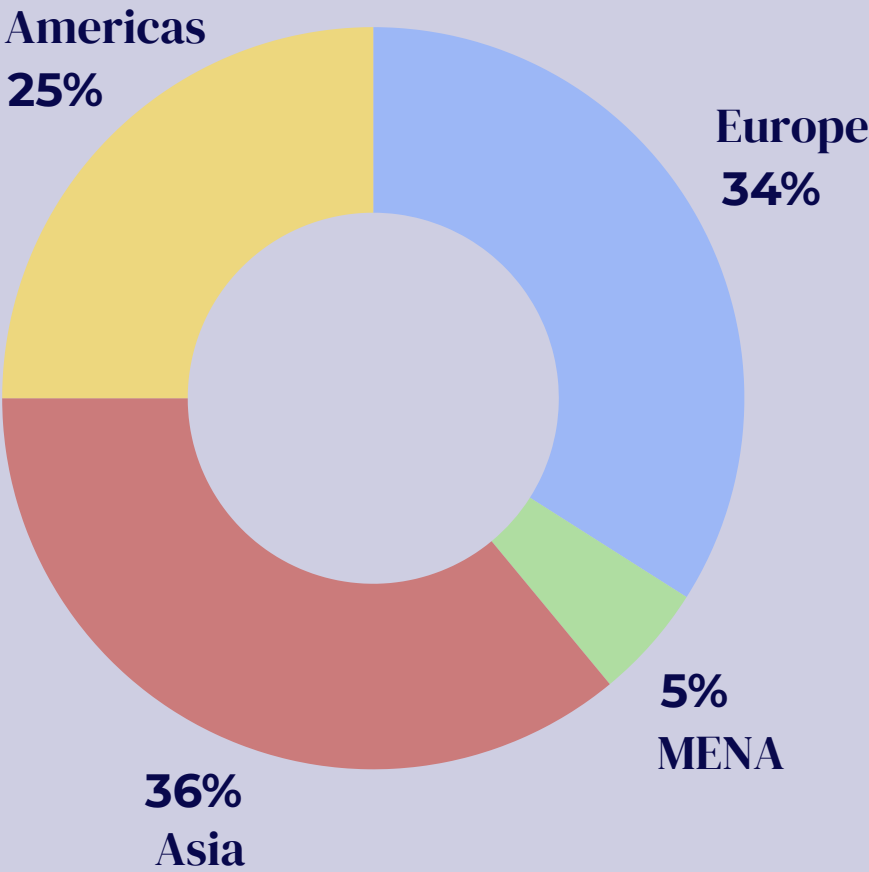
80,000

Unique Monthly Visitors

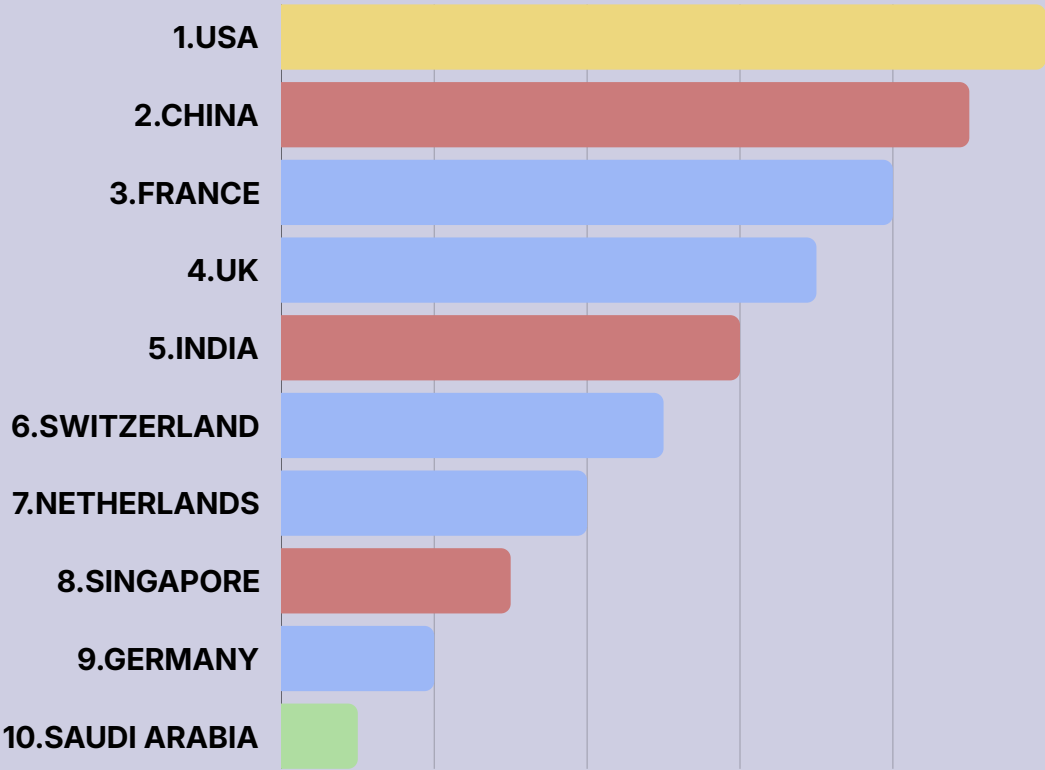
25,000

Newsletter Subscribers

Global Reach



Top Countries





## Newsletter

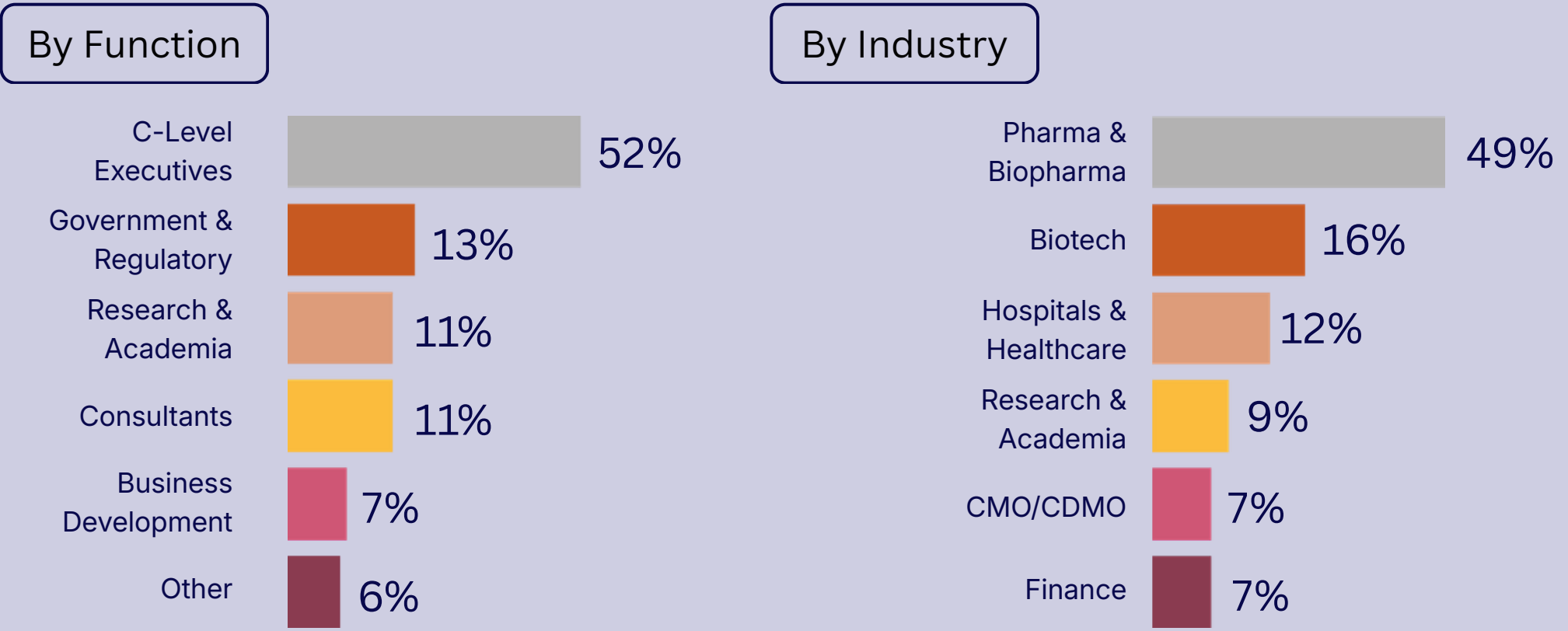
Every week, we bring our audience a handpicked selection of the best PharmaBoardroom website content via our email newsletters

**26,000**  
Active Subscribers

**31%**  
Newsletter open rate

**4%**  
Newsletter click rate

Our 26,000-strong e-mail database boasts a host of industry movers and shakers, over 50% of whom are C-level executives. We bring this engaged yet time-constrained audience the content that matters to them, both through our weekly global newsletter as well as regular dedicated regional and thematic mailings.





