MEDIA KIT 2019

www.biospectrumindia.com
ABOUT BIOSPECTRUM INDIA (www.biospectrumindia.com)

The BioSpectrum India edition was launched in March 2003 as India's first comprehensive Bio & Health Sciences monthly magazine. It provides comprehensive coverage of the exciting happenings in the Biotechnology & Health Sciences sector comprising of BioPharma, Bioinformatics, BioSuppliers and BioServices markets.

BioSpectrum India is now the most preferred platform to engage the Biotechnology & Health Sciences industry in India. It is widely accepted by the research and academia community. Top key policy makers in the government use BioSpectrum India as a platform to hear the voice of the Indian biotechnology and wealth services Industry.

Readers of BioSpectrum India are policy makers, senior executives and decision makers of biotechnology and Healthcare companies, heads of clinical research, clinical trials and contract manufacturing organizations, senior faculty of educational institutes, Health Sciences consultants, and fund managers.

ADVANTAGES

1. BioSpectrum India gives a unique platform to disseminate your message, showcase your products, services, achievements, future activities, partnership/expansion plans, or financial results to its core audience of over 1,60,000 readers.

2. BioSpectrum India is the best medium to generate leads, offer solutions and seek collaborations in the Biotechnology & Health Sciences industry.

3. BioSpectrum India gives an opportunity to engage with discerning professionals in the industry.

4. BioSpectrum India has unmatched reach among policy makers and influencers.
ACHIEVEMENTS

It is our quest to be the leading source of information for the healthcare business in India. Some of our achievements are:

1. BioSpectrum India Top 20: Most referred and quoted annual industry survey having ranking of Top Biotech and Health Sciences.

2. BioSpectrum India is the “Voice of Indian Health Sciences Industry” BioSpectrum India Industry Annual Awards: An institution to honor the stalwart of this industry.


10,000 + Readers of through Mobile Application

1,600,000 + READERS-PRINT

70,000 + UNIQUE VISITORS

20,000 + Readers of Digital Magazine

25,000 eDM Subscribers

20,000 NEWSLETTER Subscribers
BioSpectrum India reaches the movers and shakers of the Healthcare industry. It is the only vehicle that delivers your message to the entire industry. Its comprehensive, stimulating and well organized format makes information easy to access, absorb and disseminate.

**READERSHIP BY JOB PROFILE**

- Senior Management: 18%
- Corporate Management: 27%
- Middle Management: 25%
- Scientific Research Management: 22%
- Others: 8%

**READERSHIP BY INDUSTRY**

- BioScience and Pharma: 43%
- Research Institutes: 15%
- Technology Providers: 11%
- CRAMS: 11%
- Education Institutes: 8%
- Policy Makers/ Govt. 5
- Others 4

**CIRCULATION BY GEOGRAPHY**

- North Region: 28%
- South Region: 34%
- East Region: 11%
- West Region: 26%
- International: 1%

