



Clinical Trials Insight

WorldPharma

World Pharmaceutical Frontiers www.worldpharmaceuticals.net

ABOUT CLINICAL TRIALS INSIGHT

The cost of bringing a new drug to market is staggering. Major pharmaceutical companies now invest between \$4 billion and \$12 billion in developing each new product.

Containing expenditure in this area is a key issue; however, the cost of clinical trials continues to rise due to the increased complexity of studies. This means that making an informed decision when choosing the right partner has never been more critical.

Clinical Trials Insight provides a unique platform for information-sharing and best practice for primary decision-makers engaged in the process of managing all aspects of clinical trials. This hard-to-reach community of executives is

actively occupied with purchasing the products and services needed to bring new drugs to market.

Compelling content is at the heart of *Clinical Trials Insight* and is provided by a combination of industry leaders and practitioners, along with key analysts and commentators.

Published in print and digital formats, this multi-platform publication is a valuable and effective way of reaching and influencing a high-spending community of industry leaders.

The magazine is viewed over **30,000** clinical trials professionals



PAREXEL

ICON

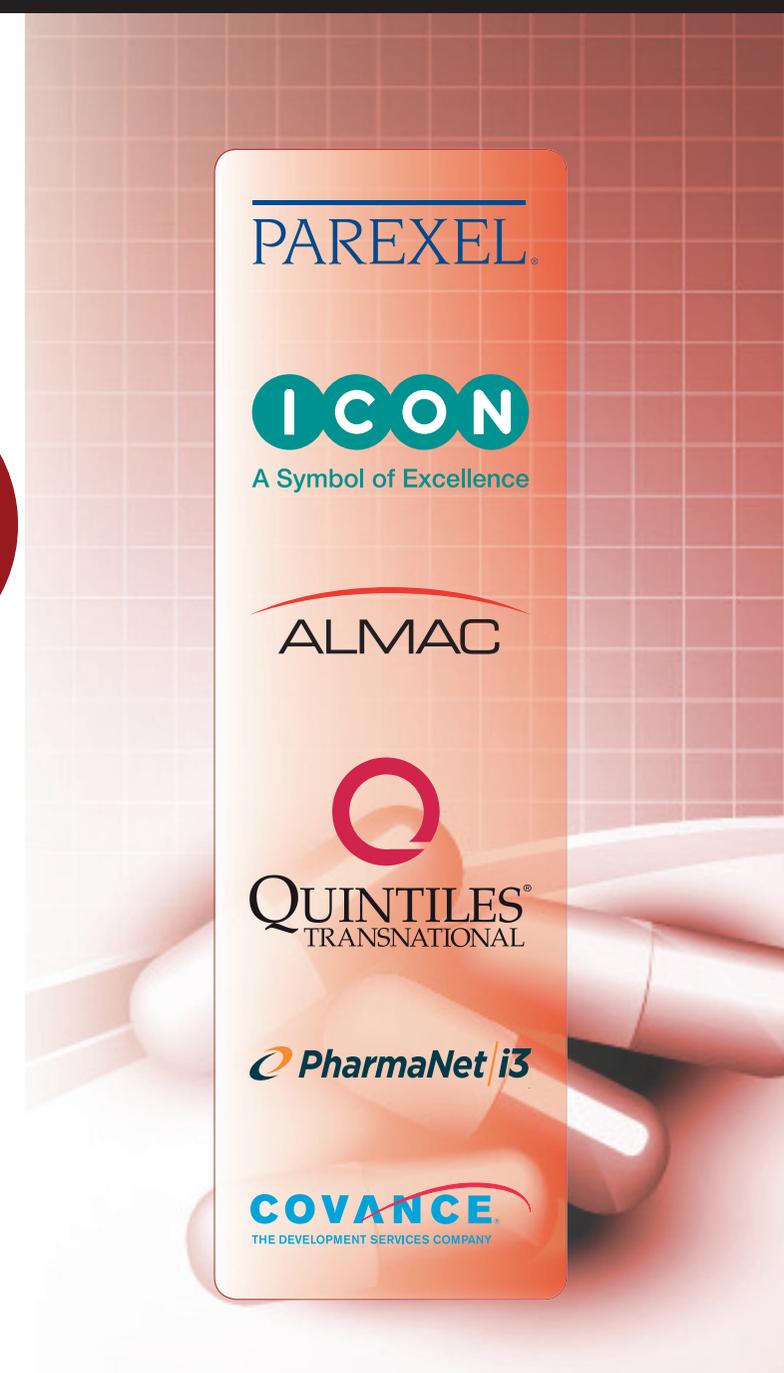
A Symbol of Excellence

ALMAC

QUINTILES