## Ranked 1

In LinkedIn **engagement** compared to other pharma industry media platforms

## Ranked 2

In LinkedIn **follower** growth last year compared to other pharma industry media platforms



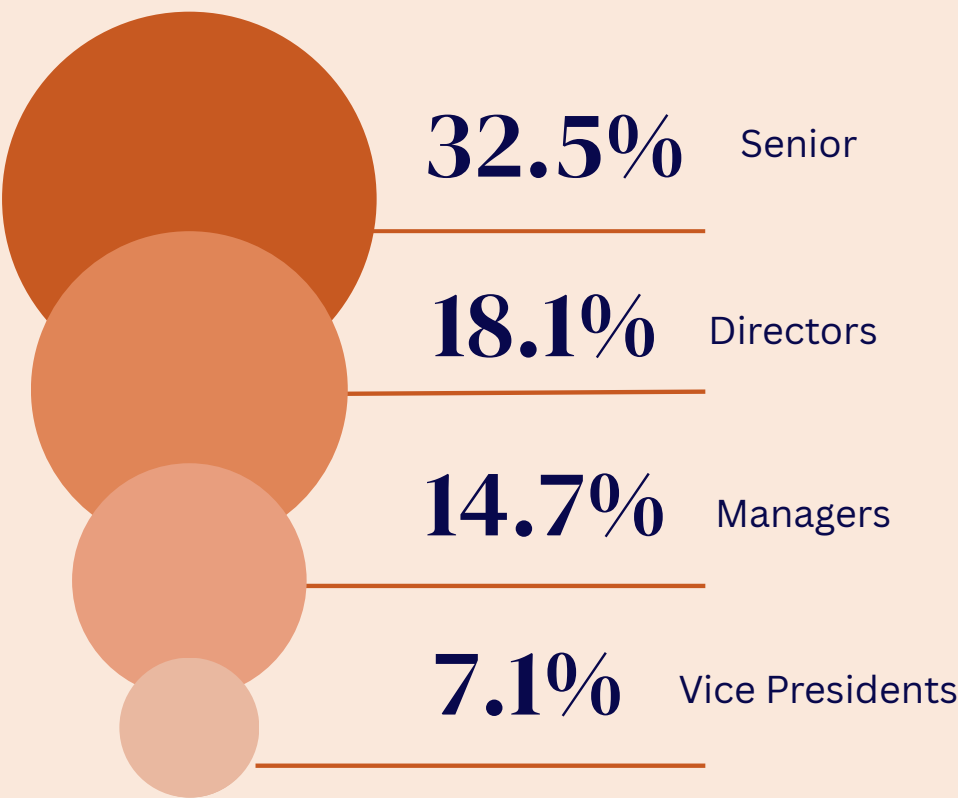
**65%**

Of our followers work at a senior level within their companies (director, manager, VP, CEO)

**44%**

Of our followers work in the pharma industry

## 16,000 subscribers on LinkedIn



# Our Industry Partners



PharmaBoardroom is proud to count on the support of the global biopharmaceutical industry's leading companies.

AMGEN



MERCK



sanofi

Johnson & Johnson  
Innovative Medicine

Santen



CSL Behring

YOWA KIRIN

Lilly



SERVIER



## Distribution and content Partners

PharmaBoardroom partners with the industry's top professional associations and advocacy groups to share the most pressing issues in healthcare today.

