

World Pharmaceutical Frontiers

Providing a global perspective on the pharmaceutical industry • www.worldpharmaceuticals.net

PRODUCTION INFORMATION

Supplier guide listing specifications

The following guidelines will help you determine the content, structure and tone of your supplier guide listing. If you need further information, do not hesitate to contact your copy coordinator.

Readership

World Pharmaceutical Frontiers is a publication for C-level and senior research, business management and manufacturing decision-makers at the world's top 50 pharmaceutical and biotechnology companies, as well as leading CROs and CMOs. At present, the magazine's circulation stands at a minimum of 10,200 copies, which generates a projected readership of 45,900 (publisher's statement).

Format

You should supply 100–150 words and a graphic for a half-page listing and 350–400 words and a graphic for a full-page listing. Your word count will depend on the size of the graphic. Please submit by email with text as a Word document, or pasted into the message part of the email.

Editorial content

Your supplier guide listing is a chance for you to promote your company's expertise and highlight any new products or services you think would be of interest to our readers. Aim for a neutral, objective tone ("With 15 years' experience in the industry XXX is well positioned to deliver a wide range of tailored solutions.") rather than highly promotional advertising copy ("With our fantastic new XXXX product you can now have the best of both worlds!"), as we find that readers respond better to clear, concise information.

For a half-page listing, you should give a brief description of your company and its area(s) of expertise, highlight some of your key products or services and list some of the clients you have served in the past.

For a full-page listing, you can obviously write in greater depth, but you should try to cover the following areas: your company and its area(s) of expertise; your base(s) of operations, facilities, staff numbers, turnover etc; your key products or services; recent developments within the company; and some of the clients you have served in the past.

To the side of each listing we will provide your company's full contact details. Please ensure that you provide your address, telephone, fax, email and website details as you wish them to appear. For a full-page listing, you should also aim to supply the names of a few key personnel within the company, including job titles and email addresses, and a screen shot of a page from the company website.

The publisher reserves the right to edit or reject material that is considered unsuitable for the publication.

Important points

Copy will be set in our house style, and you will receive a proof before publication.

Please note that the supplier guide copy deadline may differ from the advertising copy deadline.

Reprints of your supplier guide listing for your own promotional purposes will be available after publication (minimum 500). For details and relevant charges, please contact the production department.



Digital/electronic images should be saved to a minimum of 300 dpi (at approx 8x10cm) as a TIF, JPG or EPS file, preferably in Photoshop. If you have also booked an advertisement, these should NOT be duplicated in your advertisement.

Please email materials to:
marilisaconese@spgmedia.com

If you do not have the facilities to send your materials digitally, you may submit disks, transparencies and photographs by courier.