TRANSNATIONAL

PharmaNet i3

COVANCE
THE DEVELOPMENT SERVICES COMPANY



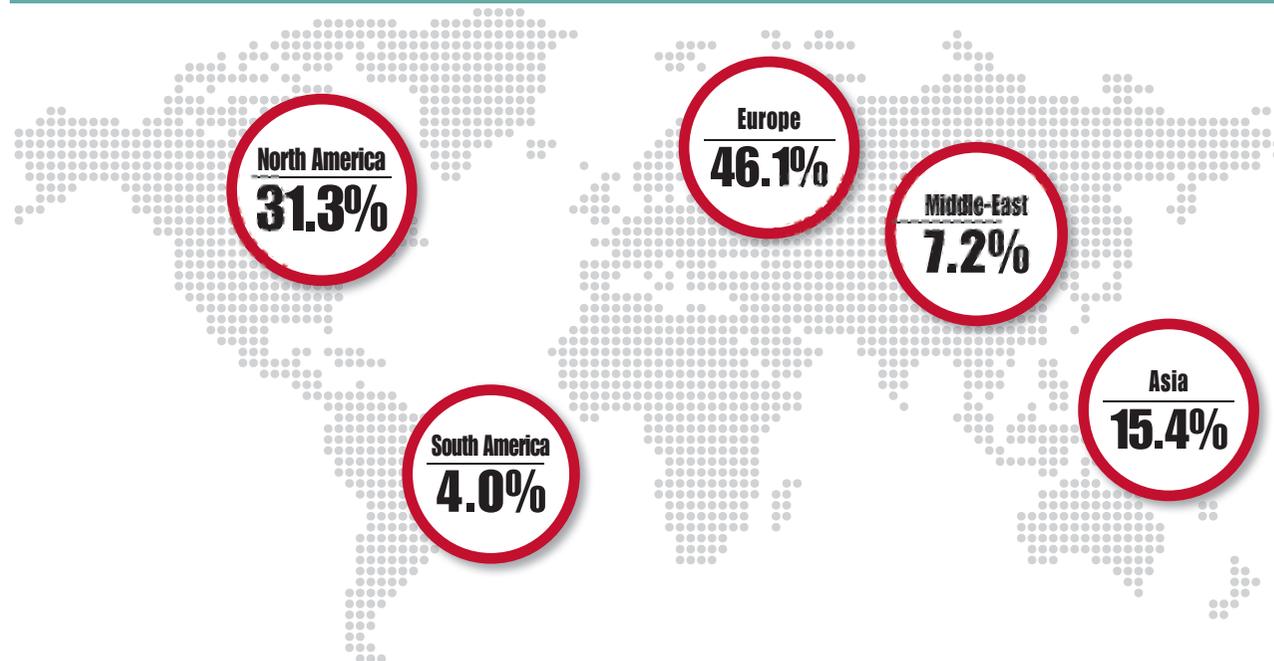
READERSHIP

Communicate directly with Pharma community

Our loyal readership of 30,000 is made up the world's leading pharma professionals covering the following job titles/functions.

- Research & development
- CT Management
- VP Development
- Product development
- Clinical research
- Quality Assurance
- Purchasing
- Corporate management
- Project management
- Clinical trials Suplies
- Head of Drug Safety
- Head of Clinical operations
- Quality Control

GEOGRAPHICAL BREAKDOWN



Readers include pharma professionals from:

- Abbott
- Acorda Therapeutics
- Advancell Therapeutics
- Amgen
- Array BioPharma
- AstraZeneca
- Bayer
- Boehringer-Ingelheim
- Bristol Myers Squibb
- Cardoz Pharma
- Centocor
- Croma-Pharma
- EliLilly & Co
- Endo Pharmaceuticals
- Genentech
- Genzyme
- GlaxoSmithKline
- Janssen
- Johnson & Johnson
- Merck
- Novartis
- NovImmune
- Novo Nordisk
- Pevion
- Pfizer
- PregLem
- PTC Therapeutics
- Roche
- Regeneron Pharmaceuticals
- Salix Pharmaceuticals
- Sanofi-Aventis
- Santhera Pharmaceuticals
- Schering Plough
- SkyePharma
- Sunovion Pharmaceuticals
- Symphogen
- Synthes
- Targacept
- Valeant Pharmaceuticals



MULTI-PLATFORM

Clinical Trials Insight is a highly effective tool for improving customer loyalty building brand awareness, and generating new business enquiries.

