



PHARMACEUTICAL OUTSOURCING DECISIONS

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A Special Integral supplement to World Pharmaceutical Frontiers

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PROJECT CONCEPT

Outsourcing has been called 'one of the greatest organisational and industry structure shifts of the century'. This shift has been particularly marked within the pharmaceutical sector, with pharmaceutical and biotechnology companies now outsourcing at almost every stage of the value chain. This in turn has resulted in a sector with an estimated value of \$5bn and a growth rate of 20 per cent.

Pharmaceutical companies are now supporting a thriving services sector by outsourcing a broad range of skills and technologies required for drug discovery, development and manufacturing.

Key drivers include:

- **Increased focus on 'core competencies'**
- **Increase in the range of services and functions available for outsourcing**
- **Cost pressures**
- **Growth of smaller biotechnology companies**
- **Pressure to reduce time to market**
- **Transparency of costs offered by outsourcing companies**
- **Specialisation, with outsourcing companies able to make constant and intensive use of their capital**
- **Globalisation of the pharmaceutical industry**

Pharmaceutical Outsourcing Decisions is designed around relevant and focused editorial with the purpose of engaging key decision-makers. Stimulating and provocative articles will encourage action among readers looking to align with organisations that will enable them to fulfil their strategic objectives.

PAST & PRESENT EDITORIAL CONTRIBUTORS INCLUDE

- **Johnson & Johnson Pharmaceutical Research and Development**, Chris Teleha, Associate Director, Discovery Scale-Up
- **Abbott Laboratories**, Frank A Gomez, Program Manager, Information & Policy, Corporate Regulatory & Quality Science
- **Wyeth Pharmaceuticals**, Edward P Nathan, Senior Director, Learning & Performance Group EMEA



EDITORIAL PROFILE

Pharmaceutical Outsourcing Decisions will focus on the following topics:

- **Regional Profile**
- **R&D**
- **Validation**
- **Manufacturing**
- **Supply chain**
- **Contract sales**
- **Clinical Trials**
- **Packaging**
- **Legal & Regulatory**
- **Drug Delivery**
- **Drug Discovery**
- **E-Learning & Training**

DISTRIBUTION & READERSHIP

The key to *Pharmaceutical Outsourcing Decisions* is the highly targeted distribution programme which is independently audited after publication and has a requested readership of over 91 per cent (publishers statement).

This entails a guaranteed minimum of 10,200 copies, which will generate a projected readership of 45,900 (publisher's statement) decision-makers in the buying chain at the top 50 pharmaceutical and biotechnology companies worldwide as well as leading CROs and CMOs covering:

- **Corporate Management**
- **Research & Development**
- **Business Development**
- **Manufacturing & Processing**
- **Quality Control & Assurance**
- **Purchasing**
- **Licensing**
- **Finance**
- **Marketing**
- **Regulatory Affairs**



DISTRIBUTION & READERSHIP CONTINUED

CIRCULATION PROFILE

"C" Level

- CEO
- CFO
- CIO
- COO
- Chairman
- President

Manufacturing

- VP Manufacturing
- Technical Director
- Operations Manager
- Senior VP, Manufacturing
- Head of Production
- Quality Control Manager
- General Manager of Processing Sector
- Plant Manager
- Head of Packaging Development

Business Management

- Business Manager
- VP Licensing & Regulatory Affairs
- Marketing Director
- Managing Director
- VP Sales
- Head Data Management
- VP Purchasing
- Logistics Director

Research & Development

- Chief Scientific Officer
- R&D Manager
- Senior VP Research, Development and Engineering
- R&D Director
- Head Clinical Research
- Drug Discovery VP

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BUYERS' GUIDE LISTING

As a service to advertisers, a buyers' guide will be included in the publication. At no extra cost, advertisers may list other products and services available to the pharmaceutical and biotech industries.

READER RESPONSE

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach the buyers they need to influence. Pharmaceutical Outsourcing Decisions offers readers numerous options to respond to advertisements. Each edition will feature a reader response card system, buyers' guide listing together with a comprehensive advertiser index. Direct and category responses to advertisements are sent to advertisers regularly for up to a year after publication.

ADVERTISING

- **Your advertisement placed within the relevant editorial section**
- **A products and services listing for the Supplier Index**
- **Direct and category responses will be sent to you for up to a year after publication**
- **Over 91 per cent requested readership (publishers statement)**

	COLOUR	SPOT COLOUR	MONO
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Single page	£5,900	£5,500	£5,100
Half page	£3,950	£3,600	£3,250

Outside back Cover	£7,700
Inside front Cover	£7,350
Eight-page Sponsored supplement	£37,800
Four-page supplement	£20,100
Outsert	£6,950
Belly Band.....	£5,950
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Distributed with publication£17,950

- **Post-it notes**

Attached to your advertisement, post-it notes serve as a unique reminder to readers about your brand and offer a valuable prompt to visit your stand at a trade fair.

Price£2,250

- **Carrier sheet**

A quarter page advertisement on the address sheet that accompanies all reader copies.

Price£4,950



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