

## MEDIA KIT 2024

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

[www.biospectrumasia.com](http://www.biospectrumasia.com)

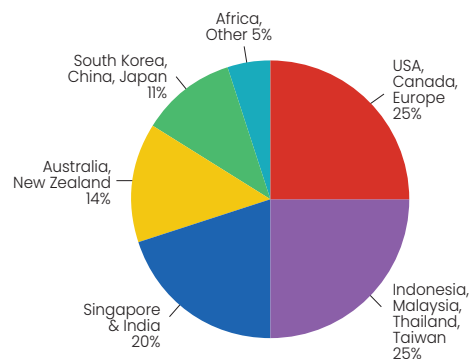
## READERSHIP

### BIO SPECTRUM ASIA

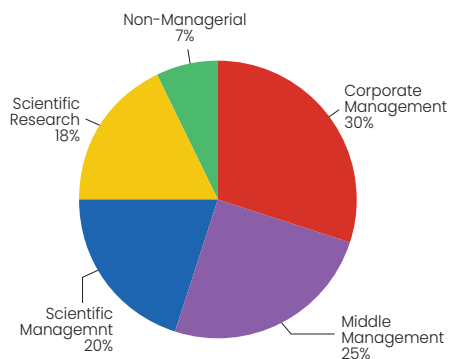
is the most influential source of information for Biotechnology and Health Sciences industry. It is uniquely positioned as specialized B2B information platform for health sciences industry in the Asia Pacific region. BioSpectrum Asia publishes several market research and strategic industry reports with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

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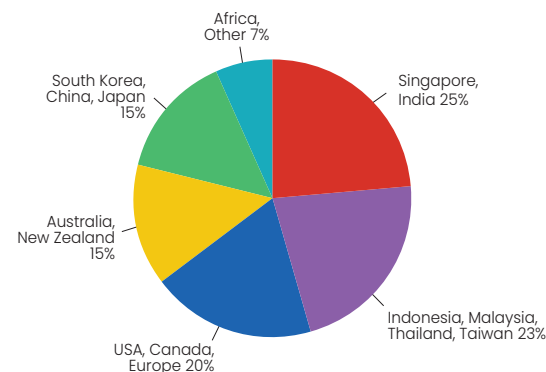
### READERSHIP PRINT MAGAZINE (94,000+ READER)



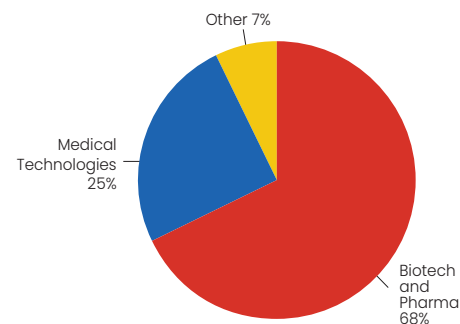
### READERSHIP BY JOB PROFILE



### READERSHIP DIGITAL MAGAZINE (60,000+ SUBSCRIBER)



### READERSHIP BY INDUSTRY



All figures are in percentage

## AUDIENCE REACH

### GET CONNECTED TO



BIOTECH



MEDTECH



PHARMA



**3,10,000+**  
Unique Visitors



**34,000+**  
Reach



**75,000+**  
Subscribers  
EDM Database



**55,000+**  
Subscribers  
of Newsletters



**94,000+**  
Readers  
of Print Magazine

## EDITORIAL CALENDAR

### JANUARY

- Top 24 trends being set by biotech startups in Asia – in terms of innovation, investment, technologies etc.
- Are we still Neglecting Tropical Diseases?
- Vaccines/Policy initiatives to eliminate Cervical Cancer
- **Country special feature:**  
Biotech landscape of Indonesia

### MARCH

- Business Women in Life Sciences in Asia
- Epidemic of kidney diseases
- Enhancing efforts to end Tuberculosis
- **Country special feature:**  
Singapore & Deep tech

### MAY

- APAC leads in Clinical trials
- Is Asthma worse in Asia?
- Pharma & Multiple sclerosis
- **Country special feature:**  
APAC biotech/biopharma sector goes global

### FEBRUARY

- Biopharma Trends and Market Insights into cancer
- Action plan for Oral Health
- Prioritising Rare diseases
- **Country special feature:**  
Diagnostics & Medtech market in New Zealand

### APRIL

- Cell and Gene therapies – Advancements and Challenges
- APAC remains vigilant against Malaria
- Perspective on Irritable bowel syndrome
- **Country special feature:**  
Australia & AI

### JUNE

- AI and Big Data in Life Sciences
- Global biotech IPO trends
- ESG in the pharma & medtech industry
- **Country special feature:**  
Taiwan's biotech brilliance

## EDITORIAL CALENDAR

### JULY

- Bioinformatics and Personalised Medicine- Role of IT in biotech
- Pediatric Innovations in APAC
- Collaborations to end Hepatitis
- **Country special feature:**  
Vaccines & Thailand