By Combining the transparency of the web with the visual engagement of print advertising, you profit from the best of both worlds.

Advantages of print...

- Glossy advertisement
- Highly targeted
- Loyal readership of primary decision-makers
- Specified positioning
- Editorial advertisement

Advantages of web...

- Advanced analytics
- Making ROI easier
- Rich media and video
- Explain complex product/service
- Embedded links
- Traffic generation
- Tailored advertising solutions
- Generate new sales leads
- Interactive content and features
- Engage with your audience

30,000
readers

*92% of digital edition readers read a new issue within a week of receiving it, and **over 52%** read it immediately or the same day**

60%
of readers looked at the advertiser's website after seeing the advert

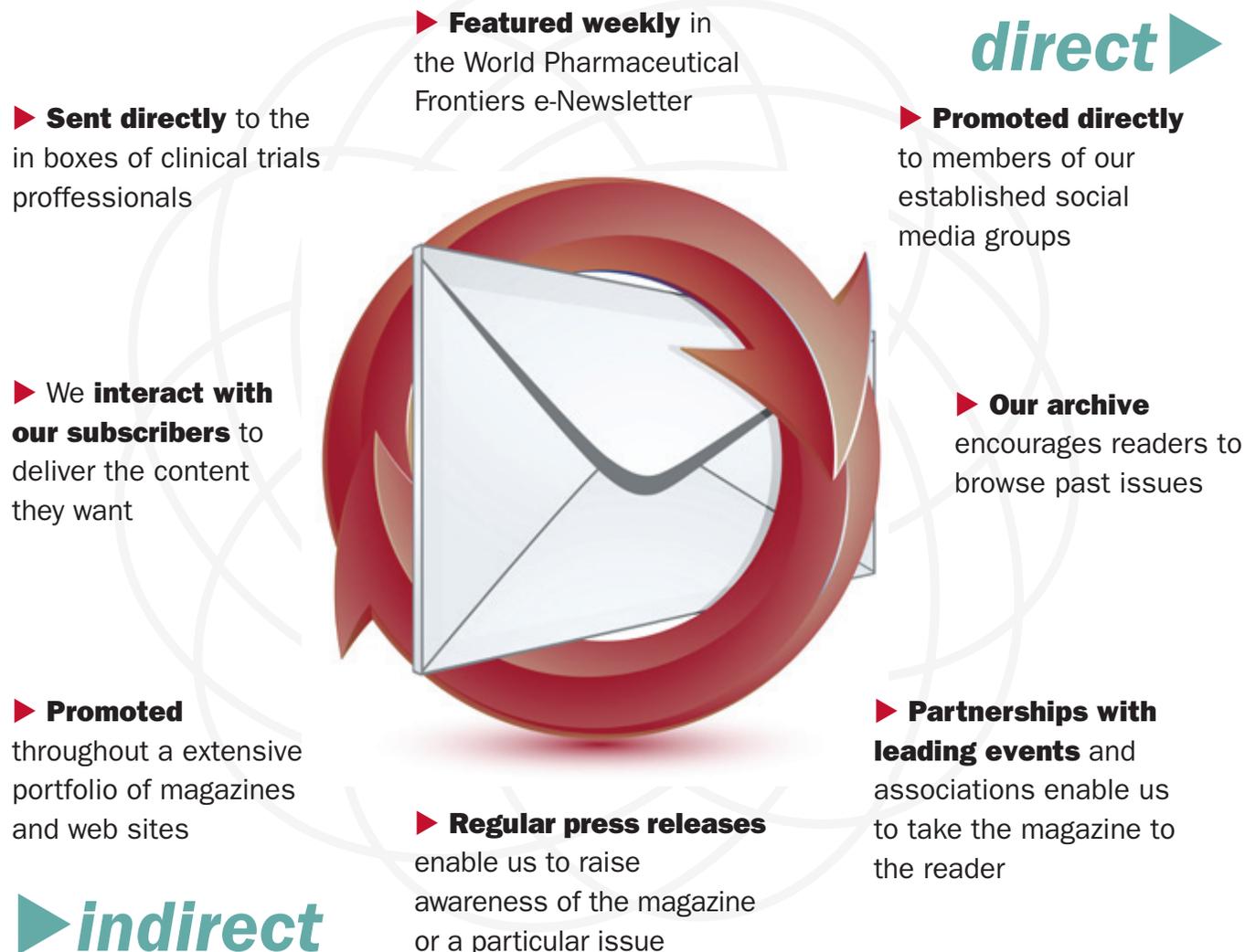
55%

Tried a new idea or product as a result of reading about it in the online magazine*