**MODE OF CIRCULATION**

- Subscribers: 76%
- Events: 11%
- Stands: 6%
- Others: 7%
## 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 January</td>
<td>- New Year Issue&lt;br&gt;- Plans for 2019&lt;br&gt;- Nanomedicine&lt;br&gt;- Budget expectations</td>
</tr>
<tr>
<td>2019 February</td>
<td>- Analysis of DBT funded healthcare projects&lt;br&gt;- Life sciences research and Defence sector&lt;br&gt;- Neglected Tropical diseases&lt;br&gt;- MSME sector in healthcare&lt;br&gt;- World Cancer day&lt;br&gt;- Budget coverage</td>
</tr>
<tr>
<td>2019 March</td>
<td>- Healthcare training and education&lt;br&gt;- Foundations in healthcare sector&lt;br&gt;- Optimizing delivery of Active Pharmaceutical Ingredients (APIs)</td>
</tr>
<tr>
<td>2019 April</td>
<td>- Genomic testing in disease treatment&lt;br&gt;- Healthcare and healthcare insurance market&lt;br&gt;- World Health day&lt;br&gt;- WHO guidelines for IP &amp; IHR, Combating new emerging diseases like Ebola, Zika Virus</td>
</tr>
<tr>
<td>2019 May</td>
<td>- Is funding still an issue for startups in life sciences sector? (Spk to VCs and Pvt equity also)&lt;br&gt;- M&amp;A scene in India&lt;br&gt;- Big tech companies support to lifescience sector startups&lt;br&gt;- Liraglutide – a derivative of human incretin</td>
</tr>
<tr>
<td>2019 June</td>
<td>- A year after mission to develop biopharmaceuticals&lt;br&gt;- bioincubation centers in India&lt;br&gt;- Healthcare &amp; Life Science&lt;br&gt;- Artificial Intelligence in Pharma &amp; Healthcare, Digital Therapeutics&lt;br&gt;- Technology transfer in Pharma, healthcare industries and R&amp;D</td>
</tr>
<tr>
<td>2019 July</td>
<td>- Vaccine market of India&lt;br&gt;- Role of virtual medicine in India which is to seize the manifold opportunities&lt;br&gt;- Is R&amp;D support adequate for Indian healthcare companies to grow?&lt;br&gt;- Indian big pharma and their Spending on R&amp;D&lt;br&gt;- World Doctors Day</td>
</tr>
<tr>
<td>2019 August</td>
<td>- New Vaccine development&lt;br&gt;- Infections at hospitals&lt;br&gt;- Biotherapeutics and Challenges</td>
</tr>
<tr>
<td>2019 September</td>
<td>- Biosimilar market in India&lt;br&gt;- World Alzheimer's Day - Article&lt;br&gt;- World Heart Day - Article&lt;br&gt;- Challenges in Development of Biosimilars</td>
</tr>
</tbody>
</table>

www.biospectrumindia.com
# 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
</table>
| **2019 October** | • USFDA notices-Double standard of Indian pharma cos  
 • International Day of Older Persons - Market of healthcare issues of old persons  
 • World standards day - Article on Instrument calibration challenges  
 • World Arthritis Day - Article  
 • Cargo & Logistics on temperature controlled technologies for Pharma & Life science Industry  
 • Contract Manufacturing, Clinical Research & CRO                                                                 |
| **2019 November** | • Awards and Ranking  
 • International Day of Radiology - Article new diagnostic devices; radiology to ......  
 • Med technology, Lab and healthcare infrastructure  
 • Innovations in Healthcare Services and healthcare delivery system, Innovation in Healthcare consumables, Robotic & wearable devices and mhealthcare Applications                                                                 |
| **2019 December** | • AIDS research- R&D progress, Charity organisations  
 • World AIDS Day - Article AIDS, biopharma and healthcare; current status  
 • PR agencies supporting healthcare sector                                                                 |

Closing date for issue is 15th of previous month

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[Map of South Asia]
## Advertising Solutions - Print

**THE BEST WAY TO ENGAGE THE HEALTHCARE INDUSTRY**

1. Print Ads Options: Regular Ads, High Impact Ads, Advertorial and Special Supplement etc
2. Rich media banner ad options: Banner Ads, eDM and a wide range of expert services like Microsite, Whitepapers, Case studies, Video webcasting and Audio podcasting. Webinars are available to help you create unique, custom-brand materials.
3. Events: BioSpectrum India Technology Forum, BS Awards, Customized Events & Student Lecture Series etc.

### Regular Options

<table>
<thead>
<tr>
<th>Regular Options</th>
<th>1x $</th>
<th>3x $</th>
<th>6x $</th>
<th>12x $</th>
<th>Non-Bleed</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>2,100</td>
<td>1,800</td>
<td>1,500</td>
<td>1,200</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Half Page - Horizontal</td>
<td>1,000</td>
<td>900</td>
<td>800</td>
<td>600</td>
<td>180 × 120</td>
<td>180 × 120</td>
</tr>
<tr>
<td>Double Spread</td>
<td>4,100</td>
<td>3,500</td>
<td>3,100</td>
<td>2,500</td>
<td>360 × 250</td>
<td>360 × 250</td>
</tr>
<tr>
<td>Half double spread Horizontal</td>
<td>2,100</td>
<td>1,800</td>
<td>1,500</td>
<td>1,200</td>
<td>360 × 120</td>
<td>360 × 120</td>
</tr>
</tbody>
</table>

