

## MEDIA KIT 2023

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

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

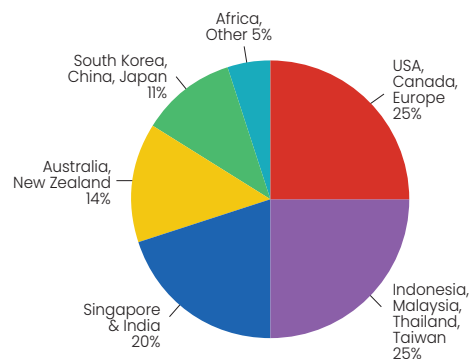
## READERSHIP

### BIO SPECTRUM ASIA

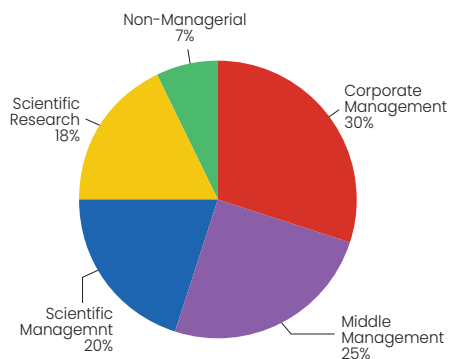
is the most influential source of information for Biotechnology and Health Sciences industry. It is uniquely positioned as specialized B2B information platform for health sciences industry in the Asia Pacific region. BioSpectrum Asia publishes several market research and strategic industry reports with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

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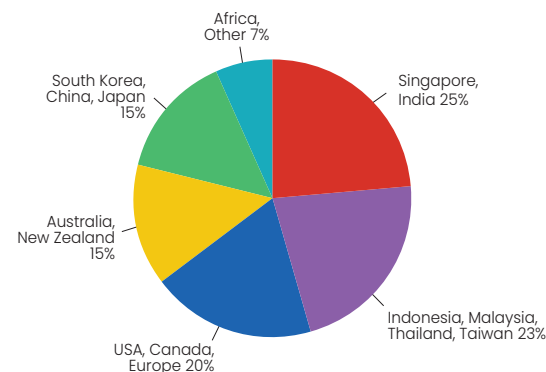
### READERSHIP PRINT MAGAZINE (94,000+ READER)



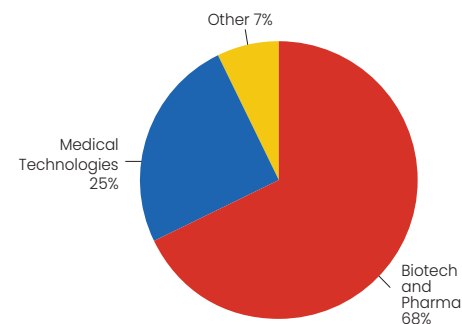
### READERSHIP BY JOB PROFILE



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



### READERSHIP BY INDUSTRY



All figures are in percentage

## AUDIENCE REACH

### GET CONNECTED TO



BIOTECH



MEDTECH



PHARMA



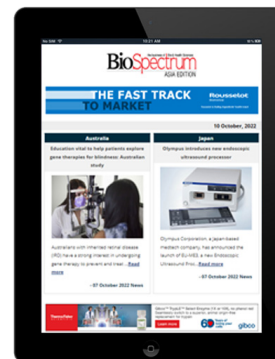
**3,10,000+**  
Unique Visitors



**34,000+**  
Reach



**75,000+**  
Subscribers  
EDM Database



**55,000+**  
Subscribers  
of Newsletters



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

## 2023 EDITORIAL CALENDAR

### JANUARY

#### New year issue

##### Cover package

- Where is APAC life sciences business heading to in 2023?
- New trends and challenges in APAC countries
- New industry outlooks
- Leading companies talking about the new launches, investment

##### Secondary Story

- Boosting Bioanalytical services

**Country : Singapore**

### MARCH

#### Women's Day

##### Cover package

- The key areas in life sciences where Women are shining! by a woman scientist/ expert
- With 2-3 leading women achievers for 2022-23

##### Secondary Story

- Way forward in TB detection

**Country : India & SAARC**

### FEBRUARY

#### World cancer day

##### Cover package

- Is immunotherapy really required to cure cancer?- New discoveries by startups
- With an investor on cancer startups trends, challenges
- With a startup on breakthrough discovery on cancer

##### Secondary Story

- Innovations in dental devices market
- Using technology to beat cancer

**Country : Japan**

### APRIL

#### World health day

##### Cover package

- Flow is genomics helping to develop better drugs, vaccines?
- New genomic tools launched by companies
- Views on precision medicine

##### Secondary Story

- War against malaria resistance
- Understanding single cell technology

**Country : Australia, New Zealand**

## 2023 EDITORIAL CALENDAR

### MAY

#### Cover package

- Is APAC prioritising Femtech?– Women's health & fertility
- Policy measures around fertility, egg freezing
- New technology in fertility market

#### Secondary story

- Are we fighting asthma correctly?
- Is pharma investing enough in new therapies?

