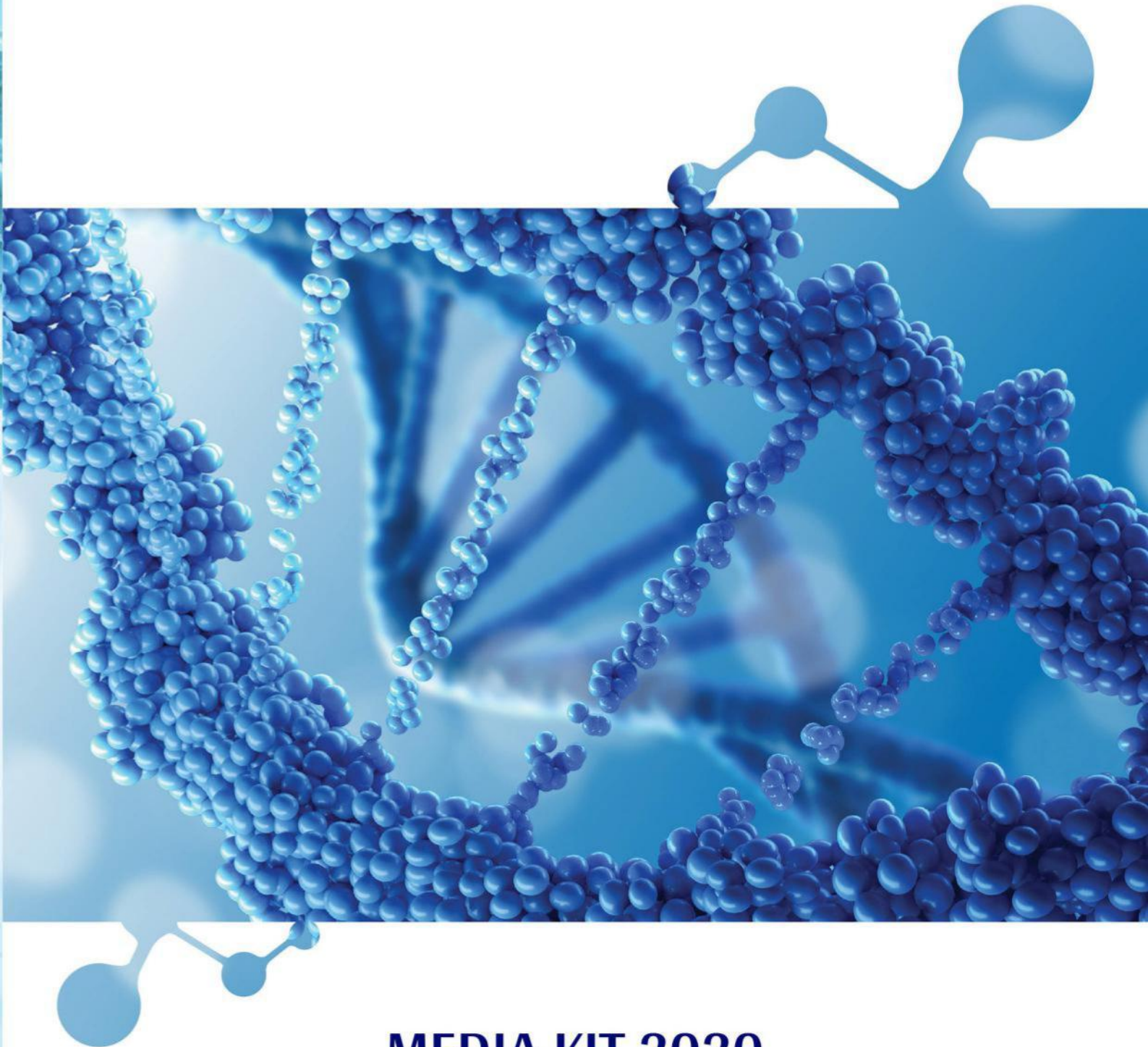


the business of Bio & Health Sciences

BioSpectrum

INDIA EDITION



MEDIA KIT 2020

MM ACTIV

Sci-Tech Communications

Media | Events | Partnering | Advisory

www.biospectrumindia.com

ABOUT BIOSPECTRUM INDIA (www.biospectrumindia.com)