DIA

efpia

PhRMA

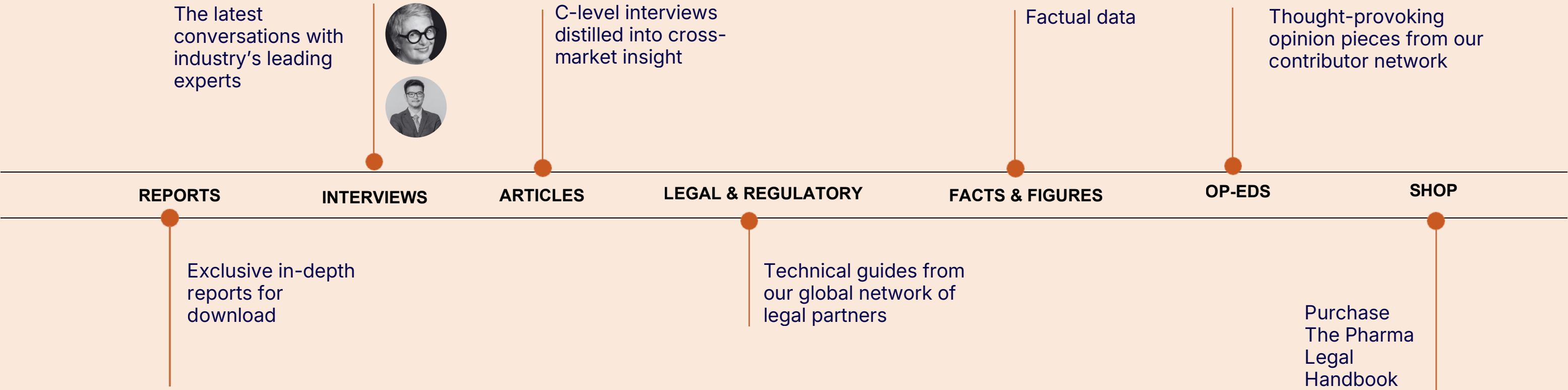


FACTSET

Bloomberg

AlphaSense

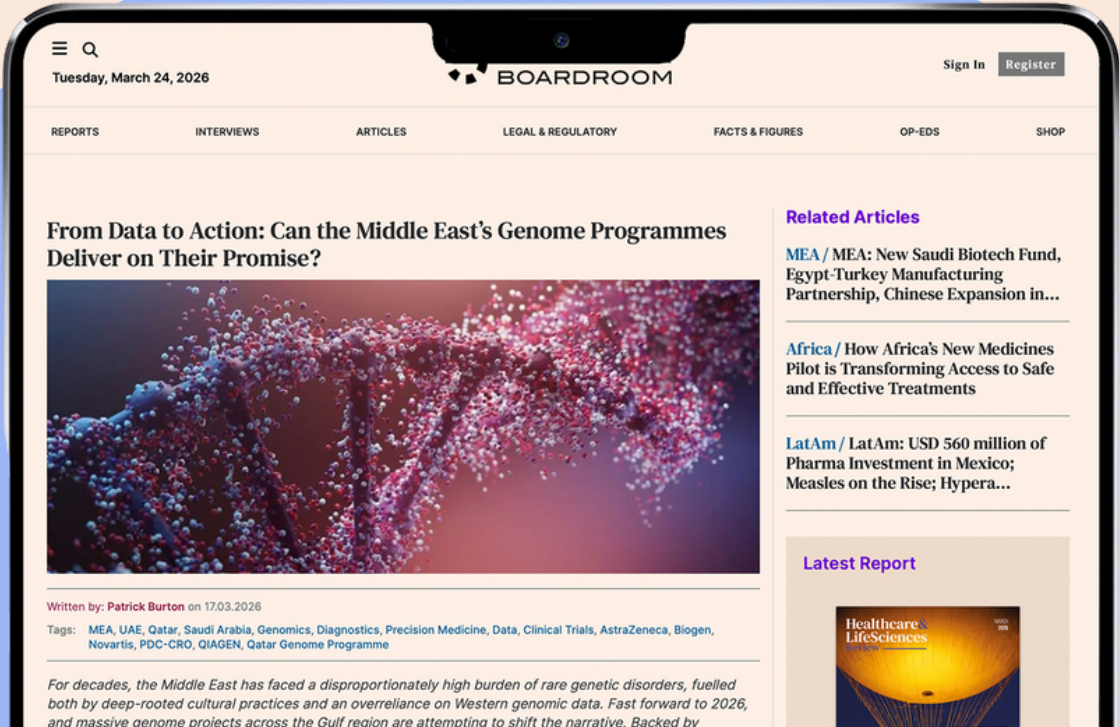
# What's on Pharmaboardroom?



