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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

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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

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

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

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

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

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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

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

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

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

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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

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

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

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

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ADVERTISING SOLUTIONS

WEBSITE: RICH MEDIA BANNER OPTIONS

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
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.
<table>
<thead>
<tr>
<th>Regular Advertisements</th>
<th>Code</th>
<th>Size (WxH) Bleed</th>
<th>Size (WxH) Non Bleed</th>
<th>1x$</th>
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<tbody>
<tr>
<td>Full Page Colour</td>
<td>FPC</td>
<td>204 x 275</td>
<td>196 x 267</td>
<td>5500</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>115 x 204</td>
<td>172 x 115</td>
<td>3300</td>
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<tr>
<td>Back Cover</td>
<td>BC</td>
<td>204 x 275</td>
<td>196 x 267</td>
<td>8800</td>
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<tr>
<td>Inside Front Cover</td>
<td>IFC</td>
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<td>196 x 267</td>
<td>7700</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>IBC</td>
<td>204 x 275</td>
<td>196 x 267</td>
<td>6600</td>
</tr>
<tr>
<td>Premium Pages (First 10 RHP)</td>
<td>PP</td>
<td>204 x 275</td>
<td>196 x 267</td>
<td>6100</td>
</tr>
<tr>
<td>Page facing IFC</td>
<td>PF+IFC</td>
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<td>196 x 267</td>
<td>6600</td>
</tr>
<tr>
<td>Double Spread</td>
<td>DS</td>
<td>400 x 275</td>
<td>392 x 267</td>
<td>10500</td>
</tr>
<tr>
<td>Center Double Spread</td>
<td>CDS</td>
<td>400 x 275</td>
<td>392 x 267</td>
<td>11500</td>
</tr>
<tr>
<td>Cover on Cover (Front + Inside Front)</td>
<td>CoC</td>
<td>204 x 275</td>
<td>196 x 267</td>
<td>17000</td>
</tr>
<tr>
<td>Advertorial per page</td>
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<td>196 x 267</td>
<td>5000</td>
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<tr>
<td>Belly Band</td>
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<td></td>
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<tr>
<td>Reverse Gate Fold</td>
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<tr>
<td>Post Card on Cover</td>
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</tr>
<tr>
<td>Business Reply Card</td>
<td>BRC</td>
<td>144 x 210</td>
<td>144 x 210</td>
<td>12100</td>
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</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 the process color (CMYK)

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RATE CARD

DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size (WxH)</th>
<th>1x$</th>
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<tr>
<td>Full Page Colour</td>
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<tr>
<td>275 x 204</td>
<td>267 x 196</td>
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</tr>
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<tr>
<td>1600</td>
<td>1300</td>
<td>1300</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td></td>
</tr>
<tr>
<td>204 x 115</td>
<td>172 x 115</td>
<td>1500</td>
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<td>1100</td>
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- Being a print advertiser, only 25% of the print advertisement value will he charged for the same digital advertisement.
- All sizes in mm

ONLINE

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size (WxH)</th>
<th>1x$</th>
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<tbody>
<tr>
<td>Header Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Exclusive Slider Leaderboard</td>
<td>650 x 60</td>
<td>7000</td>
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<tr>
<td>Mid Page Unit (MPU)</td>
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<tr>
<td>Panel Ad</td>
<td>300 x 100</td>
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</tr>
<tr>
<td>Footer Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>Electronic Direct Emailer</td>
<td>NA</td>
<td>5500</td>
</tr>
<tr>
<td>Videos</td>
<td>300 x 250</td>
<td>6600</td>
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<tr>
<td>Sponsored Content</td>
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<td>4000</td>
</tr>
<tr>
<td>Animated Ads</td>
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<td>4400</td>
</tr>
<tr>
<td>Classified Section</td>
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<td>600</td>
</tr>
</tbody>
</table>

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

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### RATE CARD

#### NEWSLETTER

<table>
<thead>
<tr>
<th>Advertisement Options</th>
<th>Size (WxH)</th>
<th>1x$</th>
<th>3x$</th>
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</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
- All sizes in mm

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#### 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:** 1 Week: USD 3300 2 Weeks: USD 5900 3 Weeks: USD 7900 4 Weeks: USD 10,000

- Discount will be: 10% for 3X, 20% for 6X and 30% for 12X, On Original Rate.

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- 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.

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- 45,000 + email addresses

**Biospectrum Impressions Group**
- 78,000 + email addresses

Selects Available: Industry | Job Function | Region

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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

**Average Webinar Registrants**

300

**WEBINARS**

**WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES**

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**NOTEWORTHY EXTRAS**

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

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**Samples: biospectrumanasia.com/webinars**

Write Email: ankit.kankarmmactiv.com | Tel.: +65–63369142

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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

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

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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.

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

WEBSITE

7,500,000+
Page Views
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