

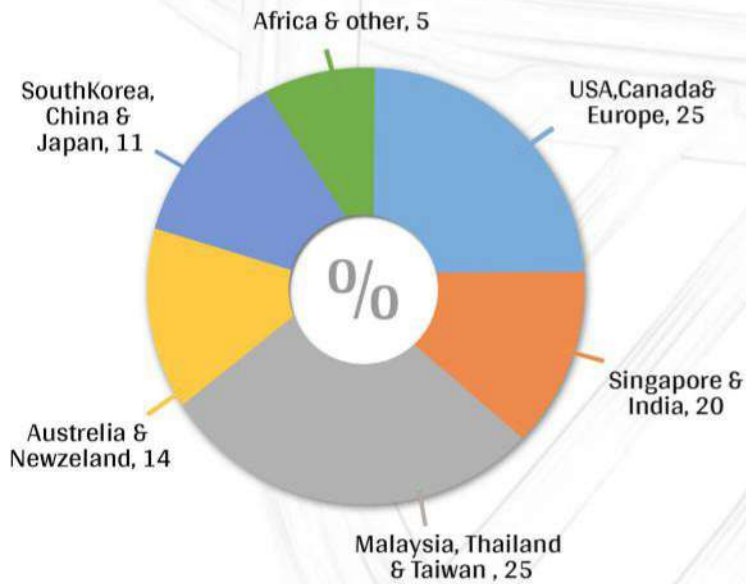
MEDIA KIT 2020



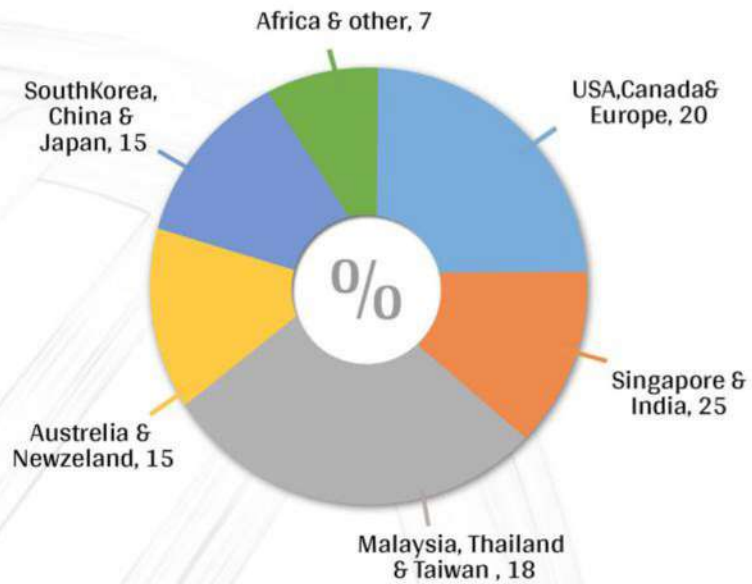
**Get a 360 degree exposure
to the universe of Biotechnology and
Health Sciences industries of Asia**

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.

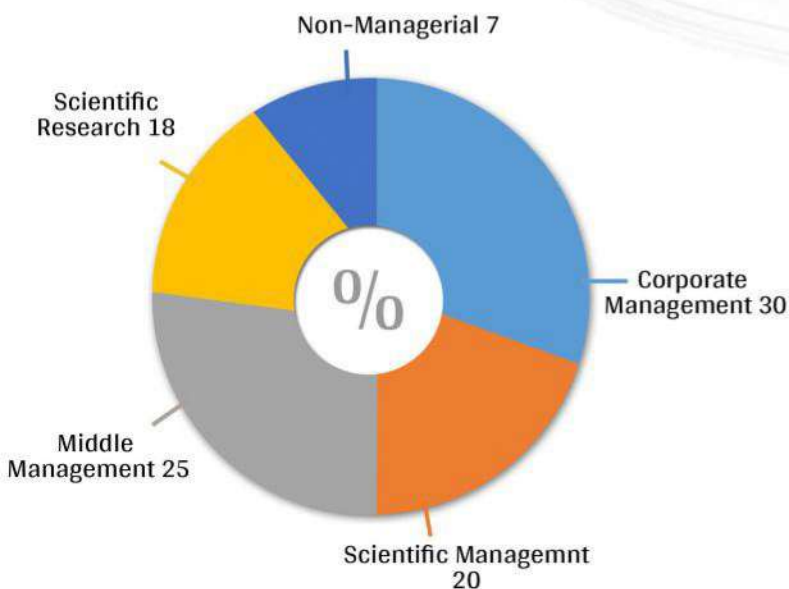
READERSHIP PRINT MAGZINE (84000+READER)



