

the business of Bio & Health Sciences

BioSpectrum

ASIA EDITION

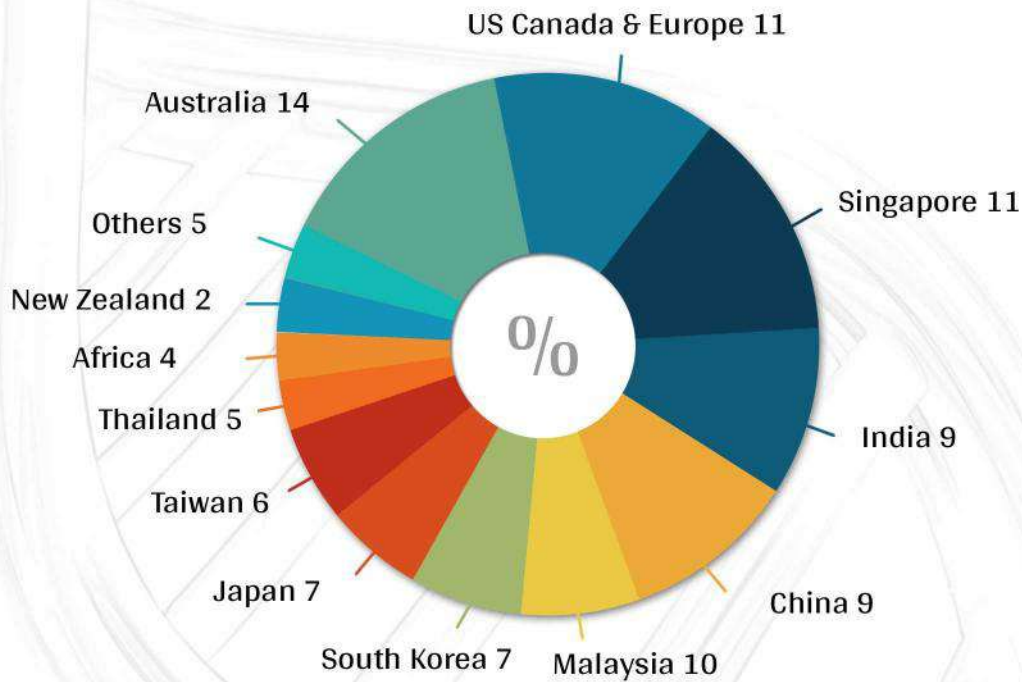
MEDIA KIT 2018



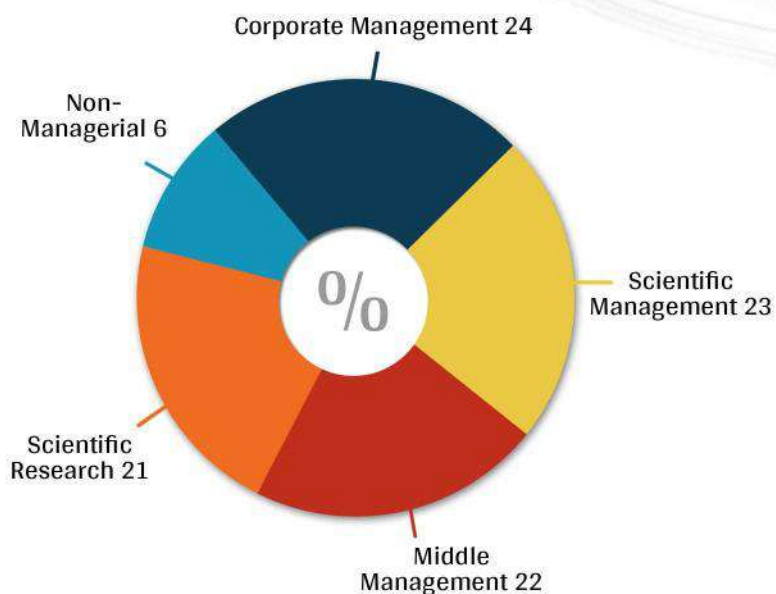
**Get a 360 degree exposure
to the universe of Biotechnology and
Health Sciences industries of Asia**

BIOSPECTRUM ASIA is the most influential source of information for Biotechnology and Health Sciences industry. It is uniquely positioned as specialized B2B information platform for health sciences industry in the Asia Pacific region. BioSpectrum Asia publishes several market research and strategic industry reports with key information for top management and decision makers in the Health Sciences industry.

