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

**READERSHIP PRINT MAGAZINE (84000+READER)**

- South Korea, China & Japan, 11
- Australia & New Zealand, 14
- Malaysia, Thailand & Taiwan, 25
- Singapore & India, 20

**READERSHIP DIGITAL MAGAZINE (34000+READER)**

- South Korea, China & Japan, 15
- Australia & New Zealand, 15
- Malaysia, Thailand & Taiwan, 18
- Singapore & India, 25

**READERSHIP BY JOB PROFILE**

- Scientific Research, 18%
- Middle Management, 25%
- Scientific Management, 20%
- Corporate Management, 30%
- Non-Managerial, 7%

**READERSHIP BY INDUSTRY**

- Biotech and Pharma, 68%
- Medical Technologies, 25%
- Corporate, 30%
- Others, 7%

All figures are in percentage.

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GET CONNECTED TO

BIOTECH

PHARMA

MEDTECH

140,000+ Unique Visitors

10,000+ Reach

32,000+ Subscribers EDM Database

30,000+ Subscribers of Newsletters

84,000+ Readers of Print Magazine

www.biospectrumasia.com
# 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019 January</strong></td>
<td>● New Year Issue/Anniversary Issue&lt;br&gt;● Anti microbial resistance&lt;br&gt;● Possible trends in new year&lt;br&gt;● Combating cardiovascular diseases</td>
</tr>
<tr>
<td><strong>2019 February</strong></td>
<td>● HR analysis - Overview of life sciences, healthcare job opportunities, skill shortage etc&lt;br&gt;● Economics of bio-science education&lt;br&gt;● Gap in education and job&lt;br&gt;● External Market disruption with new players like Amazon, Chase, Apple and Google</td>
</tr>
<tr>
<td><strong>2019 March</strong></td>
<td>● Although the wireless health market offers a lot of potential, there are many challenges that pose restrictions&lt;br&gt;● Smart Insulin Pen offers a lucrative opportunity for the market growth due to rise in incidence of diabetes in Asia Pacific&lt;br&gt;● Current developments in stem cell research&lt;br&gt;● Tax reforms and its effects on healthcare sector</td>
</tr>
<tr>
<td><strong>2019 April</strong></td>
<td>● Artificial Intelligence&lt;br&gt;● Robotics in healthcare&lt;br&gt;● Big data in healthcare, life sciences&lt;br&gt;● <strong>World Health Day</strong> - Health of APAC region people (Mortality rate, insurance, birth rate, leading causes of deaths etc)&lt;br&gt;● Intelligent Automation in Life Science</td>
</tr>
<tr>
<td><strong>2019 May</strong></td>
<td>● Growth status in emerging markets&lt;br&gt;● Compare Africa and Asia in life sciences and healthcare markets&lt;br&gt;● Pharma 4.0: Next Generation Commercial Partnership Models, Digital Therapeutics, Digital Supply, Drug Development</td>
</tr>
<tr>
<td><strong>2019 June</strong></td>
<td>● New Patents&lt;br&gt;● Collaborative research projects&lt;br&gt;● Government is providing funds to many collaborative projects for medical challenges&lt;br&gt;● Debate on Drug Pricing&lt;br&gt;● Pharma Anti-Counterfeiting and Brand Protection</td>
</tr>
<tr>
<td><strong>2019 July</strong></td>
<td>● Combating dementia/Mental health issues&lt;br&gt;● Stem cell market&lt;br&gt;● Policy changes for exporting drugs&lt;br&gt;● Future of 3D Printing&lt;br&gt;● Digital Therapeutics and Connected care&lt;br&gt;● Evolution of Health Workforce- with the advent of new technologies, AI and IoT</td>
</tr>
<tr>
<td><strong>2019 August</strong></td>
<td>● Venture capital, charities in healthcare&lt;br&gt;● Rare diseases-Treatments and Regulations&lt;br&gt;● Fitness wearables integrated in insurance programs&lt;br&gt;● Opioid Crisis– Close eye on patients and discovering social factors that sway their behaviour could help stop new opioid addictions&lt;br&gt;● Biologics Manufacturing Asia</td>
</tr>
</tbody>
</table>