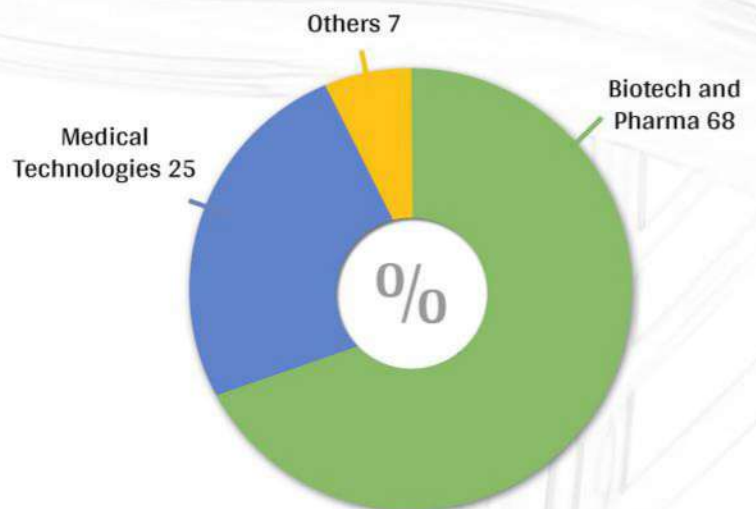
READERSHIP DIGITAL MAGZINE (34000+READER)



READERSHIP BY JOB PROFILE



READERSHIP BY INDUSTRY



All figures are in percentage

Audience Reach

BioSpectrum the business of Bio & Health Sciences
ASIA EDITION

GET CONNECTED TO



PHARMA



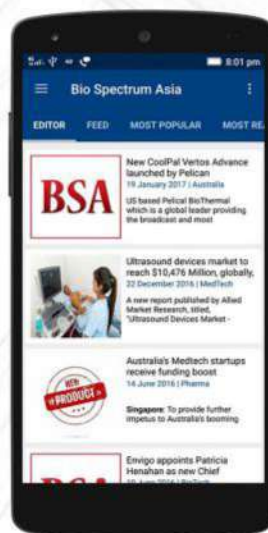
BIOTECH



MEDTECH



140,000+
Unique Visitors



10,000+
Reach



32,000+
Subscribers
EDM Database



30,000+
Subscribers
of Newsletters



84,000+
Readers
of Print Magazine

2020 Editorial Calendar

Issue	Cover Story	Country
January	<ul style="list-style-type: none"> • Trends 2020 • Benefits of Indo-US election • Modern Pharma: How pharma firms have automated their processes 	China Top Companies and Country Report
February	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Incubators/Parks in Asia • Insomania Market • VC funding in biosciences startup: A look at how has this changed from the past few years 	Thailand Country Report & Top companies
May	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Rare diseases • Recycling Biotech/Pharma Waste • Brexit implications on bioscience field 	Australia Country Report & Top companies
August	<ul style="list-style-type: none"> • Sales in pharma/biosciences • Insurance and Healthcare • Digital therapeutics & the rise of data driven therapy 	South Korea Country report & Top companies
September	<ul style="list-style-type: none"> • 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

Issue	Cover Story	Country
October	<ul style="list-style-type: none"> • New Drugs which has been launched • Investment made by big pharma firms • Innovations in Cancer cure 	Hong Kong Country report and top companies
November	<ul style="list-style-type: none"> • FDA approved failities in each country • Chatbots/AI in pharma • The battle of Drug pricing 	Indonesia Country report card & Top companies
December	<ul style="list-style-type: none"> • Fake drugs • Vision 2020- look back • An update on the Vaccines 	Vietnam Country report& top companies

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

AUDIENCE REACH WORLDWIDE



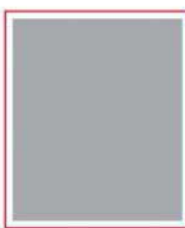
REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE



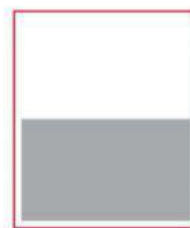
Double Spread



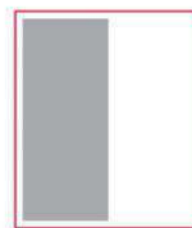
Single Page (Bleed)



Single Page (Non-Bleed)

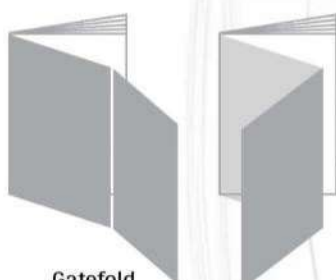


Half Page (Horizontal)



Half Page (Vertical)

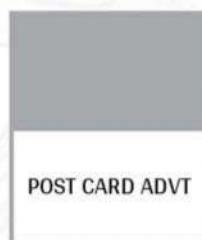
INNOVATIVE OPTIONS: PRINT



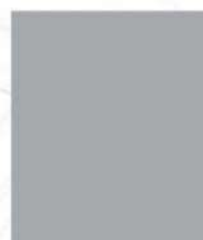
Gatefold



Belly Band



Postcard on Cover



Advertorial



Advertorial with Advertisement

WEBSITE: RICH MEDIA BANNER OPTIONS



Header
Leaderboard

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.

