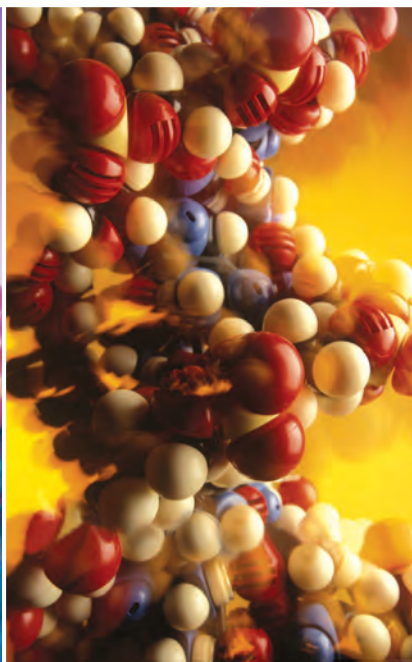
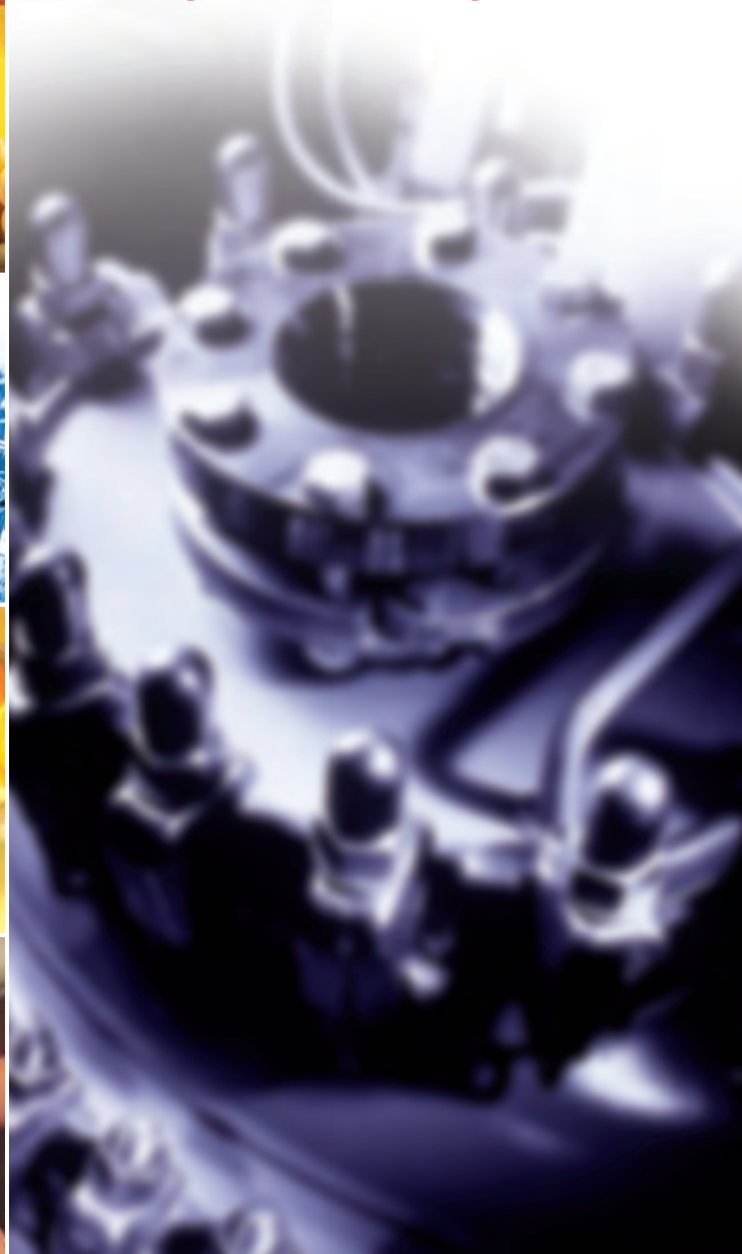




# CHRONICLE PHARMABIZ



**MEDIA  
INFORMATION**



South Asia's No.1 Pharma News Weekly



# The PHARMABIZ Advantage

Pharmabiz is the No. 1 Pharma news weekly in the South Asian markets of India, Bangladesh, Pakistan, Nepal and Sri Lanka.

Pharmabiz's weekly readership is estimated at over 75,000, with 100% coverage of top and middle management pharma professionals across the region.

Pharmabiz offers unmatched content in terms of width and depth of coverage related to subjects that influence the dynamics of the South Asian pharma industry. It is also acknowledged for the timeliness and accuracy of its reporting as well as its superior presentation and style.