**Closing date for an issue will be 15th of previous month**

[www.biospectrumasia.com](http://www.biospectrumasia.com)
## 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 September</td>
<td>• CRO special</td>
</tr>
<tr>
<td></td>
<td>• Clinical Trial Innovation Asia</td>
</tr>
<tr>
<td>2019 October</td>
<td>• R&amp;D happening in new drugs</td>
</tr>
<tr>
<td></td>
<td>• Cybersecurity breaches and how to secure hospitals and health systems</td>
</tr>
<tr>
<td>2019 November</td>
<td>• Ranking &amp; awards</td>
</tr>
<tr>
<td>2019 December</td>
<td>• Contract manufacturing in pharma industry</td>
</tr>
<tr>
<td></td>
<td>• Year round up</td>
</tr>
<tr>
<td></td>
<td>• Private Equity’s acquisitions and investments in health sector</td>
</tr>
</tbody>
</table>

Closing date for an issue will be 15th of previous month

**AUDIENCE REACH WORLDWIDE**

[Map showing audience reach worldwide with countries such as the United States, Europe, China, Japan, Korea, Taiwan, Thailand, India, Malaysia, Singapore, Australia, and New Zealand highlighted.]
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

WEBSITE: RICH MEDIA BANNER OPTIONS

- VIDEO OPTION: .30 SECS VIDEO. (FORMAT FLV. 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.

www.biospectrumsasia.com
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

<table>
<thead>
<tr>
<th>Regular Advertisements</th>
<th>Code</th>
<th>Size (WxH) Bleed</th>
<th>Size (WxH) Non Bleed</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Colour</td>
<td>FPC</td>
<td>204x275</td>
<td>196x267</td>
<td>5500</td>
<td>4700</td>
<td>4150</td>
<td>3300</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>115x204</td>
<td>172x115</td>
<td>3300</td>
<td>2800</td>
<td>2500</td>
<td>2000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>BC</td>
<td>204x275</td>
<td>196x267</td>
<td>8800</td>
<td>7500</td>
<td>6600</td>
<td>5300</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>IFC</td>
<td>204x275</td>
<td>196x267</td>
<td>7700</td>
<td>6500</td>
<td>5800</td>
<td>4600</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>IBC</td>
<td>204x275</td>
<td>196x267</td>
<td>6600</td>
<td>5600</td>
<td>5000</td>
<td>4000</td>
</tr>
<tr>
<td>Premium Pages (First 10 RHP)</td>
<td>PP</td>
<td>204x275</td>
<td>196x267</td>
<td>6100</td>
<td>5200</td>
<td>4500</td>
<td>3600</td>
</tr>
<tr>
<td>Page facing IFC</td>
<td>PF+IFC</td>
<td>204x275</td>
<td>196x267</td>
<td>6600</td>
<td>5600</td>
<td>5000</td>
<td>4000</td>
</tr>
<tr>
<td>Double Spread</td>
<td>DS</td>
<td>400x275</td>
<td>392x267</td>
<td>10500</td>
<td>8900</td>
<td>7800</td>
<td>6300</td>
</tr>
<tr>
<td>Center Double Spread</td>
<td>CDS</td>
<td>400x275</td>
<td>392x267</td>
<td>11500</td>
<td>9800</td>
<td>8600</td>
<td>7000</td>
</tr>
<tr>
<td>Cover on Cover (Front-Inside Front)</td>
<td>CoC</td>
<td>204x275</td>
<td>196x267</td>
<td>17000</td>
<td>13500</td>
<td>12800</td>
<td>10500</td>
</tr>
<tr>
<td>Advertorial per page</td>
<td>ADVT</td>
<td></td>
<td></td>
<td>5000</td>
<td>4200</td>
<td>3700</td>
<td>3000</td>
</tr>
<tr>
<td>Belly Band</td>
<td></td>
<td></td>
<td></td>
<td>6600</td>
<td>5600</td>
<td>5000</td>
<td>4000</td>
</tr>
<tr>
<td>Reverse Gate Fold</td>
<td></td>
<td></td>
<td></td>
<td>14300</td>
<td>12100</td>
<td>10700</td>
<td>8600</td>
</tr>
<tr>
<td>Post Card on Cover</td>
<td></td>
<td></td>
<td></td>
<td>12100</td>
<td>10300</td>
<td>9100</td>
<td>7260</td>
</tr>
<tr>
<td>Business Reply Card</td>
<td>BRC</td>
<td>144x210</td>
<td>144x210</td>
<td>12100</td>
<td>10300</td>
<td>9100</td>
<td>7260</td>
</tr>
</tbody>
</table>