Healthcare&  
LifeSciences  
Review

InFocus

InFigures



The Pharma  
Legal Handbook

Market Access  
& Health  
Technology  
Assessment

# Sponsored Content



## BRANDED OPPORTUNITIES

We provide a host of branded content opportunities, with the ability to integrate video, infographics, and special positioning on our website homepage

## Sponsored Thought Leadership Interview

- Leadership Banner + 'In Partnership with' + Partner Logo
- Global Exposure:
  - Pharmaboardroom
  - Global Newsletter
  - Linkedin Campaigns
  - Bloomberg Terminal

## Customised Video

## + Homepage Banner

# The 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.



Over 60  
Markets Covered



Leadership &  
Opinion

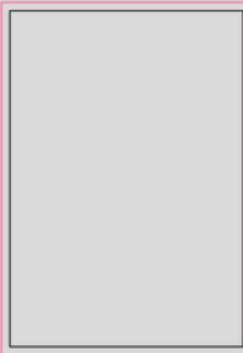


Exclusive  
Interviews

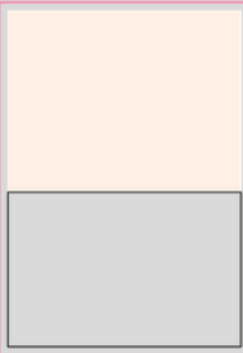


Market  
Infographics

## BRANDED OPPORTUNITIES



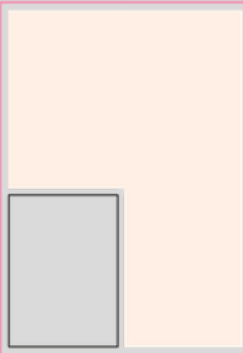
Full Page



Half Page



Third Page



Quarter Page



Exclusive thematic reports introducing some of the industry's hottest therapeutic areas and technological innovations. Based on exclusive conversations and thought leadership pieces with expert researchers, policymakers, executives, and interest groups, InFocus promotes awareness and shapes future-defining policies and strategies.

BRANDED OPPORTUNITIES

Sponsored Edition

Specific Articles



## Industry Trends

InFocus highlights key emerging trends and brings together insights from the most relevant policymakers, executives and interest groups

## Leadership

InFocus gathers these key opinion leaders' views in the form of thought leadership pieces or direct interviews

## Global Audience

These reports are promoted to our global audience to raise awareness, shape opinion, and ultimately influence future policy and strategy

# InFigures



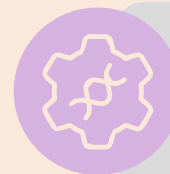
InFigures are exclusive curated reports bringing together the most important healthcare and pharma data from selected geographies. These reports cover everything from countries' healthcare systems to macroeconomics, epidemiological profiles, pharma markets, manufacturing, M&A, and much more.



