



PharmaAsia

media information | 2011

PharmaAsia

Who we serve

- **PharmaAsia** aims to be the authoritative source of information for pharmaceutical drug researchers and manufacturers.

What we offer

- In the race to develop novel drugs for the burgeoning Asia market, drug researchers and manufacturers need updated, informative and objective content in a functional format that is easy to access and read. To cater to these needs, **PharmaAsia** is available in an aesthetic and easy to navigate digital format. Of course, we have three bonus print editions as well.
- **PharmaAsia** delivers vital insight and news about the latest trends and technologies of all aspects of drug development, from discovery to manufacturing.

Where we focus

- **PharmaAsia** focus on Asia, where the region is spearheading the growth of the global pharmaceutical industry.



Editorial Coverage

- Drug discovery**
 Latest technologies about drug design, from identification of candidates to assays for efficacy.
- Drug development**
 All about current thinking on bringing a new drug to the market.
- Drug manufacturing**
 Strategies to improve manufacturing performance.
- Country analysis**
 Trends and outlook of the pharmaceutical industry in selected countries.
- Insight Asia**
 Tapping the experiences and presenting the views of top executives through exclusive interviews.
- Product center**
 Introducing the equipments, products and solutions that a drug manufacturer needs.



Editorial Calendar

Issue	Drug Discovery	Drug Development	Drug Manufacturing	Country Analysis	Show Participation	Publication Date
Jan/Feb	Information And Control System	Development Excellence	Pharmaceutical Packaging	Malaysia		1 Feb
March/April	Clinical Trials	Supply Chains	Green Pharma	Singapore	<ul style="list-style-type: none"> World CRO Summit China Pharma & Biotech Supply Chain Asia Asiatides Lab Indonesia INTERPHEX New York 	5 April Bonus Print Edition
May	Trends In Biomarkers	Proteomics In Action	Regulatory Affairs	Australia/ New Zealand	<ul style="list-style-type: none"> Pharmatech Biosimilars Asia Bangalore Bio India 	5 May Bonus Print Edition
June/July	Oncology Research	All About Vaccines	Project Management	South Korea	<ul style="list-style-type: none"> ISPE Singapore Conference INTERPHEX Asia World Vaccine Congress Asia Cold Chain China Summit 	5 July
Aug	Pharmacogenomics	API, Excipients	Pharmacovigilance	Vietnam	<ul style="list-style-type: none"> China Pharma Manufacturing & Supply Chain Management Summit 	5 Aug
Sept	Tropical Diseases Research	Testing And Validation	Generics Movement	Indonesia	<ul style="list-style-type: none"> World Pharma Trials Asia Clinical Trial Supply Asia 	5 Sept
Oct	Understanding Bioprocess	Lab Automation	Cold Chains	Japan	<ul style="list-style-type: none"> Generics Asia Pharma Contract Manufacturing Asia 	5 Oct Bonus Print Edition
Nov/Dec	Development in Imaging	Personalized Medicine	Update on Outsourcing	The Philippines/ Thailand		5 Dec

* Kindly note that the above information may change due to market conditions.

Circulation Profile

PharmaAsia circulates to 6,000 qualified subscribers in the region. Advancements in the internet and other technologies have rapidly changed the face of content delivery. *PharmaAsia* is available in a new environmental friendly digital format. *PharmaAsia* digital edition is published 8 times a year. Recipients are notified by email when the version is available. All our qualified subscribers receive the bonus print edition 3 times a year.

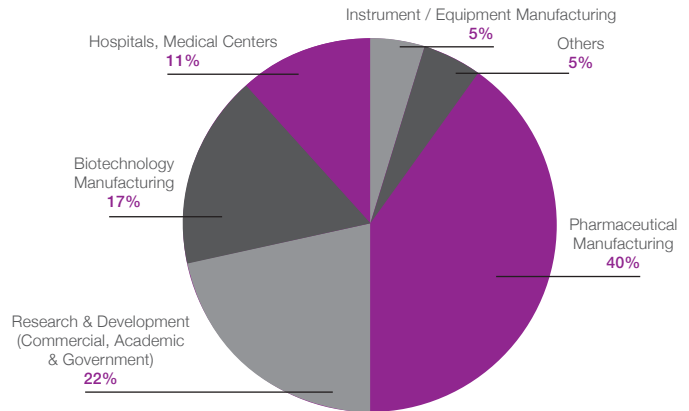
Mode of distribution

Issue	Edition
Jan/Feb	Digital
Mar/Apr	Digital + Print
May	Digital + Print
Jun/Jul	Digital
Aug	Digital
Sep	Digital
Oct	Digital + Print
Nov/Dec	Digital

