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%
- USA, Canada & Europe: 25%
- Africa & Other: 5%

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

- South Korea, China & Japan: 15%
- Australia & New Zealand: 15%
- Malaysia, Thailand & Taiwan: 18%
- Singapore & India: 25%
- USA, Canada & Europe: 20%
- Africa & Other: 7%

**READERSHIP BY JOB PROFILE**

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

**READERSHIP BY INDUSTRY**

- Others: 7%
- Biotech and Pharma: 68%
- Medical Technologies: 25%

All figures are in percentage.

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Audience Reach

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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.biospectrumanasia.com
<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
<th>Country</th>
</tr>
</thead>
</table>
| January   | • Trends 2020  
• Benefits of Indo-US election  
• Modern Pharma: How pharma firms have automated their processes | China  
Top Companies and Country Report |
| February  | • Govt. funding support for R&D  
• How Big Pharma made presence in APAC  
• Personalised medicine was it just a fad? | Japan  
Country Report Card & Top Companies |
| March     | • Women in top positions  
• Latest Trends in Digital Health  
• The Role of AI from Licensing to Regulatory Compliance in biosciences | Singapore  
Country report & Top companies |
| April     | • Incubators/Parks in Asia  
• Insomnia Market  
• VC funding in biosciences startup: A look at how has this changed from the past few years | Thailand  
Country Report & Top companies |
| May       | • Top Chinese API manufacturers  
• Why does Indian Plants gets FDA brickbats  
• The new regulations in Medical Devices and its impact | Malaysia  
Country Report & Top Companies |
| June      | • Healthcare scenario in Asia  
• The Rising Mental Health problems & opportunities for pharma companies  
• Complexities in Manufacturing of gene therapy | India  
Country report & Top companies |
| July      | • Rare diseases  
• Recycling Biotech/Pharma Waste  
• Brexit implications on bioscience field | Australia  
Country Report & Top companies |
| August    | • Sales in pharma/biosciences  
• Insurance and Healthcare  
• Digital therapeutics & the rise of data driven therapy | South Korea  
Country report & Top companies |
| September | • Companies playing a role in assisted tech  
• CRO Market  
• Data Management in Clinical Trials | Taiwan  
Country report & Top companies |

Closing date for an issue will be 15th of previous month
# 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>- New Drugs which has been launched</td>
<td>Hong Kong</td>
</tr>
<tr>
<td></td>
<td>- Investment made by big pharma firms</td>
<td>Country report and top companies</td>
</tr>
<tr>
<td></td>
<td>- Innovations in Cancer cure</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>- FDA approved facilities in each country</td>
<td>Indonesia</td>
</tr>
<tr>
<td></td>
<td>- Chatbots/AI in pharma</td>
<td>Country report card &amp; Top companies</td>
</tr>
<tr>
<td></td>
<td>- The battle of Drug pricing</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>- Fake drugs</td>
<td>Vietnam</td>
</tr>
<tr>
<td></td>
<td>- Vision 2020 - look back</td>
<td>Country report &amp; top companies</td>
</tr>
<tr>
<td></td>
<td>- An update on the Vaccines</td>
<td></td>
</tr>
</tbody>
</table>

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

## AUDIENCE REACH WORLDWIDE

www.biospectrumsasia.com
REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE

INNOVATIVE OPTIONS: PRINT

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.
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.

CHINA UPDATEs LIST OF KEY REIMBURSABLE MEDICINES

MINAXYS THERAPEUTICS RECEIVES ORPHAN DRUG DESIGNATION
Minaxys Therapeutics (MXTX) recently received orphan drug designation (ODD) from the US Food and Drug Administration (FDA) for its lead compound, MXTX-110, in patient populations with high unmet medical needs.
<table>
<thead>
<tr>
<th>Regular Advertisements</th>
<th>Code</th>
<th>Size (WxH) Bleed</th>
<th>Size (WxH) Non Bleed</th>
<th>1x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Colour</td>
<td>FPC</td>
<td>204x275</td>
<td>196x267</td>
<td>5500</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>115x204</td>
<td>172x115</td>
<td>3300</td>
</tr>
<tr>
<td>Back Cover</td>
<td>BC</td>
<td>204x275</td>
<td>196x267</td>
<td>8800</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>IFC</td>
<td>204x275</td>
<td>196x267</td>
<td>7700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>IBC</td>
<td>204x275</td>
<td>196x267</td>
<td>6600</td>
</tr>
<tr>
<td>Premium Pages (First 10 RHP)</td>
<td>PP</td>
<td>204x275</td>
<td>196x267</td>
<td>6100</td>
</tr>
<tr>
<td>Page facing IFC</td>
<td>PF+IFC</td>
<td>204x275</td>
<td>196x267</td>
<td>6600</td>
</tr>
<tr>
<td>Double Spread</td>
<td>DS</td>
<td>400x275</td>
<td>392x267</td>
<td>10500</td>
</tr>
<tr>
<td>Center Double Spread</td>
<td>CDS</td>
<td>400x275</td>
<td>392x267</td>
<td>11500</td>
</tr>
<tr>
<td>Cover on Cover (Front-Inside Front)</td>
<td>CoC</td>
<td>204x275</td>
<td>196x267</td>
<td>17000</td>
</tr>
<tr>
<td>Advertorial per page</td>
<td>ADVT</td>
<td></td>
<td></td>
<td>5000</td>
</tr>
<tr>
<td>Belly Band</td>
<td></td>
<td></td>
<td></td>
<td>6600</td>
</tr>
<tr>
<td>Reverse Gate Fold</td>
<td></td>
<td></td>
<td></td>
<td>14300</td>
</tr>
<tr>
<td>Post Card on Cover</td>
<td></td>
<td></td>
<td></td>
<td>12100</td>
</tr>
<tr>
<td>Business Reply Card</td>
<td>BRC</td>
<td>144x210</td>
<td>144x210</td>
<td>12100</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)
### DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th></th>
<th>FPC</th>
<th>275x204</th>
<th>267x196</th>
<th>2200</th>
<th>1900</th>
<th>1600</th>
<th>1300</th>
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</thead>
<tbody>
<tr>
<td>Full 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>
</tr>
</thead>
<tbody>
<tr>
<td>Header Leaderboard</td>
<td>728x90</td>
<td>6500</td>
</tr>
<tr>
<td>Mid Page Unit (MPU)</td>
<td>300x250</td>
<td>4000</td>
</tr>
<tr>
<td>Panel Ad</td>
<td>300x100</td>
<td>1250</td>
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<tr>
<td>Footer Leaderboard</td>
<td>728x90</td>
<td>1500</td>
</tr>
<tr>
<td>Electronic Direct mailer</td>
<td>NA</td>
<td>5500</td>
</tr>
<tr>
<td>Videos</td>
<td>300x250</td>
<td>6600</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td></td>
<td>4000</td>
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<tr>
<td>Animated Ads</td>
<td></td>
<td>4400</td>
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<tr>
<td>Classified Section</td>
<td></td>
<td>600</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

### 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

**Introcommercial**: 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 upto 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 - USD 12500

www.biospectrumasia.com
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
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**Pin to Email:** ankit.kankar@mmactiv.com | **Tel:** +65-63369142 / +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!

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: biospectrumanasia.com/webinars

www.biospectrumanasia.com
Write Email: ankit.kankar@mmactiv.com
Tel.: +65-63369142
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 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.biospectrumanasia.com

140,000+ Unique Visitors

ANDROID
Please Download the application from play store.

10,000+ Reach
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