

# WorldPharma

World Pharmaceutical Frontiers

[www.worldpharmaceuticals.net](http://www.worldpharmaceuticals.net)

Project Wall Planner **2012**

Global Pharmaceutical R&D spend will grow by 5% to nearly \$150bn in 2012. The readers of **World Pharmaceutical frontiers** represent the buying chain at the companies responsible of the majority of that spend.

### CONCEPT

**World Pharmaceutical Frontiers** reaches a target audience of industry peers with the highest levels of purchasing and decision-making power, including the top decision-makers in the buying chain at the top 50 pharmaceutical and biotechnology companies worldwide, as well as leading CROs and CMOs.

The planners themselves will provide:

- Long term daily exposure to your customers
- A high impact signpost for your brand with all of your online and offline contact details
- A targeted approach as it is only available to key specifiers and buyers
- Pre and post planning for all major industry events

### PEDIGREE

World Pharmaceutical Frontiers is part of a larger portfolio serving the pharmaceutical market. This includes pharmaceutical-technology.com. These products are required reading for the budget holders at the major companies worldwide. Quality content combined with a first class audited circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence.

### Our readers include professionals from:

- **Abbott Laboratories**
- **Akzo Nobel**
- **Amgen**
- **AstraZeneca**
- **Astellas Pharma**
- **Bayer Healthcare**
- **Biogen Idec**
- **Boehringer Ingelheim**
- **Bristol-Myers Squibb**
- **Daiichi Sankyo**
- **Chiron**
- **Elan**
- **Eli Lilly and Co**
- **Genentech**
- **Genzyme**
- **Gilead Sciences**
- **GlaxoSmithKline**
- **Johnson & Johnson**
- **MedImmune**
- **Merck & Co**
- **Merck Serono**
- **Novartis**
- **Novo Nordisk**
- **Pfizer**
- **Roche**
- **Sanofi-aventis**
- **Takeda**
- **UCB**



### CIRCULATION & DISTRIBUTION

We continue to invest heavily in the circulation of *World Pharmaceutical Frontiers* and have created a powerful international readership. Our database of key decision-makers in the pharmaceutical industry accounts for approximately 72% of all purchasing authority.

**84%**  
of readers  
enjoy budgetary  
control

#### Manufacturing

- VP Manufacturing
- Technical Director
- Operations Manager
- Senior VP, Manufacturing
- Head of Production
- Quality Control Manager
- General Manager of Processing Sector
- Plant Manager
- Head of Packaging Development

#### Business Management

- Business Manager
- VP Licensing & Regulatory Affairs
- Marketing Director
- Managing Director
- VP Sales
- Head Data Management
- VP Purchasing
- Logistics Directors

#### Research & Development

- Chief Scientific Officer
- R&D Manager
- Senior VP, R&D and Engineering
- R&D Director
- Head Clinical Research
- Drug Discovery VP

Figure 1: What is your job title?

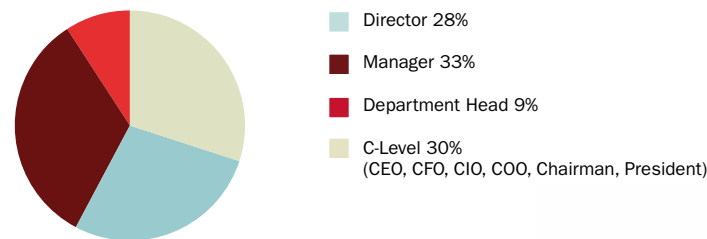
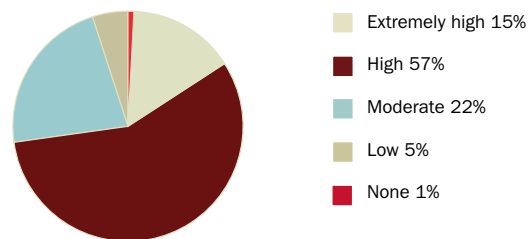


Figure 2: What level of purchasing involvement do you have?



### BENEFITS

In addition to the wall planner itself, all of our clients benefit from the following upon joining the project:

12 months online exposure on our official homepage. You can post your logo, contact details and hyperlinks so we can direct traffic and enquiries back to your own website.

A micro site online to house white papers, case studies and technical articles. In other words we build a repository of content specific to your business and solutions and make this available to a global, captive audience

Inclusion in our digital edition: a further 20,000 copies of the publication are emailed out to our readership worldwide and all wall planner advertisers receive a page in this. You can include hyperlinks and even a video in your page if you want to

For some selected clients we can run supplier profile features, executive interviews and technical articles in the publication **World Pharmaceutical Frontiers** itself giving you even more coverage on top of the website and project wall planner.



Printed on quality paper, in full colour, the **World Pharmaceutical Frontiers Project Planner 2012** is a visual office tool for instant reference.

The project planner has a central planning grid which lists major industry exhibitions and conferences through out the year. In addition to being a valuable reference tool it will be used to:

- **Mark important dates of project milestones**
- **Allocate staff holidays**
- **Update production schedules**
- **Highlight internal company events**
- **Shows the most important industry events**

### Prices & Dimensions

|             |               |        |         |          |
|-------------|---------------|--------|---------|----------|
| Banner:     | 85mm x 546mm  | £7,500 | €10,500 | \$15,000 |
| Full entry: | 180mm x 135mm | £6,900 | €9,660  | \$13,800 |
| Half entry: | 90mm x 135mm  | £3,950 | €5,330  | \$7,900  |

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