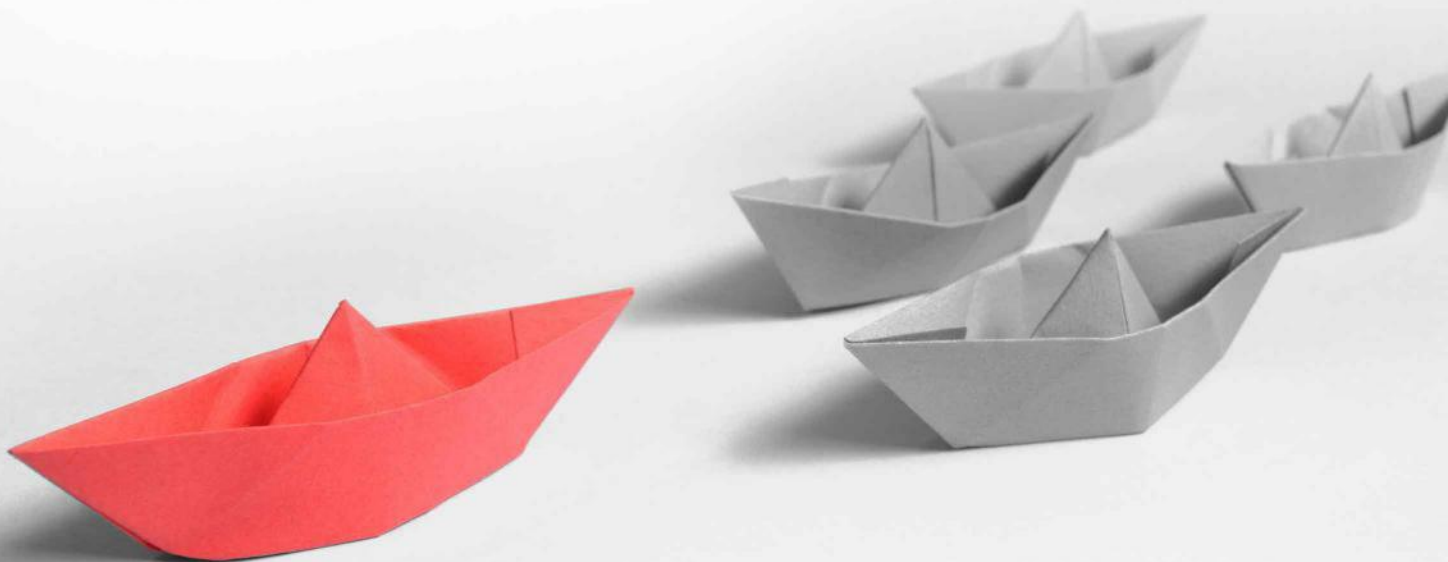
The BioSpectrum India edition was launched in March 2003 as India's first comprehensive Bio & Health Sciences monthly magazine. It provides comprehensive coverage of the exciting happenings in the Biotechnology & Health Sciences sector comprising of BioPharma, Bioinformatics, BioSuppliers and BioServices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



Why BioSpectrum India?

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.
- 3 Healthcare Resource Guide : First ever compendium of information on the Indian Healthcare industry, The BioSpectrum India Healthcare Resource Guide was distributed world wide and proved as the ultimate repository of information on the Indian Healthcare industry.