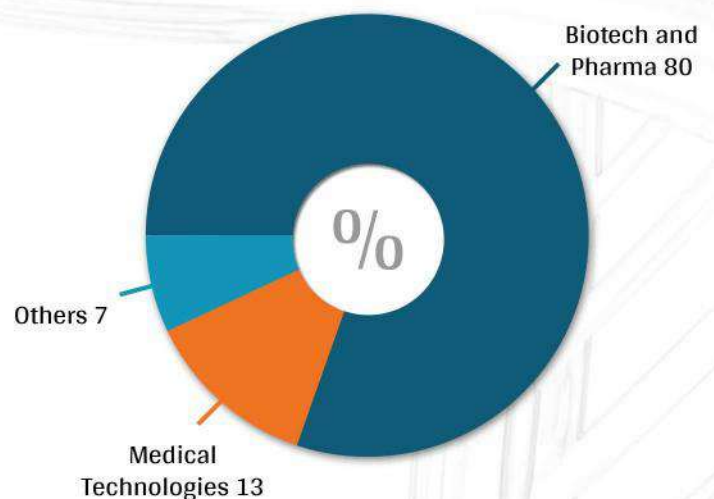
READERSHIP BY COUNTRY



READERSHIP BY JOB PROFILE



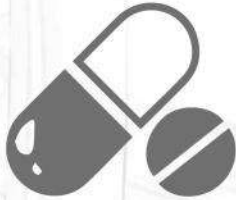
READERSHIP BY INDUSTRY



All figures are in percentage

Audience Reach

GET CONNECTED TO



PHARMA



BIOTECH



MEDTECH



90,000+
Unique Visitors



10,000+
Reach



28,000+
Readers
on Digital magazine



32,000+
Subscribers
EDM Database



30,000+
Subscribers
of Newsletters



70,000+
Readers
of Print Magazine

Issue	Cover Story
2018 January	<p>New Year Issue/Anniversary Issue Designated orphan drugs available in the region Internet of things and healthcare Year ahead for 2018 and plans the companies have for the year + trend forecast Country Report - South Korea</p>
2018 February	<p>Oncology related drugs and vaccines development Asia's booming medical devices industry Regulatory challenges in life sciences sector in last one year Country report - Nepal World Cancer Day</p>
2018 March	<p>Biosimilars market opportunities and trends in Asia pacific Market trends in bio suppliers Financial and economic issues in healthcare in APAC Is CSR in healthcare moving in right direction? Country Report - Cambodia</p>
2018 April	<p>Medical tourism opportunities and challenges Mobile healthcare and telemedicine Country report - Sri Lanka World Health Day - Health of APAC region people (Mortality rate, insurance, burth rate, leading causes of deaths etc)</p>
2018 May	<p>Who will take on China? Trends in supply chain management Public private partnership and its importance in pharma innovation Country Report - Indonesia</p>
2018 June	<p>Innovations in APAC region's dignostic sector and regulatory challenges Antimicrobial resistance Innovating to fight neglected tropical diseases Country report - Malaysia</p>
2018 July	<p>Biosimilar market and what lies ahead Current developments in stem cell research Country Report - Taiwan</p>
2018 August	<p>API industry in Asia pacific Smart labs make pharma stand out</p>
2018 September	<p>Global companies that shut down operations in Asia pacific in last 5 years Lay offs Country Report - Australia World Alzheimer's Day - Article World Heart Day - Article</p>

Closing date for an issue will be 15th of previous month

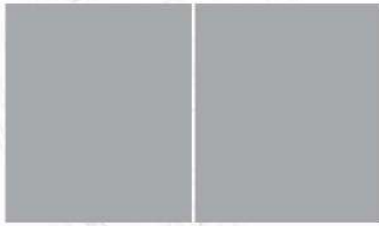
Issue	Cover Story
2018 October	<p>Special Issue</p> <p>Contract Manufacturing Organisation</p> <p>Big data and cloud computing aiding healthcare</p> <p>International Day of Older Persons - Market of healthcare issues of old persons</p> <p>World standards day - Article on Instrument calibration challenges</p> <p>World Arthritis Day - Article</p>
2018 November	<p>Asia's Diabetes epidemic</p> <p>Diet-related noncommunicable diseases in Asia pacific</p> <p>Role of NGOs in healthcare in APAC</p> <p>Country Report - Singapore</p> <p>International day of Radiology - Article new diagnostic devices; radiology to</p>
2018 December	<p>M&A climate in pharma & life sciences in APAC</p> <p>Management issues in APAC healthcare</p> <p>Flashback 2017</p> <p>Country report - Bhutan</p> <p>World AIDS day - article</p>

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AUDIENCE REACH WORLDWIDE



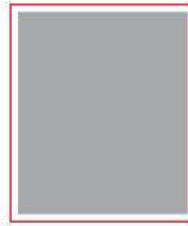
REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE



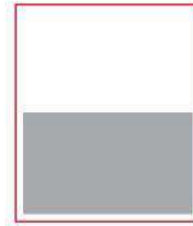
Double Spread



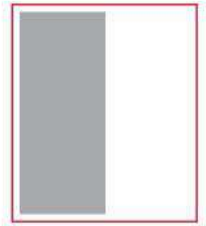
Single Page (Bleed)



Single Page (Non-Bleed)



Half Page (Horizontal)



Half Page (Vertical)

INNOVATIVE OPTIONS: PRINT



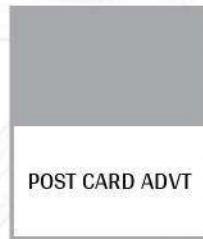
Gatefold



Belly Band



Postcard on Cover



Advertorial



Advertorial with Advertisement

WEBSITE: RICH MEDIA BANNER OPTIONS

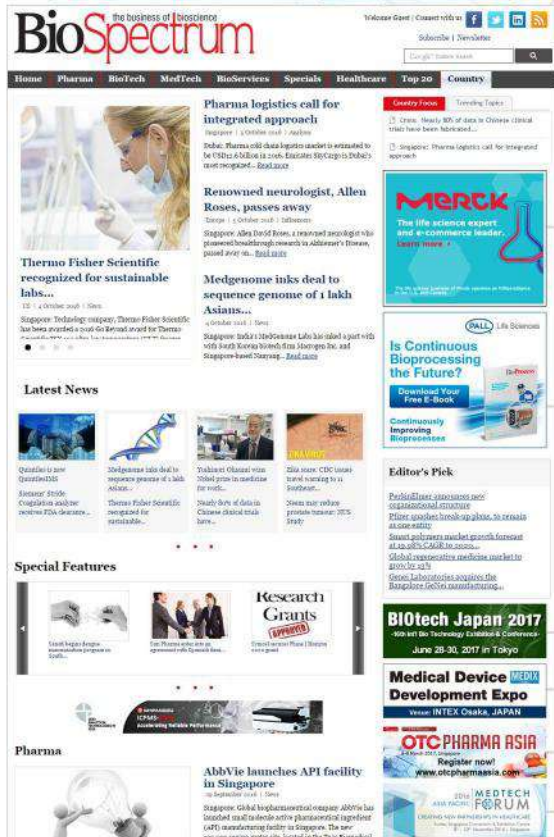


Header
Leaderboard

VIDEO OPTION: .30 SECS VIDEO. (FORMAT FLV. SPEC - 300X250)

Page Peel: Ad Dimensions: Any IAB size or custom size

Type: Flash (.swf); Max File size: 4MB; Note: Close / reply buttons required.



MPU

Expandable LeaderBoard

Mouse Roll Over: Replay - Close

Ad Dimensions: Any AB size or custom size;

Type: Flash (.swf); Max File size: 4 MB

Note: For this setup we require two flash files.

Box banner

NEWSLETTER

BioSpectrum the business of healthcare
ASIA EDITION Feb 28, 2017

Clinical Research



Jan Medical and University of Wyoming join together
Jan Medical and the University of Wyoming Athletics Department have partnered together in a new, voluntary clinical study for the BratePulse device by Jan Medical. [Read more](#)

Bio Services



BIOLABEX Opens R&D Laboratory in BioPark Mauritius
A Mauritius based R&D Laboratory recently announced the launch of its development and manufacturing activities in BioPark, Mauritius. [Read more](#)



Pharma



China updates list of key reimbursable medicines
Inclusion on the National Reimbursement Drug List means a drug is accessible via state insurance schemes, making it affordable to people. [Read more](#)

Drug Discovery



Minoryx Therapeutics receives Orphan Drug Designation
MIN-102 targets X-linked Adrenoleukodystrophy (X-ALD), a life-threatening orphan CNS disease with high unmet medical need. [Read more](#)



BioSpectrum the business of healthcare
ASIA EDITION

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PAGE PUSHER

Vertical Page Pusher: Horizontal Page Pusher

Ad Dimensions: Any IAB size or custom size; type: Banner, Flash (.swf)

Max File size: 4MB; Note: Close, replay buttons required.

INTROMERCIAL

Ad Dimensions: Any IAB size or custom size; Type: banner, Flash (.swf); 3rd Party Adserver

Max File size: 4MB; Note: In this format, the ad stays visible even on page scroll.