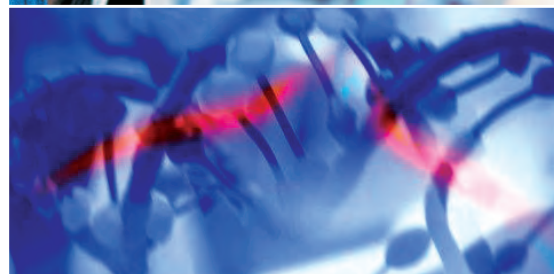
The Pharmabiz editorial team comprises of a qualified team of editors and journalists with a background in pharma and business journalism. They are supported by a network of reporters in 12 cities and an advisory panel of eminent professionals from the sector.

So if you are a manufacturer or supplier of machinery, equipment, supplies and services and are looking to do business with the South Asian pharma industry, then Pharmabiz is your strategic marketing tool. Pharmabiz provides you with a targeted audience and zero media wastage, making it the single most cost effective vehicle available to you.

Over the years, more than 3500 advertisers from India, Bangladesh, Brasil, Canada, China, Croatia, Germany, Nepal, Pakistan, Russia, Singapore, Sri Lanka, Sudan, Syria, UK, USA and Yemen have benefitted from their media campaigns in Pharmabiz.

**Its your turn now!**

**Use Pharmabiz to target pharma professionals in South Asia.**



## TARGET SEGMENTS

### Primary Segments

- Classical Pharma Manufacturing
- Generics / API Manufacturing
- Biopharma / Biologicals Manufacturing
- Clinical/ Bio Diagnostics Manufacturing
- Biopharmaceuticals
- Biotechnology
- APIs

### Secondary Segments

- Ayurveda
- Contract Research Organisations
- Contract Manufacturers
- Government Research Labs
- Independent Labs
- Pharmacy Colleges
- Allied Suppliers

## READERSHIP PROFILE

- CEOs
- Heads of
  - Research & Development
  - Pharma Process Development
  - Biopharma Process Development
  - Regulatory Affairs
  - Product Development
  - QA / QC / Validation
  - Production / Manufacturing
  - Technical / Engineering Services
- Project Engineering
- Purchase
- Marketing, Finance
- HR & Training
- Government Officials
- Consultants
- Lab Technicians
- Pharma Academicians
- Students
- Equity Analysts

## ADVERTISER SEGMENTS

- APIs
- Air Control
- Analytical Instruments & Services
- Cleanroom Equipment & Supplies
- Consultants
- Custom Manufacturers
- Contract Research
- Excipients, Solvents & Reagents
- Fine Chemicals
- Intermediates
- IT / ERP Solution Providers
- Laboratory & Scientific Instruments
- Logistics & Distribution Solutions
- Material Handling
- Packaging Materials & Machinery
- Pharma Process Machinery & Equipment
- Process & Control Instruments
- Process Automation
- Process Components & Supplies
- Software & Technology Solutions
- Testing Services
- Water Treatment



## MEDIA PARTNERSHIPS

Pharmabiz has partnered with a number of international and domestic trade fair and conference organizers over the past 6 years.

### International

- ACHEMA
- APTEKA
- API China
- Arab Health
- Asia Pharma Expo
- Bio IT World
- CiA
- Cordia: Life Sciences Week
- CPhI China
- CPhI Japan
- CPhI Worldwide
- Food & Pharma Tech - Sri Lanka
- Interphex Asia
- Interphex Japan
- Interphex USA
- Interphex Puerto Rico
- Interphex Mexico
- PABORD
- PharmTechExpo
- XpoChem

### Domestic

- Analytica Anacon
- Bangalore Bio
- Bio Asia
- Chemtech Pharma & Biotech World Expo
- CIDEX Pharma India & Biotech India Intl
- CII Pharma Expo
- CPhI India
- Indian Pharmaceutical Congress
- IPA Convention
- Interphex India

### Conference Partners

- ABF
- Economist
- Frost & Sullivan
- IBC
- IIR
- Marcus Evans

## TESTIMONIALS

"With advances in technology and regulations storming the pharma profession globally, it is vital that one is continually updated about the global scenario. While this can be done in many ways, reading or accessing Pharmabiz regularly is the easiest option. Pharmabiz addresses the issues of the profession well. The articles are timely and relevant to domestic as well as global audiences and cover all facets of the profession. I do not think that anywhere in the world, there is a professional publication covering all disciplines of the profession as Pharmabiz does in India."

Subodh Priolkar, President - Indian Pharmaceutical Association

"In Pharmabiz, there is a serious attempt to convey meaningful news about the pharma industry in India given the complex nature of the business and a highly fragmented marketplace."