- List of subscribers include:**
 ABBOTT LABORATORIES (S) PTE LTD
 AVENTIS PHARMA LTD
 AVENTIS PHARMA MANUFACTURING PTE LTD
 GLAXOSMITHKLINE MANUFACTURING PTE LTD
 MERCK SHARP & DOHME (S) LTD
 NOVARTIS SINGAPORE PHARMACEUTICAL MANUFACTURING PTE LTD
 PFIZER ASIA PACIFIC PTE LTD
 SANOFI-AVENTIS SINGAPORE PTE LTD
 WYETH NUTRITIONALS (S) PTE LTD

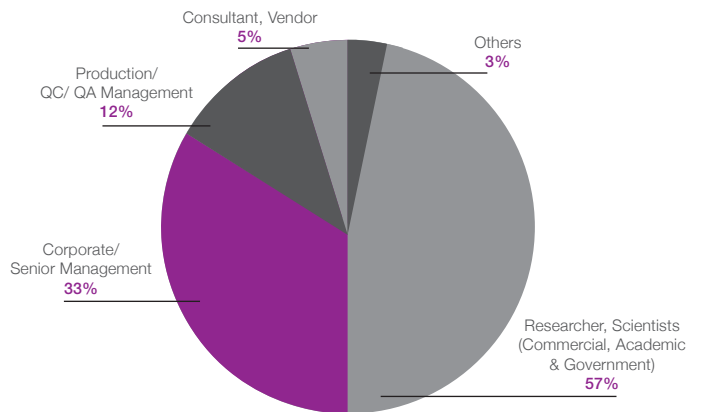
Analysis by Industry

Pharmaceutical Manufacturing	2,400
Research & Development (Commercial, Academic & Government)	1,300
Biotechnology Manufacturing	1,000
Hospitals, Medical Centers	700
Instrument / Equipment Manufacturing	300
Others	300
Total	6,000



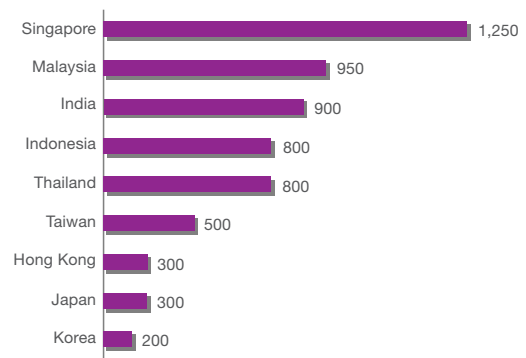
Analysis By Job Function

Researcher, Scientists (Commercial, Academic, Government)	2,800
Corporate / Senior Management	2,000
Production / QC / QA Management	700
Consultant, Vendor	300
Others	200
Total	6,000



Analysis by Country

Singapore	1,250
Malaysia	950
India	900
Indonesia	800
Thailand	800
Taiwan	500
Hong Kong	300
Japan	300
Korea	200
Total	6,000



Advertising Rates (Digital/Print)

All rates quoted are gross on a per issue basis and in Singapore dollars, valid as of Jan 1, 2011. All advertising contracts accepted by clients are subject to terms and conditions stipulated by Ten Alps Communications Asia.

Trimmed size: 200mm (w) x 273mm (h)

Bleed size: 210mm (w) x 283mm (h)

Premium Position	S\$
Back Cover	4,430
Inside Front Cover	4,210
Inside Back Cover	4,000

Ad Size (ROP)	1x	3x	6x	8x
	S\$	S\$	S\$	S\$
Full Page	3,860	3,575	3,280	3,000
1/2 Page	2,570	2,280	2,000	1,710
1/3 Page	1,850	1,640	1,430	1,285
1/4 Page	1,430	1,215	1,000	780

*10% surcharge for guaranteed positions within the cover story

Great Combo Deal (Digital plus Bonus Print)

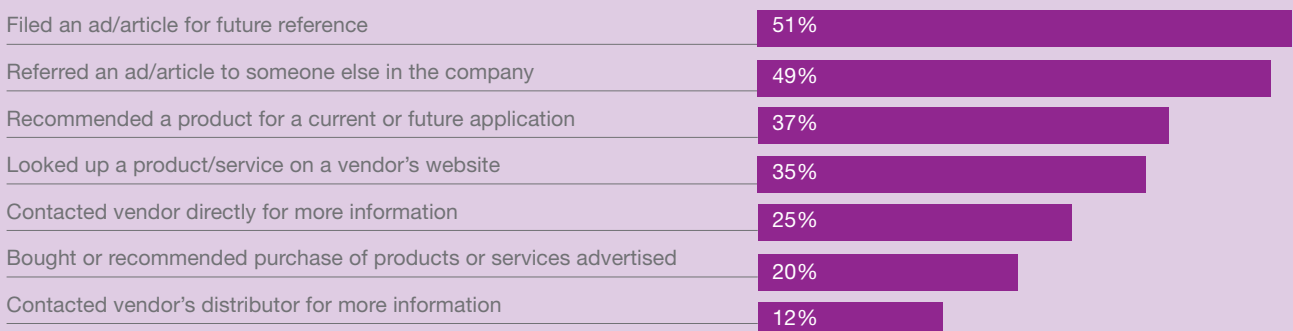
Top up 30% of your advertising rate for the digital edition to have your advertisement appear in the bonus print edition!