Rate Card

PRINT

Regular Advertisements	Code	Size (WxH) Bleed	Size (WxH) Non Bleed	1x\$	3x\$	6x\$	12x\$
Full Page Colour	FPC	204x275	196x267	5500	4700	4150	3300
Half Page Colour	HPC	115x204	172x115	3300	2800	2500	2000
Back Cover	BC	204x275	196x267	8800	7500	6600	5300
Inside Front Cover	IFC	204x275	196x267	7700	6500	5800	4600
Inside Back Cover	IBC	204x275	196x267	6600	5600	5000	4000
Premium Pages <small>(First 10 RHP)</small>	PP	204x275	196x267	6100	5200	4500	3600
Page facing IFC	PF+IFC	204x275	196x267	6600	5600	5000	4000
Double Spread	DS	400x275	392x267	10500	8900	7800	6300
Center Double Spread	CDS	400x275	392x267	11500	9800	8600	7000
Cover on Cover <small>(Front+Inside Front)</small>	CoC	204x275	196x267	17000	13500	12800	10500
Advertorial per page	ADVT			5000	4200	3700	3000
Belly Band				6600	5600	5000	4000
Reverse Gate Fold				14300	12100	10700	8600
Post Card on Cover				12100	10300	9100	7260
Business Reply Card	BRC	144x210	144x210	12100	10300	9100	7260

- All sizes are in mm
- For bleed advertisements, allow 5mm extra on each side of advertisement trim size
- 10 mm gutter margin is required for bleed double spread
- Ensure that live matter should be well within 5 mm from cut marks
- Cut marks to be as per trim size
- The black color text should be in single color black and not in four color black
- Material is to be provided in high resolution (300 dpi) PDF file in process color (CMYK)

Rate Card

DIGITAL MAGAZINE

Full Page Colour	FPC	275x204	267x196	2200	1900	1600	1300
Half Page Colour	HPC	204x115	172x115	1500	1300	1100	900

Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement.

All sizes in mm

ONLINE

Advertisement	Size(WxH)	1x\$	3x\$	6x\$	12x\$
Header Leaderboard	728x90	2750	2300	2100	1650
Mid Page Unit (MPU)	300x250	2200	1850	1650	1300
Panel Ad	300x100	1100	950	850	660
Sky Scraper	160x600	2400	2100	1800	1450
Standard Banner	468x60	1300	1100	1000	800
Footer Leaderboard	728x90	2200	1800	1650	1300
Electronic Direct mailer	NA	5250	4450	3950	3150
Microsite	NA	8000	6800	6000	4900
Videos	300x250	6600	5600	4950	4050
Sponsored Content		4000	3400	3000	2450
Animated Ads		4400	3750	3300	2700
Classified Section		600	500	450	350

Online Advert Size: <25kb (Formats: .gif, .swf)

MOBILE WEBSITE

Footer Leaderboard	728x90	500	450	350	300
Expandable Banner	300x250	1800	1500	1350	1100

NEWSLETTER

Advertisement Options	Size (WXH)	1x\$	3x\$	6x\$	12x\$
Header Leaderboard	468x60	2800	2300	2100	1600
Box Banner (GIF, JPEG, PNG)	300x100	1650	1400	1200	1000
Exclusive Newsletter Sponsor	300x250	3500			

30,000+ subscribers

Subscribe to our newsletter from our website www.biospectrumasia.com

All sizes in pixels

Rich Media Banner Options

Video Option: USD 6600 a month

Page Peel: USD 4400 per month

Expandable Leaderboard: USD 5500 per month

Page Pusher: USD 6600 per month

Intromercial: One week - USD 3300; Two weeks - USD 5900; Three weeks - USD 7900; Four weeks - USD 10,000

Discount will be: 10% disc. for 3X, 20% disc. for 6X and 30% for 12X, on original rate.

Electronic Direct Mailer (EDM)

1. EDM database 32000
2. EDM Width should be maximum 600px.
3. HTML file size should be maximum upto 28 kb.
4. HTML file should not contain any style sheet (CSS) or Javascript.
5. File format should be HTML.
6. Subject line is mandatory.



PRINT

BioSpectrum Asia Monthly Magazine

The print magazine circulated to a qualified database through charter mailing, brings exclusive stories, interviews and insightful columns from industry leaders and analytical features by the BioSpectrum team.

70,000+
Readers



NEWSLETTERS

Sent to the subscribed database five-days-a-week, the newsletter summarizes the news of the day each day, from Biotechnology and Health Sciences Industry.

30,000+
Subscribers



DIGITAL MAGAZINE

BioSpectrum Asia Digital Magazine gives a roundup of the happenings in Asia Pacific region in the pharma, biotech and medtech sectors and reaches the subscriber on the 10th of each month. With a significant dose of news analysis and features, it keeps the reader up-to-date about the industry. Subscribers can either read it online or download, for reading at their convenience. It is available on android and IOS platforms as well.

28,000+
Readers



WEBSITE

BioSpectrum Asia's online portal delivers news and information on the Health Sciences industry to the Asia Pacific and global audience. Updated daily, the content is archived by segments and country.

www.biospectrumasia.com

90,000+
Unique
Visitors



MOBILE APP

Please Download the application from play store.

10,000+
Reach

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