Ranjit Shahani, President - Organisation of Pharmaceutical Products of India

"In my view Pharmabiz is India's fastest growing industry publication. The publication has developed substantial reach in other South Asian countries like Bangladesh, Pakistan, Sri Lanka and Nepal, which is very useful for any marketer targeting the pharma industry in the sub-continent."

Bhavna Shah, President -  
Indian Pharmaceutical Machinery Manufacturers Association

"Pharmabiz has played a vital role in the tremendous success of the Indian pharma industry with its coverage of the entire gamut of industrial development, from scientific information to mergers and acquisitions. It has become a ready reckoner for the Indian pharma industry."

T. S. Jaishankar, Chairman - Confederation of Indian Pharmaceutical Industry



# ADVERTISING OPPORTUNITIES

Pharmabiz provides a host of flexible advertising opportunities to every category and size of business. These include display advertising in colour and B&W, sponsored advertorials, B2B classifieds in colour and B&W as well as other regular sections like Appointments, Tenders, etc.

Special positions on covers and selected pages are also provided subject to

availability. The advertising tariffs have been designed to enable even the smallest businesses to plan campaigns and reach the South Asian pharma industry without straining their media budgets.

Special graded discount packages are also available to advertisers who plan long-term campaigns.

## DISPLAY TARIFFS (Standard Sizes)

Advertisement Type	DIMENSIONS				INR*		US \$*	
	Height	Width	Height	Width	Colour	B&W	Colour	B&W
1) Tabloid Double Spread	335 mm	x 463 mm			153,000	102,000	5100	3400
2) Tabloid Full Page	335 mm	x 230 mm			76,500	51,000	2550	1700
3) Tabloid Junior Page	250 mm	x 185 mm			45,000	30,000	1500	1000
4) Tabloid 1/2 Page	180 mm	x 230 mm			40,500	27,000	1350	900
5) Tabloid 1/3 Page	200 mm	x 130 mm	150 mm	x 190 mm	27,000	18,000	900	600
6) Tabloid 1/4 Page	150 mm	x 130 mm	90 mm	x 230 mm	20,250	13,500	675	450

\*Rate per Insert

\*5% GST will be applicable

### DISPLAY TARIFFS (NON STANDARD SIZES)

INR: Colour: 450 per col. cm.

US \$: Colour: 15 per col. cm.

B&W: 300 per col. cm.

B&W: 10 per col. cm.

### SPECIAL POSITION PREMIUMS:

Front Page Solus: 150% Extra, Back Page Solus: 100% Extra

Guaranteed Page: 50% Extra

## OTHER ADVERTISING OPPORTUNITIES

### EAR PANEL

A premium advertisement option next to the mast head on the front page in full color available at an incredibly low price of INR 10000 (US \$300) per insertion.

Ad dimensions: 4.5 cm width x 6 cm height.

Commitment: 26 or 52 inserts.

### PHARMA CANVAS - Colour

A special section for color classified advertisements, that allows advertisers to present their products and services in all their splendour, in full panoramic color. The advertisement rates are a mere INR 4000 (US \$100) per insert.

Ad dimensions: 7.5cm width x 8 cm height.

Commitment: 26 or 52 inserts

### PHARMA CANVAS - B&W

Launched by popular demand, the B&W version of Pharma Canvas. The advertisement rates are a INR 3000 (US \$75) per insert.

Ad dimensions: 7.5cm width x 8 cm height.

Commitment: 26 or 52 inserts

### MATERIAL SPECIFICATIONS

- ▶ Mechanical Specifications: Total Print Area: 33.5 cms height x 23 cms width  
Single column height: 33.5 cms; Single column width: 4 cms
- ▶ Material Specifications: Soft Copy: Open File with fonts and images; Compatible File formats: Corel Draw, Quark Express & Adobe Illustrator; Acrobat Reader Files - CMYK format, 300 dpi at the correct size.

- ▶ Images: (Pictures, photos, logos & illustrations) TIF or EPS format with a minimum resolution of 300 dpi at size to be used.
- ▶ To guarantee accurate colour matching, a colour proof must be supplied as well.
- ▶ In case of Double Spread advertisements wherein the text matter runs across the pages, a gutter space of 3 mm on the inside of each page is recommended.
- ▶ Material Deadline: Every Monday by 5 pm IST

Please note: \* Bulk advertising invites special discounts \* Rates quoted in Indian Rupees are applicable only to advertisers from India, Bangladesh, Pakistan, Nepal and Sri Lanka. Advertisers from other countries will be charged as per the rates quoted in US Dollars. \* Advertisers in our event specials will benefit from additional circulation at the events.



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southasia.com