* 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 process color (CMYK)
# Rate Card
## DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th>Full Page Colour</th>
<th>FPC</th>
<th>275x204</th>
<th>267x196</th>
<th>2200</th>
<th>1900</th>
<th>1600</th>
<th>1300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>204x115</td>
<td>172x115</td>
<td>1500</td>
<td>1300</td>
<td>1100</td>
<td>900</td>
</tr>
</tbody>
</table>

Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement. (All sizes in mm)

## ONLINE

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size(WxH)</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Leaderboard</td>
<td>728x90</td>
<td>5500</td>
<td>5000</td>
<td>4500</td>
<td>4000</td>
</tr>
<tr>
<td>Mid Page Unit (MPU)</td>
<td>300x250</td>
<td>2500</td>
<td>2250</td>
<td>2000</td>
<td>1750</td>
</tr>
<tr>
<td>Panel Ad</td>
<td>300x100</td>
<td>1250</td>
<td>1100</td>
<td>950</td>
<td>850</td>
</tr>
<tr>
<td>Footer Leaderboard</td>
<td>728x90</td>
<td>1500</td>
<td>1250</td>
<td>1000</td>
<td>750</td>
</tr>
<tr>
<td>Electronic Direct mailer</td>
<td>NA</td>
<td>5500</td>
<td>5000</td>
<td>4500</td>
<td>4000</td>
</tr>
<tr>
<td>Videos</td>
<td>300x250</td>
<td>6600</td>
<td>5600</td>
<td>4950</td>
<td>4050</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td></td>
<td>4000</td>
<td>3400</td>
<td>3000</td>
<td>2450</td>
</tr>
<tr>
<td>Animated Ads</td>
<td></td>
<td>4400</td>
<td>3750</td>
<td>3300</td>
<td>2700</td>
</tr>
<tr>
<td>Classified Section</td>
<td></td>
<td>600</td>
<td>500</td>
<td>450</td>
<td>350</td>
</tr>
</tbody>
</table>

Online Advert Size: <25kb (Formats: gif, swf)
Rate Card

NEWSLETTER

<table>
<thead>
<tr>
<th>Advertisement Options</th>
<th>Size (WXH)</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Leaderboard</td>
<td>728x90</td>
<td>2800</td>
<td>2300</td>
<td>2100</td>
<td>1600</td>
</tr>
<tr>
<td>Exclusive Newsletter Sponsor</td>
<td></td>
<td>3500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30,000+ subscribers
Subscribe to our newsletter from our website www.biospectrumasia.com

All sizes in pixels

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

Intromercials: One week - USD 3300; Two weeks - USD 5900; Three weeks - USD 7900; Four weeks - USD 10,000

Discount will be: 10% disc. for 3x, 20% disc. for 6x and 30% for 12x, on original rate.

Electronic Direct Mailer (EDM)

1. EDM database 35000

2. EDM Width should be maximum 600px.

3. HTML file size should be maximum up to 28 kb.

4. HTML file should not contain any style sheet (CSS) or Javascript.

5. File format should be HTML.

6. Subject line is mandatory.

WEBINAR - 12500 USD
Enjoy immediate results with email list rental! Promote your brand to established and proven marketing professionals.

**Biospectrum Impressions:**

- 45,000+ email addresses
- 78,000+ email addresses

**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

**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.

Pin to Email: ankit.kankar@mmactiv.com | Tel: +65-83369142 / +91-9579069369

www.biospectrumasia.com
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.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Traditional Webinars $12,500
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 $8,000
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!

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

write Email: ankit.kankar@mmactiv.com
Tel.: +65-63369142

www.biospectrumasia.com
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.

84,000+ Readers

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.

30,000+ Subscribers

WEBINAR

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 target!). 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.biospectrumanasia.com

140,000+ Unique Visitors

ANDROID

Please Download the application from play store.

www.biospectrumanasia.com

10,000+ Reach
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Fax: +44020-8464-5588
Media Representative
Mr. Stuart Smith
E-mail
stuart.smith@globalmediasales.co.uk
Website
www.globalmediasales.co.uk

TAIWAN
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Fax: +886-93790533
Media Representative
Ms Christine Wu
E-mail
christine@imagemediatw.com

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Fax: +91-20-2729 1769
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