**Epidemiological Snapshot**



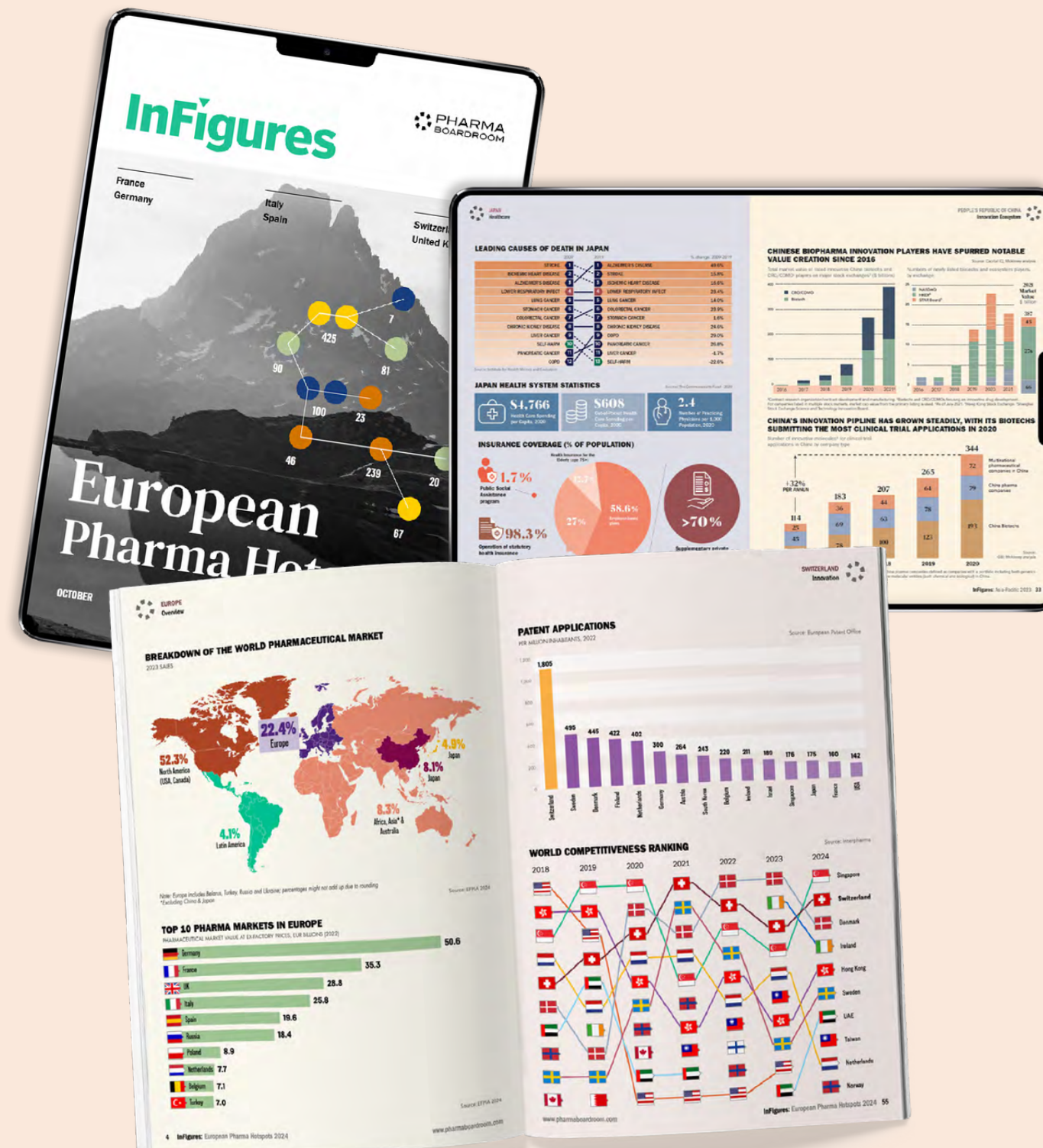
**Company Rankings**



**Healthcare System Overviews**



**Financing and M&A Trends**

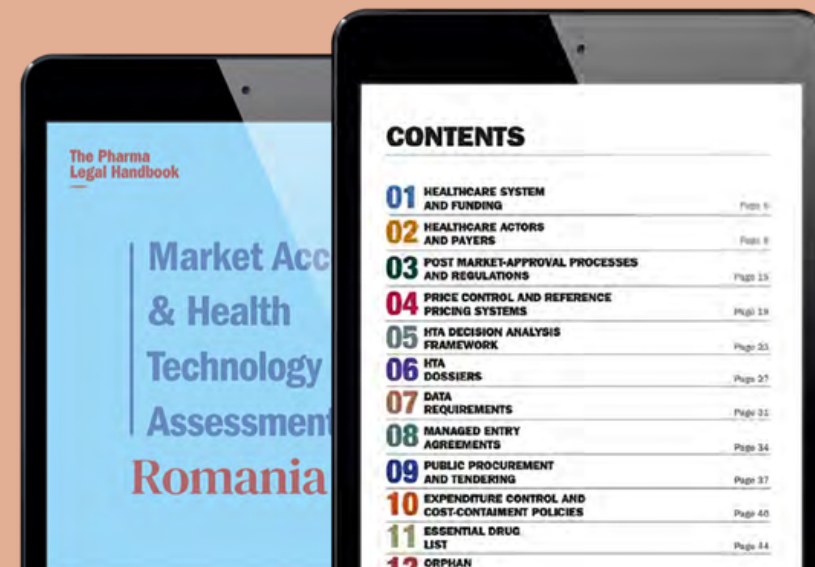


# The Pharma Legal Handbook



## The Pharma Legal Handbook

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 a company operating in those countries looking to enter the pharmaceutical market.



## Market Access & Health Technology Assessment

Comprehensive country-specific market access and health technology assessment (HTA) guides, developed in collaboration with leading local law firms. These handbooks are a must-have for any company operating in those countries or looking to enter the pharmaceutical market.

## Our Partners



# Editorial Calendar Highlights 2026

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## January

Latin America Healthcare & Life Sciences Review

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## February

France Healthcare & Life Sciences Review

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## April

USA Healthcare & Life Sciences Review & Hong Kong Healthcare & Life Sciences Review

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## May

InFocus: Rare Diseases in the Middle East

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## June

Taiwan Healthcare & Life Sciences Review

## July

InFocus: China Biotech Catalysts & InFocus: Clinical Trials in Asia

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## September

Germany Healthcare & Life Sciences Review

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## October

USA Healthcare & Life Sciences Review

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## November

Europe Healthcare & Life Sciences Review

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## December

InFocus: China Biotech Catalysts & Korea Healthcare & Life Sciences Review

# Contact Us

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