### High Impact Options

<table>
<thead>
<tr>
<th>High Impact Options</th>
<th>1x $</th>
<th>3x $</th>
<th>6x $</th>
<th>12x $</th>
<th>Non-Bleed</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>4,300</td>
<td>3,700</td>
<td>3,200</td>
<td>2,600</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>3,300</td>
<td>2,800</td>
<td>2,500</td>
<td>2,000</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>3,300</td>
<td>2,800</td>
<td>2,500</td>
<td>2,000</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>3rd Page (Facing Inside Front Cover)</td>
<td>2,500</td>
<td>2,100</td>
<td>1,900</td>
<td>1,500</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Opposite Editor page</td>
<td>2,500</td>
<td>2,100</td>
<td>1,900</td>
<td>1,500</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Gate Fold</td>
<td>7,200</td>
<td>6,100</td>
<td>5,400</td>
<td>4,300</td>
<td>350 × 250</td>
<td>350 × 250</td>
</tr>
<tr>
<td>Tab Ad (4 cms (h) × 1 cms (w))</td>
<td>2,600</td>
<td>2,200</td>
<td>1,900</td>
<td>1,500</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Flap Ad (4 cms (h) × 6 cms (w))</td>
<td>3,100</td>
<td>2,600</td>
<td>2,300</td>
<td>1,900</td>
<td>180 × 250</td>
<td>200 × 270</td>
</tr>
<tr>
<td>Book Marker</td>
<td>3,100</td>
<td>2,600</td>
<td>2,300</td>
<td>1,900</td>
<td>50 × 80</td>
<td>50 × 80</td>
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<tr>
<td>Section Sponsorship</td>
<td>5,200</td>
<td>4,400</td>
<td>3,900</td>
<td>3,100</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Amount is in USD

**(Special/Innovative advertisements are also available on request) (Sizes in mm: width × height)**

www.biospectrumindia.com
### Online

<table>
<thead>
<tr>
<th>Ad Slots</th>
<th>1x $</th>
<th>3x $</th>
<th>6x $</th>
<th>12x $</th>
<th>Ad size (in Pixels) (w x h)</th>
<th>Ad size (in kb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsite</td>
<td>1550</td>
<td>1300</td>
<td>1150</td>
<td>950</td>
<td>1024 x 728</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>Videos (30 sec)</td>
<td>1550</td>
<td>1300</td>
<td>1150</td>
<td>950</td>
<td>300 x 250</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>Sponsored Content (500+ words)</td>
<td>400</td>
<td>350</td>
<td>300</td>
<td>250</td>
<td>300 x 250</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>Animated Ads (page peeler)</td>
<td>2000</td>
<td>1700</td>
<td>1500</td>
<td>1250</td>
<td>300 x 250</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>Classified Section</td>
<td>250</td>
<td>200</td>
<td>200</td>
<td>150</td>
<td>300 x 100</td>
<td>&lt;20 kb</td>
</tr>
</tbody>
</table>

*Amount is in USD

### Mobile Website

<table>
<thead>
<tr>
<th>Ad Slots</th>
<th>1x $</th>
<th>3x $</th>
<th>6x $</th>
<th>12x $</th>
<th>Ad size (in Pixels) (w x h)</th>
<th>Ad size (in kb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid page Unit (MPU)</td>
<td>250</td>
<td>200</td>
<td>150</td>
<td>140</td>
<td>300 x 250</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>Videos</td>
<td>500</td>
<td>400</td>
<td>350</td>
<td>280</td>
<td>300 x 250</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>footer leaderboard</td>
<td>150</td>
<td>120</td>
<td>100</td>
<td>75</td>
<td>728 x 90</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>Panel ads</td>
<td>150</td>
<td>120</td>
<td>100</td>
<td>75</td>
<td>300 x 250</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>welcome Ads</td>
<td>300</td>
<td>250</td>
<td>220</td>
<td>200</td>
<td>320 x 100</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>Expandable banner</td>
<td>400</td>
<td>350</td>
<td>300</td>
<td>250</td>
<td>320 x 480</td>
<td>&lt;20 kb</td>
</tr>
<tr>
<td>video pre roll (15 sec)</td>
<td>400</td>
<td>350</td>
<td>300</td>
<td>250</td>
<td>320 x 480</td>
<td>&lt;20 kb</td>
</tr>
</tbody>
</table>