**Country : China**

### JULY

#### Cover package

- How to tackle the growing burden of anti-microbial resistance?
- New discoveries in AMR by industry
- Use of technology in AMR

#### Secondary story

- New drugs against hepatitis- where are they?
- Vaccines & logistics- exploring technology

**Country : South Korea**

### JUNE

#### Cover package

- Diagnostics & industrialisation- Opportunities & constraints
- IVD market trends and analysis
- New facility/ product launches in IVD

#### Secondary story

- Nanoparticles- creating bigger impact
- Contamination in cell cultures

**Country : Hong Kong**

### AUGUST

#### Cover package

- Is the manufacturing sector increasing with new M&As?
- Trends/ analysis of bioservice sector growth
- New facility/ investment in bioservices

#### Secondary story

- Exploring new areas for mRNA therapies
- New vaccines in the pipeline in APAC?

**Country : Taiwan**

## 2023 EDITORIAL CALENDAR

### SEPTEMBER

#### World Heart Day

##### Cover Package

- Can we monitor heart health in real time?
- New technologies launched by industry recent research to reduce cardiac diseases

##### Secondary story

- Have we forgotten alzheimer's?
- Reviewing orphan drug designation

**Country : Malaysia & Indonesia**

### NOVEMBER

#### World diabetes day

##### Cover package

- Diabetes & related complications- How do we fix them?
- Recent research/analysis on reducing diabetes
- New initiatives by industry for diabetes management

##### Secondary story

- Are we concerned about metabolic health/ageing?
- Pharma packaging 8 drug delivery

**Country : Emerging SEA Countries**

### OCTOBER

#### World Mental Health Day

##### Cover package

- Are all stakeholders ready to address mental health?
- Interaction with startups to tackle mental healthcare
- Formulating policies for mental health

##### Secondary story

- Economic burden rises for eye healthcare
- Studying drug-drug interactions

**Country : Thailand**

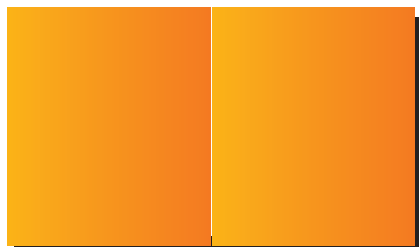
### DECEMBER

##### Cover package

- Let's re-visit 2023- Did we achieve what we planned?
- Leading company talking about the challenges, launches in 2023
- KPMG/ EY/ PwC/Sathguru, Frost & Sullivan etc. focusing on new industry outlooks

## ADVERTISING SOLUTIONS

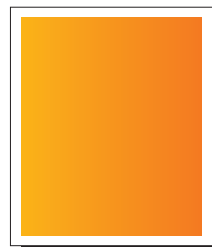
### REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE



Double Spread



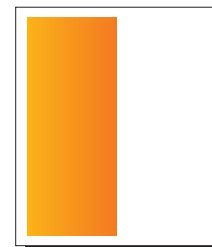
Single Page  
(Bleed)



Single Page  
(Non-Bleed)



Half Page  
(Horizontal)



Half Page  
(Vertical)

### INNOVATIVE OPTIONS: PRINT



Gatefold



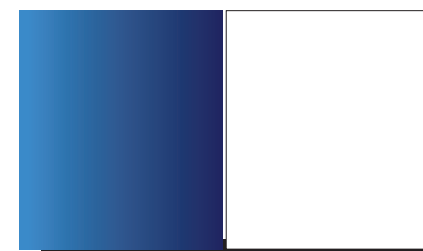
Belly Band



Postcard  
on Cover



Advertorial



Advertorial with  
Advertisement



## ADVERTISING SOLUTIONS

### WEBSITE: RICH MEDIA BANNER OPTIONS

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 'Header Leaderboard' banner for 'cytiva' with the text 'Win prizes like Cytiva's process development services worth up to SGD 200,000\* and more!'. Below this is a 'MPU' (Main Product Unit) section featuring a 'CATHWORKS' banner for 'FOURTH GENERATION CATHWORKS FFRANGIO® SYSTEM RECEIVES REGULATORY APPROVAL IN JAPAN'. To the right of the MPU is a 'Box Banner' for 'suez' with the text 'accurate, efficient, compliant, trusted.' and 'Make water testing easy!'. Below the MPU is a 'Box Banner' for 'Catalent' with the text 'Asia-Pacific Clinical Supply Solutions' and '20+ YEARS IN REGION LOCAL/GLOBAL STUDIES CHINA, SINGAPORE & JAPAN'. At the bottom right is a 'Box Banner' for 'KOREA LIFE SCIENCE WEEK 2022' with the text '2022.11.7-8 coex, SEOUL, KOREA'.

Header Leaderboard

MPU

Box Banner

#### 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
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 12500**



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

**\$ 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](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

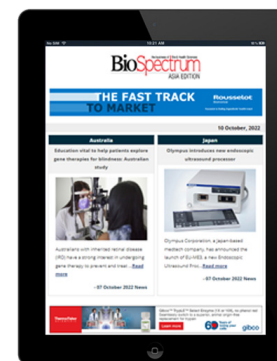
### DIGITAL EDITION



**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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