

Welcome to Express Pharma

Express Pharma is the new avatar of Express Pharma Pulse, one of the most reliable brands in pharmaceutical media, published by one of the oldest and most respected media groups in India, The Express Group.

The newfound dynamic nature of the marketplace has made pharmaceutical professionals demand for market information and intelligent analysis that helps them develop a perspective about issues influencing their domain, the trends in the market and the risks and opportunities for their business. Most importantly, they need all of this in one place, in an easy-to-consume format. Express Pharma is a one-stop-solution for that.



More Value for You

- The publication fully exploits the power of the magazine format through lush colour, excellent reproduction quality on international coated paper and high-quality printing.
- This unique format also stands out above other usual A4 magazine or tabloid newspaper and provides the opportunity for dramatic large size advertisements.
- Fortnightly frequency provides an unbeatable tactical advantage as it gives the magazine a longer shelf life, hence facilitating higher exposure to the ads.
- Readers enjoy the content in an easier to navigate format and therefore advertising remains fresh in their mind as it is likely to be seen more often.
- Advertising in the magazine is more economical and a wide range of ad positions are available.
- The magazine will be truly focused and total value for money. You will not spend a rupee on persons outside your intended audience.

Express Pharma – the perfect showcase for your Advertising message

Reach	Express Pharma reaches only the audience that has the power to make buying decisions.
Focus	Most pharma magazines focus too broadly. Express Pharma's business approach bridges the gap between news focused and research focused publications.
Influential Audience	Our readers are actively involved in manufacturing, distribution, marketing and selling of drugs.

***"With a circulation of more than 38,000
Express Pharma reaches nearly 1,50,000 readers who impact your business"***

Editorial Content

Express Pharma comes in a handy size and an international format, designed for readers' convenience. It is packed with insight for the pharma professionals. Organized into four sections – Market, Management, Research and Pharma Life, it caters to the information needs of all levels of management in the pharmaceutical and biotech companies.



Market

The Business of Pharmaceuticals

The opening section has a news and analysis approach. It gives the reader a perspective on the issues facing the pharmaceuticals industry.

It includes Industry news, Patent/policy updates, Interviews, Columns on latest market developments, Channel newsflash, and Reports & analysis to keep the readers up-to-date.



Management

Insight for Managing Pharma

This section assists readers in adopting new strategies of growth in distribution and provides insight about success stories of others in the business.

It includes Case Studies on business strategies, e-Pharma, Forum for industry opinion on marketing & branding, Company profiles, and Columns that provide readers with insight to do their job better.



Research

Expertise for Drug Development

This section alerts readers on new developments in the pharmaceutical industry. Helps them evaluate new and emerging opportunities.

It includes Knowledge-based articles, Latest in R&D, Biotech and clinical updates, and Columns by experts helping research professionals take right decisions to enhance their business.



Pharma Life

360° Pharma Professionals

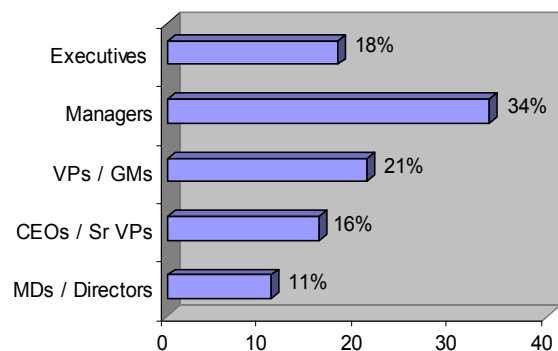
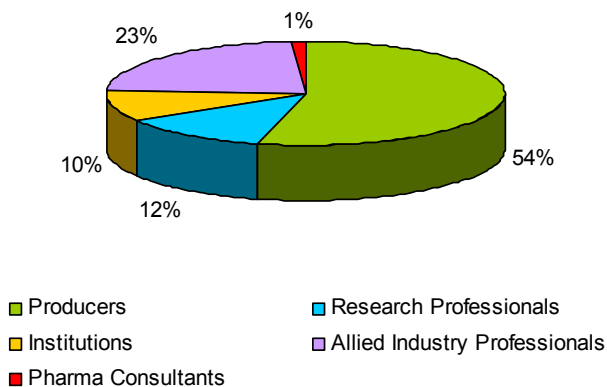
This section plays a part in creating a community feeling and highlights soft skills required for the job.