*Amount is in USD

### Mobile App

<table>
<thead>
<tr>
<th>Ad Slots</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>Ad size (in Pixels) (w x h)</th>
<th>Ad size (in kb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored Content</td>
<td>200</td>
<td>180</td>
<td>150</td>
<td>120</td>
<td>320 x 480</td>
<td>&lt;20 kb</td>
</tr>
</tbody>
</table>

*Amount is in USD

www.biospectrumindia.com
**REGULAR OPTIONS**

Double Spread – Bleed  
Full Page – Bleed  
Full Page – Non Bleed  
Half Page – Horizontal  
Double Spread – Non Bleed  
Gate fold

**ADVERTISEMENT INSTRUCTIONS**

- Trim size of the magazine = 196 mm x 267 mm for a single page and 392 mm x 267 mm for double spread.
- Cut marks to be as per the trim size.
- For bleed advertisements, 5mm extra on each side allowed.
- Live matter should be well within 5mm from the cut marks.
- 10mm gutter margin is required for double spread ads.

**AD CREATIVE REQUIREMENT**

- High Resolution PDF (300 dpi) file in process color (CMYK).
- Black color text should be in single color black and not in four color black.
- Ad materials deadlines- 15th of every previous month for forthcoming issues.

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**Online**

<table>
<thead>
<tr>
<th>Ad Slots</th>
<th>1x $</th>
<th>3x $</th>
<th>6x $</th>
<th>12x $</th>
<th>Ad size (in Pixels) (w x h)</th>
<th>Ad size (in Kb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leader board</td>
<td>750</td>
<td>650</td>
<td>550</td>
<td>450</td>
<td>728 x 90</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>700</td>
<td>600</td>
<td>500</td>
<td>400</td>
<td>468 x 60</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Footer Leader board</td>
<td>600</td>
<td>500</td>
<td>400</td>
<td>350</td>
<td>728 x 90</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Mid Page Unit (MPU)</td>
<td>700</td>
<td>600</td>
<td>500</td>
<td>400</td>
<td>300 x 250</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Box Banner Ad</td>
<td>600</td>
<td>500</td>
<td>400</td>
<td>350</td>
<td>300 x 100</td>
<td>&lt;20 Kb</td>
</tr>
</tbody>
</table>

*Amount is in USD

[www.biospectrumindia.com]
# DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th>Regular Advertisement</th>
<th>Code</th>
<th>Size (W X H) Bleed</th>
<th>Size (W X H) 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>204 x 275</td>
<td>196 x 267</td>
<td>1200</td>
<td>1020</td>
<td>900</td>
<td>710</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>204 x 115</td>
<td>172 x 115</td>
<td>750</td>
<td>630</td>
<td>560</td>
<td>450</td>
</tr>
</tbody>
</table>

Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement.

# NEWSLETTER

<table>
<thead>
<tr>
<th>Regular Advertisements</th>
<th>Size</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Banner</td>
<td>468 x 60</td>
<td>900</td>
<td>770</td>
<td>670</td>
<td>540</td>
</tr>
</tbody>
</table>

# EDM

**Electronic Direct Mailer (EDM)**

1. EDM database 25000

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.

<table>
<thead>
<tr>
<th>Regular Advertisements</th>
<th>Size</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDM</td>
<td>NA</td>
<td>750</td>
<td>630</td>
<td>560</td>
<td>450</td>
</tr>
</tbody>
</table>
A combination of regular and innovative outreach programmes that helps you to create the buzz around your product/targeted communities. Introduce your product or create a buzz around the latest offer to the healthcare community at BioSpectrum India. The various sections of the site help you to address various segments of the Healthcare audience. Further, micro target your audience through content/geo/time targeted advertising.