10,000 +
Readers of
through Mobile Application

1,60,000 +
READERS-PRINT

1,20,000 +
UNIQUE VISITORS

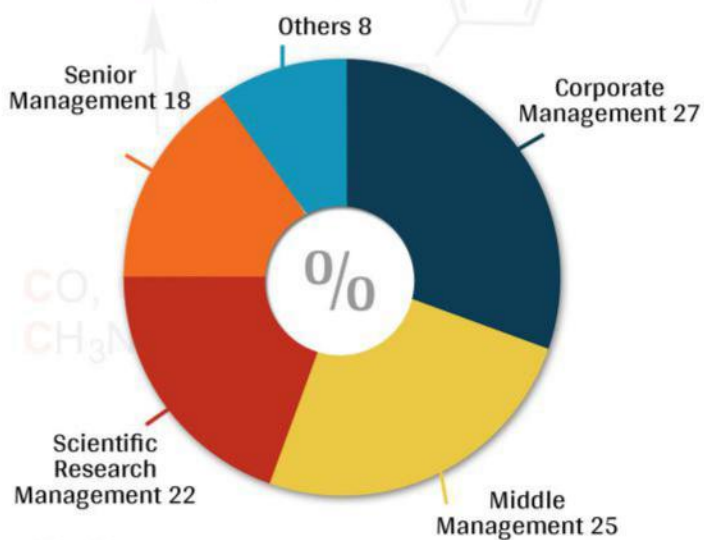
20,000 +
Readers of
Digital Magazine

35,000
eDM
Subscribers

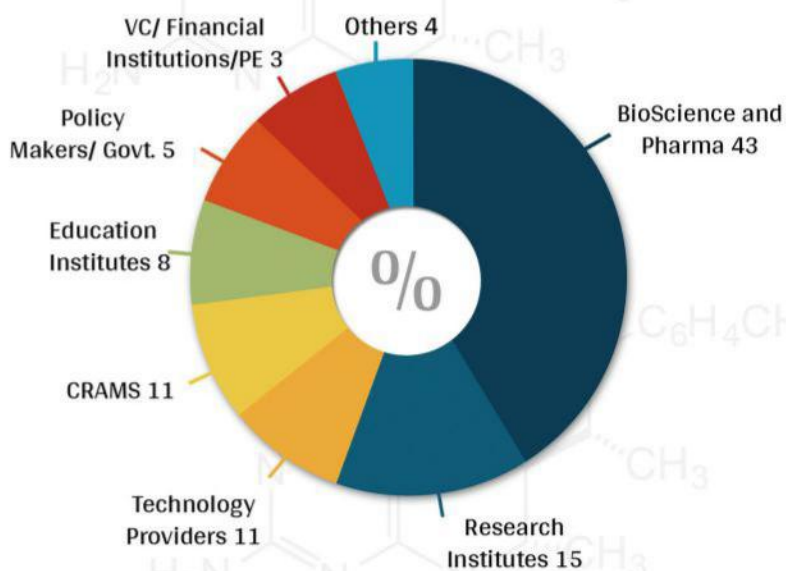
30,000
NEWSLETTER
Subscribers

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.