### SEPTEMBER

- Innovations in Medical Devices and Diagnostics
- Sepsis & infection
- Disruptions in cardiac sector
- **Country special feature:**  
New milestones by Japanese pharma companies

### NOVEMBER

- BioSuppliers in APAC
- Diabetes & pharma market leaders
- AMR & new investments
- **Country special feature:**  
Medtech sector in Vietnam

### AUGUST

- Neuroscience: Advancements and Neurological Disorder Treatments
- Biosimilars - Can they repeat generics' success story?
- Lung screening & technology
- **Country special feature:**  
Growing biotech investments in the Middle East

### OCTOBER

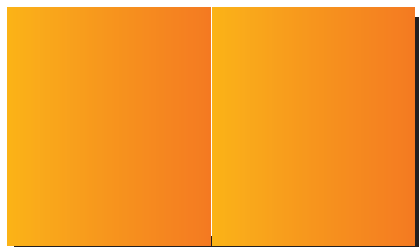
- Regenerative Medicine and Tissue Engineering
- AI enabled digital pathology solutions
- Stroke & game changing technologies
- **Country special feature:**  
Life sciences' innovations in South Korea

### DECEMBER

- Recap of significant events, discoveries, and trends in the life sciences industry in Asia for 2024
- Access to assistive technology
- **Country special feature:**  
Biotech startups in Malaysia

## ADVERTISING SOLUTIONS

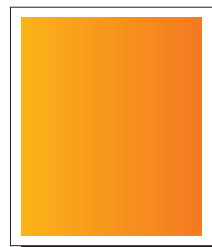
### REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE



Double Spread



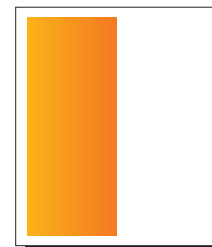
Single Page  
(Bleed)



Single Page  
(Non-Bleed)



Half Page  
(Horizontal)



Half Page  
(Vertical)

### INNOVATIVE OPTIONS: PRINT



Gatefold



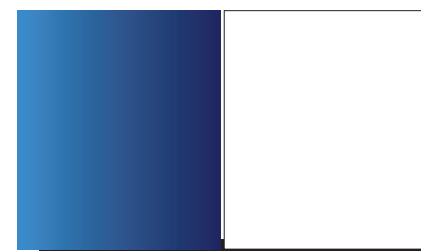
Belly Band



Postcard  
on Cover



Advertorial




Advertorial with  
Advertisement



## ADVERTISING SOLUTIONS

### WEBSITE: RICH MEDIA BANNER OPTIONS



Monday, 10 October 2022 | Welcome Guest | Digital Edition | Subscribe | Newsletter | Media Kit | Login/Sign Up

**Header**  
**Leaderboard**

**MPU**

**Box Banner**

The screenshot shows the BioSpectrum Asia Edition website interface. At the top is a navigation bar with links like HOME, Pharma, BioTech, MedTech, BioServices, Specials, Healthcare, Bio LAB, and Country. Below the navigation bar is a large banner for 'CATHWORKS' titled 'FOURTH GENERATION CATHWORKS FFRANGIO® SYSTEM RECEIVES REGULATORY APPROVAL IN JAPAN'. To the right of the main content area are several smaller banners, including one for 'suez' titled 'REZ WEBINAR' and another for 'Catalent' titled 'Asia-Pacific Clinical Supply Solutions'. The left sidebar contains a 'Most Read' section with various news items.

#### VIDEO OPTION:

0.30 SECS VIDEO  
(FORMAT ELV. SPEC - 300X250)

#### PAGE PEEL:

**Ad Dimensions:** Any IAB size or custom size

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

**Note:** Close / reply buttons required.

#### 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

## ADVERTISING SOLUTIONS

### NEWSLETTER



#### 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\$
Full Page Colour	FPC	204 x 275	196 x 267	5500
Half Page Colour	HPC	115 x 204	172 x 115	3300
Back Cover	BC	204 x 275	196 x 267	8800
Inside Front Cover	IFC	204 x 275	196 x 267	7700
Inside Back Cover	IBC	204 x 275	196 x 267	6600
Premium Pages (First 10 RHP)	PP	204 x 275	196 x 267	6100
Page facing IFC	PF+IFC	204 x 275	196 x 267	6600
Double Spread	DS	400 x 275	392 x 267	10500
Center Double Spread	CDS	400 x 275	392 x 267	11500
Cover on Cover (Front + Inside Front)	CoC	204 x 275	196 x 267	17000
Advertorial per page	ADVT			5000
Belly Band				6600
Reverse Gate Fold				14300
Post Card on Cover				12100
Business Reply Card	BRC	144 x 210	144 x 210	12100

- 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 the process color (CMYK)