It includes Insights on leadership, recruitment and other HR related issues like Personal profile, Articles on soft skills enhancement for all round development of pharma professionals.

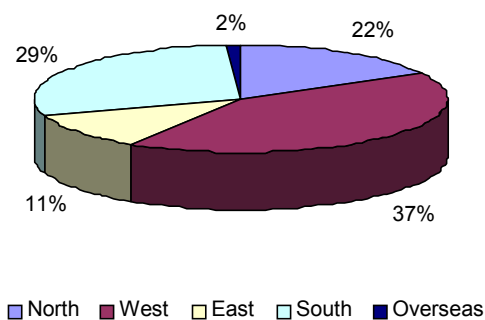
Readership Profile

- **Producers**
Senior to middle level management of Pharma, Biotech and Bulk Drug companies
- **Research Professionals**
Senior people in R&D Labs, Institutes and CROs
- **Institutions**
Government Agency officials, Pharma Association office bearers, Educational Institutes
- **Pharma Consultants**
Business analysts tracking the Pharma and Biotech industry
- **Allied Industry Professionals**
Manufacturers and traders of process equipment, scientific instruments, raw material and packaging machinery & material

Circulation Break-up



Geographical Break-up



ADVERTISEMENT TARIFF

Ad Type	Rates (Rs)	Size (Wd x Ht in cm)
Display		
Full Page	1,20,000	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Half Page	65,000	22.5 x 15.0
Mini A4	80,000	18.0 x 23.0
Full Page Double Spread*	2,10,000	49.0 x 31.0 (Non Bleed) 53.0 x 34.0 (Bleed)#
Mini A4 Double Spread*	1,40,000	38.0 x 23.0
Full Page Centre Spread*	2,20,000	49.0 x 31 (Non Bleed) 53.0 x 34.0 (Bleed)#
Mini A4 Centre Spread*	1,50,000	38.0 x 23.0
Horizontal Strip	35,000	22.5 x 7.5
Vertical Strip	30,000	4.0 x 30.0
Premium Positions		
Page 3 Horizontal Solus	45,000	22.5 x 7.5
Inside Front Cover	1,50,000	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Inside Back Cover	1,40,000	22.5 x 31.0 (Non Bleed) 26.5 x 34.0 (Bleed)#
Back Page	1,75,000	26.5 x 34.0 (Bleed)#
Business Avenues		
Full Page	30,000	22.5 x 28.5
Half Page	18,000	22.5 x 13.5
Quarter Page	9,000	10.0 x 13.5
Options (Appointment Ads)		
Half Vertical Strip	20,000	7.0 x 15.0
Vertical Strip	40,000	7.0 x 30.0
Trimmed Half Page	40,000	14.5 x 15.0
Trimmed Full Page	50,000	14.5 x 30.0
Half Page	60,000	22.5 x 15.0
Full Page	80,000	22.5 x 30.0

* Avoid visuals and text in staple area of double spread and center spread creative.

Text area should not increase more than non-bleed sizes.

Please note:

- Artwork should be supplied in EPS file / TIF file / PDF file composite with all fonts embedded [should be in DPI 300]
- An accurate digital colour or progressive colour proof should be provided
- Booking Deadlines – 20 days prior to publication date
Material Deadlines – 18 days prior to publication date

Online Advertising

Ad Type	Rates (Rs.)	Size (Wd x Ht in pixels)	Maximum File Size
Top View Banner	15,000	468 x 60	40KB
Banners	10,000	468 x 60	40KB
Boxes	7,500	125 x 60	35KB

Please Note:

1. All ad options will have a click through to a targeted URL (determined by the advertiser).
2. All rates mentioned are for ad display for a period of one month.
3. Permanent display of the ad cannot be assured. The ad may be displayed in rotation with other ads on the same position. The frequency of appearance of the ad will depend on the popularity of the ad position.
4. The 'Top View Banner' and 'Boxes' type ads will appear on all sections of the website, while the 'Banner' type ads will be appear only on the homepage.

Express Pharma also offers you a range of innovative promotional solutions:

- Special Supplements
- Annual Industry Directory
- Awards
- Focussed Round Tables
- Industry Events and Conferences
- Web Advertising

Head Office

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