Section Sponsorship

PharmaAsia subscribers take action

After viewing an advertisement or article in *PharmaAsia*, subscribers reported the following:*

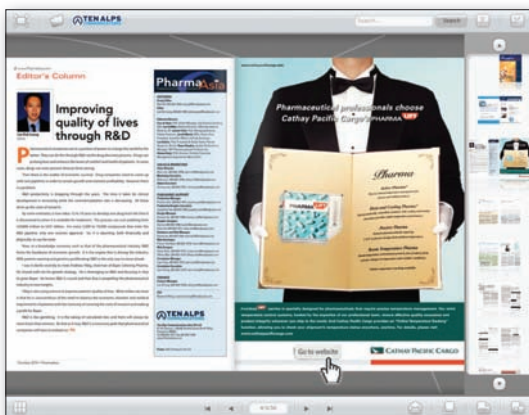


* PharmaAsia Reader Survey 2009

Advertising Rates (Online)

Web Banners	Banner Size Pixels	Per Quarter \$\$
Leaderboard	728 x 90	5,800
Skyscraper (Home page)	125 x 600	4,950
Skyscraper (Run of Site)	125 x 600	3,900
Horizontal (Home page)	600 x 60	3,900
Horizontal (Run of Site)	600 x 60	3,150
Boom Box	300 x 250	3,750
Button	125 x 125	2,400

Other Online Offerings	\$\$
E-Newsletter (per insertion)	
Weekly	2,250
Channel Sponsorship (per month, per resource)	3,750
Keyword Search (per month, per key word)	3,750
E-Video (per month, per video)	3,750



e-book



www.PharmaAsia.com



Online News

Marketing Services and Solutions

Custom Publishing

Custom-designed products can be sent to *PharmaAsia's* 6,000 print subscribers.

Reprints

In paper or digital format, reprints are a terrific way to promote your business.

List Rental

Reach decision makers in our database using DMs or eDMs to spread your marketing message.

Telemarketing

Generate or qualify sales lead through telemarketing marketing services.

Customised Research

Deploy a survey as a research tool to help your company achieve its marketing goals.

Audience Creation for Events, Webinars and Webcasts

Find the right target audience to participate at your activities.

Call our sales representative for more information on these marketing opportunities.

Mechanical Requirements – Size Specifications

Trimmed size: 200mm (w) x 273mm (h)

Bleed size: 210mm (w) x 283mm (h)

Ad Size	Trimmed (w x h)	Bleed (w x h)
Double Page Spread	400mm x 273mm	410mm x 283mm
Full Page	200mm x 273mm	210mm x 283mm
1/2 Page Horizontal	175mm x 120mm	-
1/2 Page Vertical	85mm x 240mm	-
1/3 Page Horizontal	175mm x 80mm	-
1/3 Page Vertical	55mm x 240mm	-
1/4 Page Square	85mm x 120mm	-
Section Sponsorship	95mm x 20mm	101mm x 26mm

Material Guidelines

a. Print

Digital files are accepted (Macintosh format only): Illustrator AI/EPS, InDesign and Freehand. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as “Photoshop 5 Default CMYK” only.

Acrobat PDF files: High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

Proofs: 2 final color proofs are required for all ads.

Bleed recommendation: Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

b. Online

Web banner: Please provide GIF or JPEG files no more than 39kb with linking URLs.

Rich media: Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

Text sponsorship: Header, company name, URL and body text must not exceed 100 words.

E-video: We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV. Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds or less. Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

Contact Us

a. All advertising insertion orders, digital files, online materials and other production materials should be sent to:

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b. For further information on production requirements, please contact:

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Terms & Conditions

Please refer to our standard terms and conditions at <http://www.taca-subn.com/T&C.pdf>

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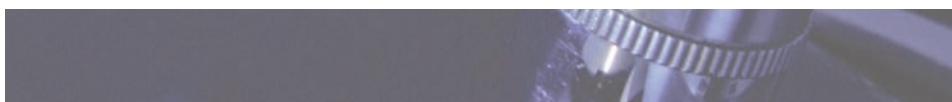
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