## RATE CARD

### DIGITAL MAGAZINE

Full Page Colour	FPC	275 x 204	267 x 196	2200	1900	1600	1300
Half Page Colour	HPC	204 x 115	172 x 115	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\$
Header Leaderboard	728 X 90	8000
Exclusive Slider Leaderboard	650 X 60	7000
Mid Page Unit (MPU)	300 x 250	5500
Panel Ad	300 x 100	3500
Footer Leaderboard	728 x 90	1500
Pre-Homepage	728 x 330	10000
Electronic Direct Emailer	NA	5500
Videos	300 x 250	6600
Sponsored Content		4000
Animated Ads		4400
Classified Section		600

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

## RATE CARD

### NEWSLETTER

Advertisement Options	Size (WxH)	1x\$	3x\$	6x\$	12x\$
Header Leaderboard	728x90	2800	2300	2100	1600
Exclusive Newsletter Sponsor		3500			

- 30,000+ Subscribers
- All sizes in mm
- Subscribe to our newsletter from our website [www.biospectrumasia.com](http://www.biospectrumasia.com)

### 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%** for 3X, **20%** for 6X and **30%** for 12X, On Original Rate.

## ELECTRONIC DIRECT MAILER (EDM)



- EDM database 75000
- EDM Width should be maximum 600px.
- HTML file size should be maximum upto 28 kb.
- HTML file should not contain any style sheet (CSS) or Javascript.
- File format should be HTML.
- Subject line is mandatory.

## WEBINAR

**USD 18,000**



Every BioSpectrum Asia webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader.

## E-BLASTS

# REACH RESPONSIVE

Pharma | Biotech | Medtech

## PROFESSIONALS

E-mail | Postal | Phone | Pay-Per-Lead

Enjoy immediate results with email list rental!  
**Promote your brand to established and proven marketing professionals.**

### ENJOY IMMEDIATE RESULTS WITH EMAIL

#### Perfect vehicle to Promote

White Papers ... Webinar Registration ...  
Trade Show Attendance ... Road Show or  
Open House Attendance ... Sales and Special Programs ... Surveys

Biospectrum Impressions

**45,000 +**  
email addresses

Biospectrum Impressions Group

**78,000 +**  
email addresses

**LEAD  
GENERATION**  
Super  
Star!

Selects Available: Industry | Job Function | Region

### POSTAL LIST RENTAL

Find selections on job function, industry,  
services performed, employee size, and more!

Serve the executives who make the key purchasing  
decisions within the commercial printing industry.

**Ping us for more information about all of our list rental opportunities!**

**Pin to Email:** [ankitkankar@mmactiv.com](mailto:ankitkankar@mmactiv.com) | **Tel:** +65-63369142 / +91-9579069369

## WEBINARS

- Lead Generation
- Thought Leadership
- Brand Awareness

Every BioSpectrum Asia webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader.

When we create a BioSpectrum Asia webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on target, expertly marketed, flawlessly produced and delivers a strong return on investment.



**Average Webinar Registrants**

## WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES

### Traditional Webinars

**\$ 18,000**

Live, hour-long educational sessions that feature some of the most renowned experts in printing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

### Webinar Express

**\$ 12,500**

Short, pre-recorded webinars available to busy professionals on-demand. Work with an editor to put your presentation together or provide your own content.

### Highlight Reel **\$ 1,500**

Work with our team to create a short video featuring the highlights of your event. This video will be posted on our site as content and used to encourage registrants who have not viewed the webinar to check out the full-length session!

### NOTEWORTHY EXTRAS

#### Whitepaper Spotlight

Give us a resource to feature on the event console and in post-event emails.

#### Webinar Recording

Use these video files as content on your own site! Included in all webinar packages.

**Samples: [biospectrumasia.com/webinars](https://biospectrumasia.com/webinars)**

Write Email: [ankit.kankarmmactiv.com](mailto:ankit.kankarmmactiv.com) | Tel.: +65-63369142



## MEDIA PROPERTIES

### MONTHLY MAGAZINE



#### 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.

**94,000+**  
Readers

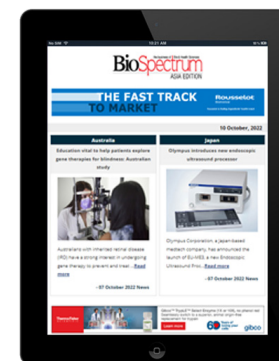
### DIGITAL EDITION



**75,000+**  
Page Views

[www.biospectrumasia.com](http://www.biospectrumasia.com)

### 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.

**55,000+**  
Subscribers

## MEDIA PROPERTIES

### WEBINAR



**350+**  
Attendee

Every BioSpectrum Asia webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader. When we create a BioSpectrum Asia webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on target, expertly marketed, flawlessly produced and delivers a strong return on investment.

### 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](http://www.biospectrumasia.com)**

**7,50,000+**  
Page Views

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