*Source: Tecturity, BRAWorld Wide 2010

AUDIENCE ENGAGEMENT

To maximise the visibility of the digital magazine we use the following distribution channels

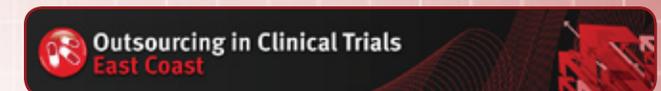
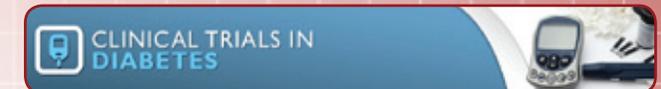


Our media assets:

drugdevelopment-technology.com
For every phase of your drug development

pharmaceutical-technology.com
The website for the pharmaceutical industry

PBR
Pharmaceutical Business Review



SECURING THE BEST CONTRIBUTORS:

- **Professor Roland Wolf**,
director of the University of Dundee's Biomedical Research Institute, honorary director of the **CANCER RESEARCH UK MOLECULAR PHARMACOLOGY UNIT**
- **Susan Howard**,
assistant director of clinical data management at **GSK** and **SCDM** chair
- **Dr David Reynolds**,
senior scientist,
PFIZER GLOBAL RESEARCH AND DEVELOPMENT
- **Mats Sundgren**,
PhD, principal scientist, Global Clinical Development,
ASTRAZENECA R&D
- **Janet Edwards**,
director of global clinical outsourcing and novel delivery options,
ASTRAZENECA
- **Susan Sforzini**,
contract research manager,
LEO PHARMA
- **Christine-Lise Julou**,
director of the scientific technical and regulatory affairs department,
EFPIA
- **Dorthe Lerche Berg**,
head of department, clinical supply coordination, H Lundbeck.
- **Mollie Shields-Uehling**,
President & CEO,
SAFE-BIOPHARMA ASSOCIATION.



Covering the issues that matter:

- **Data capture, analysis and management**
- **Regulation**
- **Safety & efficacy**
- **Clinical supply**
- **Finance**
- **Outsourcing**
- **e-clinical trials**
- **Clinical monitoring**
- **Partnerships**



Published in June and December

Advertising packages

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence.

Clinical Trials Insight offers readers numerous options to respond to advertisements. Each edition will feature a reader response system.

Sponsorship opportunities and rates

	Colour	Mono
Double-page spread	£9,900	£8,700
Single page	£5,900	£5,100
Half page	£3,950	£3,250
Outsert		£9,950
Belly band		£6,250
Interview one page		£6,490
Interview two pages		£10,890

Special positions

Outside back cover	£8,900
Inside front cover	£7,900
Opposite contents	£6,500
Front cover	£14,950
Cover wrap	£12,500
16-page supplement Flash on front cover · 1,000 run-ons	£71,800
8-page supplement Flash on front cover · 1,000 run-ons	£37,800
4-page supplement Logo within contents pages · 1,000 run-ons	£20,100

Custom publishing

Work with our skilled editorial and design team to create a bespoke 6-page company briefing. This could include a combination of case studies, product information, company profiles and interviews with key executives, in addition to client testimonials.

Distributed independently	£20,995
Distributed with publication	£17,950

Advertising enquiries

Nathan Park
Publishing Manager
Tel: +44 (0) 207 753 4260
nathanpark@globaltrademedia.com

Editorial enquiries

Andrew Tunnicliffe
Editor
Tel: +44 (0) 208 269 7805
andrew.tunnicliffe@progressivedigitalmedia.com

Technology showcase

This includes:

- 100 words + 1 picture
- Company name
- Telephone + fax details
- Website address

£2,100

Carrier sheet

A quarter-page advertisement on the address sheet that accompanies all reader copies.

£4,950

HEAD OFFICE

Clinical Trials Insight

John Carpenter House

John Carpenter Street

T: +44 (0) 20 7936 6400

Nathan Park

Nathanpark@globaltrademedia.com

