

PHARMABIZ

BUSINESS-TO-BUSINESS MAGAZINE (B2B) ON DRUGS AND MEDICAL DEVICES

—
FOR
HEALTHCARE
PROFESSIONALS
ONLY

MEDIAKIT2017

A collection of various pharmaceuticals including pills, capsules, and blister packs scattered on a white surface. The background is blurred, showing more medical supplies like boxes and bottles.

ABOUT PHARMABIZ

PHARMABIZ IS A BUSINESS-TO-BUSINESS MAGAZINE (B2B) INTENDED FOR HEALTHCARE PROFESSIONALS.

Pharmabiz covers expert information, news, trends and new technologies in the pharmaceutical industry, clinical information, and other resources that can help provide better care to patients. In Pharmabiz magazine you will find in-depth conference coverage and information about upcoming meetings, finance and practice management updates, interviews with leading physician experts and other stakeholders. The magazine brings a multidisciplinary focus to the coverage of key clinical, legal, research, education topics, and guidance regarding diagnosis and treatment.

READERS RECOGNIZE PHARMABIZ AS THE BEST SOURCE OF INFORMATION ABOUT DRUGS AND THERAPEUTIC OPTIONS

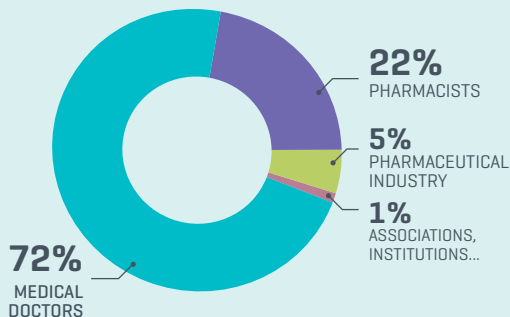


*MARKET RESEARCH OF PROMOCJUA PLUS AGENCY

CIRCULATION PROFILE

Medical doctors - general practitioners (GP), pediatricians, gynecologists, hospital specialists, pharmacists, pharmaceutical industry representatives, members of professional associations and institutions

READERS



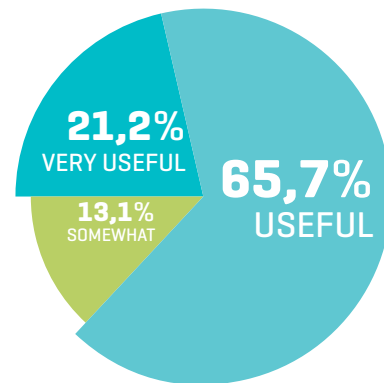
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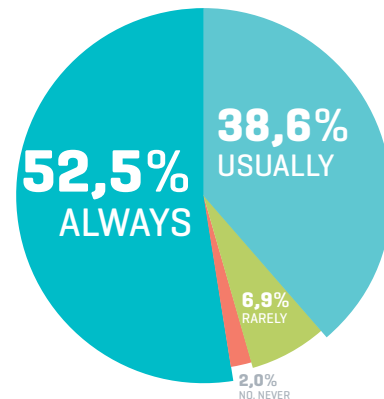
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READERS PERCEPTION ON PROMOTIONAL DISCLOSURES IN PHARMABIZ



FREQUENCY OF READING INFORMATION ABOUT THE MEDICINES AND NEW THERAPIES THROUGH PROFESSIONAL ARTICLE



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AD FORMATS AND RATES

1/1 INSIDE PAGE

"in cut"



210 x 280 mm
+bleed

1/1 COVER
2 & 3

1/1 COVER
4

1/3

horizontal



190 x 85 mm

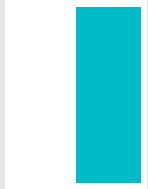
vertical



60 x 260 mm

1/2

vertical



95 x 260 mm

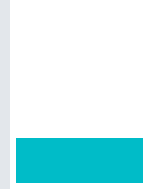
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190 x 125 mm

1/4

vertical



190 x 60 mm

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EDITORIAL AND PUBLICATION DATES

ISSUE	DEADLINE	OUT
1/2017 (MARCH)	20.02.	1.03.
2/2017 (MAY)	28.04.	11.05.
3/2017 (JULY)	27.06.	7.07.
4/2017 (SEPTEMBER)	11.09.	22.09.
5/2017 (NOVEMBER)	20.10.	3.11.
6/2017 (DECEMBER)	11.12.	21.12.

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