MPU

Box banner

NEWSLETTER

BioSpectrum the business of Bio & Health Sciences
ASIA EDITION

Feb 28, 2017

Clinical Research



Jan Medical and University of Wyoming join together

Jan Medical and the University of Wyoming Athletics Department have partnered together in a new, voluntary clinical study for the BrainPulse device by Jan Medical. [Read more](#)

Bio Services



BIOLABEX Opens R&D Laboratory in BioPark Mauritius

A Mauritius based R&D Laboratory recently announced the launch of its development and manufacturing activities in BioPark, Mauritius. [Read more](#)



Pharma



China updates list of key reimbursable medicines

Inclusion on the National Reimbursement Drug List means a drug is accessible via state insurance schemes, making it affordable to people. [Read more](#)

Drug Discovery



Minoryx Therapeutics receives Orphan Drug Designation

MIN 102 targets X-linked Adrenoleukodystrophy (X-ALD), a life threatening orphan CNS disease with high unmet medical need. [Read more](#)



BioSpectrum the business of Bio & Health Sciences
ASIA EDITION

SUBSCRIBE FOR YOUR MONTHLY COPY AT YOUR DOORSTEP



This email has been sent to you in association with www.biospectrumasia.com
Tell Us What You Think! Help us improve our newsletters. Send us your feedback!
© Copyright 2017 MM ACTIV. All rights reserved.
To Unsubscribe click here.

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	204x275	196x267	5500
Half Page Colour	HPC	115x204	172x115	3300
Back Cover	BC	204x275	196x267	8800
Inside Front Cover	IFC	204x275	196x267	7700
Inside Back Cover	IBC	204x275	196x267	6600
Premium Pages (First 10 RHP)	PP	204x275	196x267	6100
Page facing IFC	PF+IFC	204x275	196x267	6600
Double Spread	DS	400x275	392x267	10500
Center Double Spread	CDS	400x275	392x267	11500
Cover on Cover (Front+Inside Front)	CoC	204x275	196x267	17000
Advertorial per page	ADVT			5000
Belly Band				6600
Reverse Gate Fold				14300
Post Card on Cover				12100
Business Reply Card	BRC	144x210	144x210	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 process color (CMYK)

Rate Card

DIGITAL MAGAZINE

Full Page Colour	FPC	275x204	267x196	2200	1900	1600	1300
Half Page Colour	HPC	204x115	172x115	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	728x90	6500
Mid Page Unit (MPU)	300x250	4000
Panel Ad	300x100	1250
Footer Leaderboard	728x90	1500
Electronic Direct mailer	NA	5500
Videos	300x250	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

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

Intromercial: 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



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.**

Biospectrum Impressions:

45,000+
email addresses

Biospectrum Impressions Group:

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

**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: ankit.kankar@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**.



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: biospectrumasia.com/webinars



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.biospectrumasia.com

140,000+
Unique
Visitors



ANDROID

Please Download the application from play store.

10,000+
Reach

SINGAPORE

MM Activ Singapore Pte Ltd
1 north bridge road #08-08
high street Centre Singapore 543205
Tel.: +65-63369142; Fax: +65-63369145

General manager
Saradha Mani
Handheld- +6590681202
saradha.mani@mmactiv.com

Manager - Product & Marketing Communication
Ankit kankar
ankit.kankar@mmactiv.com
Mobile: +91-9579069369

USA

MMA Media
USA
Mob +91-9579069369

Manager - Product & Marketing Communication
Ankit kankar

E-mail
digital@mmactiv.com

EUROPE

Mr. Stuart Smith

6 Cobden Court, Wimpole Close, Bromley,
Kent BR2 9JF
Tel: +44 (0)20 8464 5577
Mob: 07973 814753

E-mail
stuart.smith@globalmediasales.co.uk
digital@mmactiv.com

TAIWAN

Image Media Service Company
2F-2, No. 35, Sec. 2, Fushing
South Road, Taipei 10655, Taiwan
Tel.: +8 86-2-87734199
Fax.: +8 86-937890533

Media Representative
Ms Christine Wu

E-mail
christine@imagemediatw.com

INDIA

MM Activ Sci-Tech Communications Pvt. Ltd.
"Ashirwad", 1st Floor
36/A/2, S. No.270, Pallod Farms
Near Bank of Baroda, Baner Road,
Pune 411 045, Maharashtra
Tel.: +91-20-2729 1769
Fax.: +91-20-2729 1769

General Manager - Ad Sales & Marketing (India & APAC)
Alok Srivastava
alok.srivastava@mmactiv.com |
Mobile: +91-9845128747

Manager - Product & Marketing Communication
Ankit kankar
ankit.kankar@mmactiv.com |
Mobile: +91-9579069369