



Pharmacy.me

Rx + OTC + Retail



We give them something to talk about

It has been long established that in general terms selective perception comes into operation, when people screen the contents of professional or business-2-business journals.

Giving readers something to ponder and talk about is a powerful motivator that drives readership, across all demographics and disciplines. Media researchers in the USA have found that people want a source of information that gives them something to discuss with others.

Good editorial pages provoke thought and conversation, and in the right hands, good advertising will induce a buying response.

The stronger the reader's affiliation is with a journal, the higher the level of endorsement the advertised products are likely to receive.

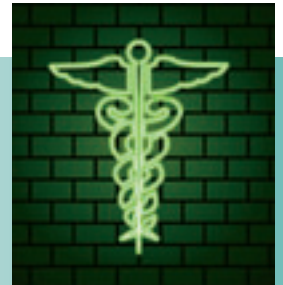
Pharmacy.me delivers a business advantage to all our advertisers in every edition, by creating the most effective marketing environment for their brands – join us, and ensure the wellbeing of your promotional budget in 2010.

Yours brands – our mission

Every edition of Pharmacy.me delivers an eager readership of health care professionals hungry for the latest news in pharmacy practice and retail management. Pharmacy.me was the first, and continues to be the leading journal for this dedicated prescribing audience. Our planned editorial themes for 2010 reflect today's commercial, management and further educational needs for community pharmacists across the Middle East.

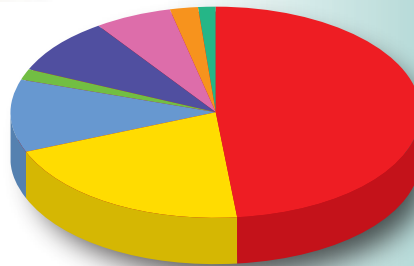
READERSHIP PROFILE

Pharmacy.me reaches key buyers and subscribers in community pharmacies across the region.



CIRCULATION

- Saudi Arabia 48%
- UAE 21%
- Jordan 11%
- Bahrain 2%
- Lebanon 9%
- Oman 6%
- Kuwait 2%
- Qatar 1%



EDITORIAL THEMES 2010

FEBRUARY

Headache
Infant & toddler nutrition
Oral hygiene

APRIL

Hair loss
Sun protection
Allergies

JUNE

Diarrhoea
Hair care
Smoking cessation

AUGUST

Skin care – facial
Acute pain
Reflux

OCTOBER

Skin care – body
Acne

DECEMBER

Dandruff
Chronic pain
Colds & flu



ADVERTISING RATES (GBP)

	1	3	6
Cost per insertion			
Full page	2500	2125	1750
Half page	1375	1168	962
Back cover	3000	2550	2100
Inside covers	2875	2443	2012
Double page spread	4375	3718	3062

Advertising agency commission = 15%
Inserts accepted by size and weight
Other presentations are available upon request

MECHANICAL DATA

Full page

Trim 297 x 210 mm
Bleed 303 x 216 mm

Half page horizontal

Trim 145 x 210 mm
Bleed 148 x 216 mm

Half page vertical

Trim 297 x 102 mm
Bleed 303 x 105 mm

All journals printed A4 size, CMYK litho. Digital artwork can be accepted in the following formats: Indesign; Photoshop; Illustrator; and high resolution PDF. Please supply a colour proof with the artwork to ensure that reproduction is accurate.

Creative covers and inserts:

All types of cover design and insertions are possible and will be assessed individually in terms of cost, production and feasibility.

Published: February, April, June, August, October, December

Copy date: Six weeks before preceding month of issue

