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 BY COUNTRY**

- US Canada & Europe: 11%
- Australia: 14%
- Singapore: 11%
- India: 9%
- China: 9%
- Japan: 7%
- South Korea: 7%
- Malaysia: 10%
- Thailand: 5%
- New Zealand: 2%
- Africa: 4%
- Others: 5%

**READERSHIP BY JOB PROFILE**

- Corporate Management: 24%
- Scientific Management: 23%
- Scientific Research: 21%
- Middle Management: 22%
- Non-Managerial: 6%
- Others: 7%

**READERSHIP BY INDUSTRY**

- Biotech and Pharma: 80%
- Medical Technologies: 13%
- Others: 7%

All figures are in percentage.

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<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
</table>
| 2018 January | New Year Issue/Anniversary Issue  
Designated orphan drugs available in the region  
Internet of things and healthcare  
Year ahead for 2018 and plans the companies have for the year + trend forecast  
Country Report - South Korea |
| 2018 February | Oncology related drugs and vaccines development  
Asia’s booming medical devices industry  
Regulatory challenges in life sciences sector in last one year  
Country report - Nepal  
World Cancer Day |
| 2018 March | Biosimilars market opportunities and trends in Asia pacific  
Market trends in bio suppliers  
Financial and economic issues in healthcare in APAC  
Is CSR in healthcare moving in right direction?  
Country Report - Cambodia |
| 2018 April | Medical tourism opportunities and challenges  
Mobile healthcare and telemedicine  
Country report - Sri Lanka  
World Health Day - Health of APAC region people (Mortality rate, insurance, burth rate, leading causes of deaths etc) |
| 2018 May | Who will take on China?  
Trends in supply chain management  
Public private partnership and its importance in pharma innovation  
Country Report - Indonesia |
| 2018 June | Innovations in APAC region’s diagnostic sector and regulatory challenges  
Antimicrobial resistance  
Innovating to fight neglected tropical diseases  
Country report - Malaysia |
| 2018 July | Biosimilar market and what lies ahead  
Current developments in stem cell research  
Country Report - Taiwan |
| 2018 August | API industry in Asia pacific  
Smart labs make pharma stand out |
| 2018 September | Global companies that shut down operations in Asia pacific in last 5 years Lay offs  
Country Report - Australia  
World Alzheimer’s Day - Article  
World Heart Day - Article |

Closing date for an issue will be 15th of previous month
# 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2018 October</strong></td>
<td>Special Issue  &lt;br&gt;Contract Manufacturing Organisation  &lt;br&gt;Big data and cloud computing aiding healthcare  &lt;br&gt;International Day of Older Persons - Market of healthcare issues of old persons  &lt;br&gt;World standards day - Article on instrument calibration challenges  &lt;br&gt;World Arthritis Day - Article</td>
</tr>
<tr>
<td><strong>2018 November</strong></td>
<td>Asia's Diabetes epidemic  &lt;br&gt;Diet-related noncommunicable diseases in Asia pacific  &lt;br&gt;Role of NGOs in healthcare in APAC  &lt;br&gt;Country Report - Singapore  &lt;br&gt;International day of Radiology - Article new diagnostic devices, radiology to .......</td>
</tr>
<tr>
<td><strong>2018 December</strong></td>
<td>M&amp;A climate in pharma &amp; life sciences in APAC  &lt;br&gt;Management issues in APAC healthcare  &lt;br&gt;Flashback 2017  &lt;br&gt;Country report - Bhutan  &lt;br&gt;World AIDS day - article</td>
</tr>
</tbody>
</table>

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

---

**AUDIENCE REACH WORLDWIDE**

![World Map](image-url)
REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE

INNOVATIVE OPTIONS: PRINT

WEBSITE: RICH MEDIA BANNER OPTIONS

VIDEO OPTION: 30 SECS VIDEO. (FORMAT FLY. 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.
# 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)

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# 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>2750</td>
<td>2300</td>
<td>2100</td>
<td>1650</td>
</tr>
<tr>
<td>Mid Page Unit (MPU)</td>
<td>300x250</td>
<td>2200</td>
<td>1850</td>
<td>1650</td>
<td>1300</td>
</tr>
<tr>
<td>Panel Ad</td>
<td>300x100</td>
<td>1100</td>
<td>950</td>
<td>850</td>
<td>660</td>
</tr>
<tr>
<td>Sky Scraper</td>
<td>160x600</td>
<td>2400</td>
<td>2100</td>
<td>1800</td>
<td>1450</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>468x60</td>
<td>1300</td>
<td>1100</td>
<td>1000</td>
<td>800</td>
</tr>
<tr>
<td>Footer Leaderboard</td>
<td>728x90</td>
<td>2200</td>
<td>1800</td>
<td>1650</td>
<td>1300</td>
</tr>
<tr>
<td>Electronic Direct mailer</td>
<td>NA</td>
<td>5250</td>
<td>4450</td>
<td>3950</td>
<td>3150</td>
</tr>
<tr>
<td>Microsite</td>
<td>NA</td>
<td>8000</td>
<td>6800</td>
<td>6000</td>
<td>4900</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)

## MOBILE WEBSITE

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size(WxH)</th>
<th>1x</th>
<th>450</th>
<th>350</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footer Leaderboard</td>
<td>728x90</td>
<td>500</td>
<td>450</td>
<td>350</td>
<td>300</td>
</tr>
<tr>
<td>Expandable Banner</td>
<td>300x250</td>
<td>1800</td>
<td>1500</td>
<td>1350</td>
<td>1100</td>
</tr>
</tbody>
</table>

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**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>468x60</td>
<td>2800</td>
<td>2300</td>
<td>2100</td>
<td>1600</td>
</tr>
<tr>
<td><strong>Box Banner</strong> (GIF, JPEG, PNG)</td>
<td>300x100</td>
<td>1650</td>
<td>1400</td>
<td>1200</td>
<td>1000</td>
</tr>
<tr>
<td>Exclusive Newsletter Sponsor</td>
<td>300x250</td>
<td>3500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30,000+ subscribers
Subscribe to our newsletter from our website www.biospectrumpacific.co

**Rich Media Banner Options**

Video Option: USD 6600 a month

Page Peek: 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 32000
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.
PRINT
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.

70,000+ 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

DIGITAL MAGAZINE
BioSpectrum Asia Digital Magazine gives a roundup of the happenings in Asia Pacific region in the pharma, biotech and medtech sectors and reaches the subscriber on the 10th of each month. With a significant dose of news analysis and features, it keeps the reader up-to-date about the industry. Subscribers can either read it online or download, for reading at their convenience. It is available on android and IOS platforms as well.

28,000+ Readers

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.biospectrumsasia.com

90,000+ Unique Visitors

MOBILE APP
Please Download the application from play store.

10,000+ Reach
# Contact Information

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*General Manager*  
Vikas Monga  
vikas.monga@mmactiv.com

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*Media Representative*  
Ms Leslie Hallanan  

*E-mail*  
info@avanimedia.com  

*Website*  
www.avanimedia.com

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Fax: +440120-8464-5588

*Media Representative*  
Mr. Stuart Smith  

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stuart.smith@globalmediasales.co.uk  

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## TAIWAN

**Image Media Service Company**

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christine@imagemedia.tw.com

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Fax: +91-20-2729 1769

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