STANDARD ADS
These banner ads across the site help in driving the audience to your product page. These strategically placed ad options give your product messaging the right kind of highlighting. These ads include: Top Banner, Monster Ad, Panel Ad and Skyscraper Ad High Impact Ads: Other than the standard ad properties, BioSpectrum India also provides various special ads to catch the eyeballs of the audience. These include: Floating Ads, Shoskeles, Dogear Peel Back ad and pop Up ad.

CUSTOM SITE/ MICROSITE
Custom site is an exclusive online platform to showcase your solutions and reach specific audience. Gives your customer the relevant information helping you to educate him and generate expressions of interest. This program helps you strategically deliver your product information along with our rich editorial content.

CASE STUDY/WHITE PAPERS PROGRAM
Case Study/White Papers are very powerful online tools which help your organization to showcase benefits & best practices. Placed strategically through various promotions, this tool can help build your case among the decision makers for purchase considerations and making informed decisions.

VIDEO ADS
The best way of bringing a television impact on your online audience.

ELECTRONIC DIRECT MAILER
This specially designed push strategy helps to reach out to the opt-in database of BioSpectrum India to introduce the product & generate interest. It’s a perfect vehicle to upgrade, build awareness and promote Product launches, Special offers, Add-on features to existing products.

WEBINAR
A webinar is a “web seminar”. It allows people to connect online to view a live presentation, which includes audio and video. The biggest advantage of the webinar is convenience. There’s no travel. You can attend a webinar straight from your desk at work or your living room at home.

CUSTOM PUBLISHING
Custom Publishing brings the double benefit of customized messages and the power of direct marketing. In effectiveness no other tool can beat Custom Publishing. Custom Publishing is more than writing articles or marketing messages. It is highly effective, cost efficient and accountable tool to reach your audience directly. Only BioSpectrum India offers you professionals in every aspect: content, design and layout, production and delivery management. Our service deliveries are growing by the year and the list of happy customers is growing equally.
**BIOSPECTRUM INDIA AWARDS**

BioSpectrum India organizes the annual Biotech Industry Awards every year in December to honor the movers and shakers of the BioScience industry. It is recognized as India's most prestigious biotech industry event. BioSpectrum India Industry Awards has become “must-attend” function for the industry leaders in India. The Awards Nite has over 200 plus C-level audience attending the event from across the country.

**STUDENT LECTURE SERIES**

Bridge the gap between the “expectations” of the industry and the “aspirations” of students and professionals in BioSciences industry, BioSpectrum India organizes an Industry-Academia Interaction series wherein the leaders from different sectors of biotechnology industry will share their experiences and knowledge about the opportunities in the industry and how to go about it. This will help the students to have an understanding about the industry where they will be looking for a career options. Audience Profile: Biotech and Pharma Graduate/ Post Graduate Students, and HODs of the BT Institutes.

**BIOSPECTRUM INDIA TECHNOLOGY FORUM**

Spectrum Technology Forum acts as a facilitator and a platform to guide and give a new direction to the industry by staying updated with the latest developments, technological advances and leverage growth opportunities from new technologies. Audience Profile: CSOs, R&D Heads, Head of Research Institutions like CSIR Labs, NCBS, IISc, NII and Top Universities from the BioSciences Industry.
BIOSPECTRUM INDIA OFFERS

A Coveted platform to engage the Indian Healthcare community through Special Supplements/Advertorials/Customized publishing solutions. Produce Technology Summits to foreign institutions; direct interaction options through our industry meets; Panel discussions to reach out to Indian Healthcare community.

Other Products

BIOTECHNOLOGY AND HEALTH SCIENCES RESOURCE GUIDE

First ever compendium of the Indian Biotechnology and Health Sciences industry that is distributed globally. It is considered as the ultimate repository of information on the Indian Biotechnology and Health Sciences industry.

www.biospectrumindia.com
Contact Us

INTERNATIONAL

ASIA PACIFIC

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E-mail: saradha.mani@mmactiv.com

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