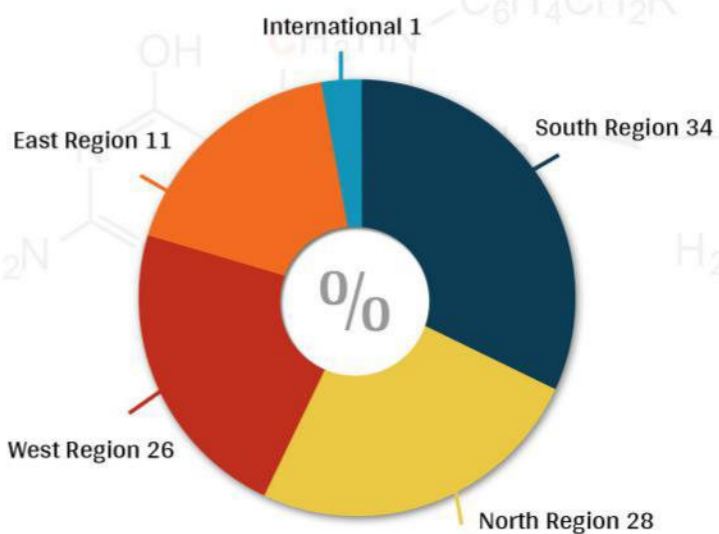
READERSHIP BY JOB PROFILE



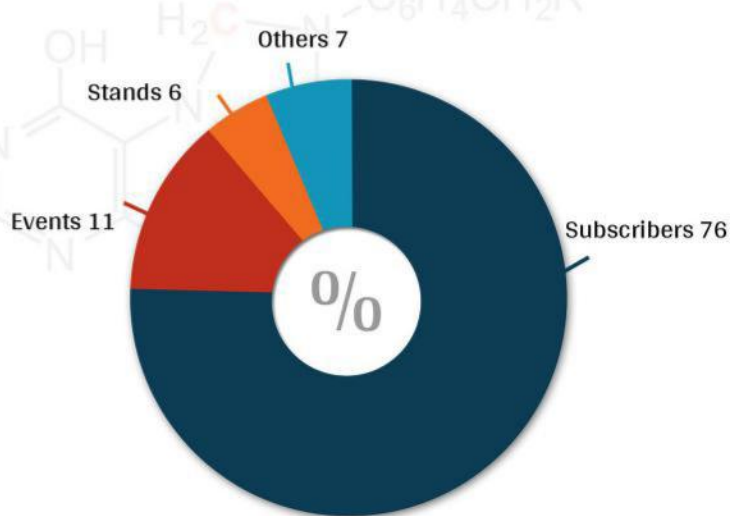
READERSHIP BY INDUSTRY



CIRCULATION BY GEOGRAPHY



MODE OF CIRCULATION



| Issue | Cover Story |
|----------------|---|
| 2020 January | <ul style="list-style-type: none"> ● New Year Issue ● Plans and new trends for 2020 ● Budget expectations ● Some current topic |
| 2020 February | <ul style="list-style-type: none"> ● Govt efforts to reduce cancer disease burden and industry response ● Status of cancer research and drug discovery ● Budget coverage ● Animal experiment related problems |
| 2020 March | <ul style="list-style-type: none"> ● Anniversary issue ● Women in top positions ● Target zero TB; Five years left ● Dialysis market ● Analysis of DBT funded healthcare projects |
| 2020 April | <ul style="list-style-type: none"> ● Education institute ranking (for Institutes wanting to catch industry eye) ● Why students not getting jobs ● Immunisation week - Scope for Vaccines market, delivery methods |
| 2020 May | <ul style="list-style-type: none"> ● Small sector in healthcare not included in MSME ● Hypertension market ● Genetic testing status |
| 2020 June | <ul style="list-style-type: none"> ● Supplier ranking ● IT technologies providing support for drug discovery R&D ● M&A scene in India |
| 2020 July | <ul style="list-style-type: none"> ● Biopharma ranking ● Hepatitis update - India's contribution ● Doctors' safety on World Doctors' Day |
| 2020 August | <ul style="list-style-type: none"> ● Big tech companies' support to lifescience sector startups ● Healthcare Parks ● Incubation centres in India |
| 2020 September | <ul style="list-style-type: none"> ● CRO ranking ● CVR diseases ● World Alzheimer's Day - Article ● R&D spending by big pharmas |

| Issue | Cover Story |
|----------------------|---|
| 2020 October | <ul style="list-style-type: none">• New variants in existing diseases• Biosimilar status• Polio• Mental health |
| 2020 November | <ul style="list-style-type: none">• Readers' special• Diabetes |
| 2020 December | <ul style="list-style-type: none">• Vision 2020 status• Technology transfer in Pharma, healthcare industries and R&D• Innovation in assisted technologies |

Closing date for issue is 15th of previous month



| Regular Options | 1x | 3x | 6x | 12x | Non-Bleed(wxh) | Bleed Size(wxh) |
|-------------------------------|--------|--------|--------|--------|----------------|-----------------|
| Full Page | 158125 | 134435 | 118565 | 94875 | 180 × 250 | 200 × 270 |
| Half Page- Horizontal | 79005 | 67160 | 59340 | 47380 | 180 × 120 | 180 × 120 |
| Double Spread | 316250 | 268755 | 237130 | 189750 | 360 × 250 | 360 × 250 |
| Half double spread Horizontal | 158125 | 134435 | 118565 | 94875 | 360 × 120 | 360 × 120 |

| High Impact Options | 1x | 3x | 6x | 12x | Non-Bleed(wxh) | Bleed Size(wxh) |
|--------------------------------------|--------|--------|--------|--------|----------------|-----------------|
| Back Cover | 317570 | 269940 | 238260 | 190520 | 180 × 250 | 200 × 270 |
| Inside Front Cover | 242000 | 205700 | 181500 | 145200 | 180 × 250 | 200 × 270 |
| Inside Back Cover | 242000 | 205700 | 181500 | 145200 | 180 × 250 | 200 × 270 |
| 3rd Page (Facing Inside Front Cover) | 181500 | 154220 | 136070 | 108900 | 180 × 250 | 200 × 270 |
| Opposite Editor page | 181500 | 154220 | 136070 | 108900 | 180 × 250 | 200 × 270 |
| Gate Fold | 529320 | 450010 | 397100 | 317570 | 350 × 250 | 350 × 250 |
| Tab Ad (4 cms (h) × 1 cms (w)) | 189090 | 160710 | 141790 | 113410 | 180 × 250 | 200 × 270 |
| Flap Ad (4 cms (h) × 6 cms (w)) | 226820 | 192830 | 170170 | 136070 | 180 × 250 | 200 × 270 |
| Book Marker | 226820 | 192830 | 170170 | 136070 | 50 × 80 | 50 × 80 |
| Section Sponsorship | 378070 | 321420 | 283580 | 226820 | | |

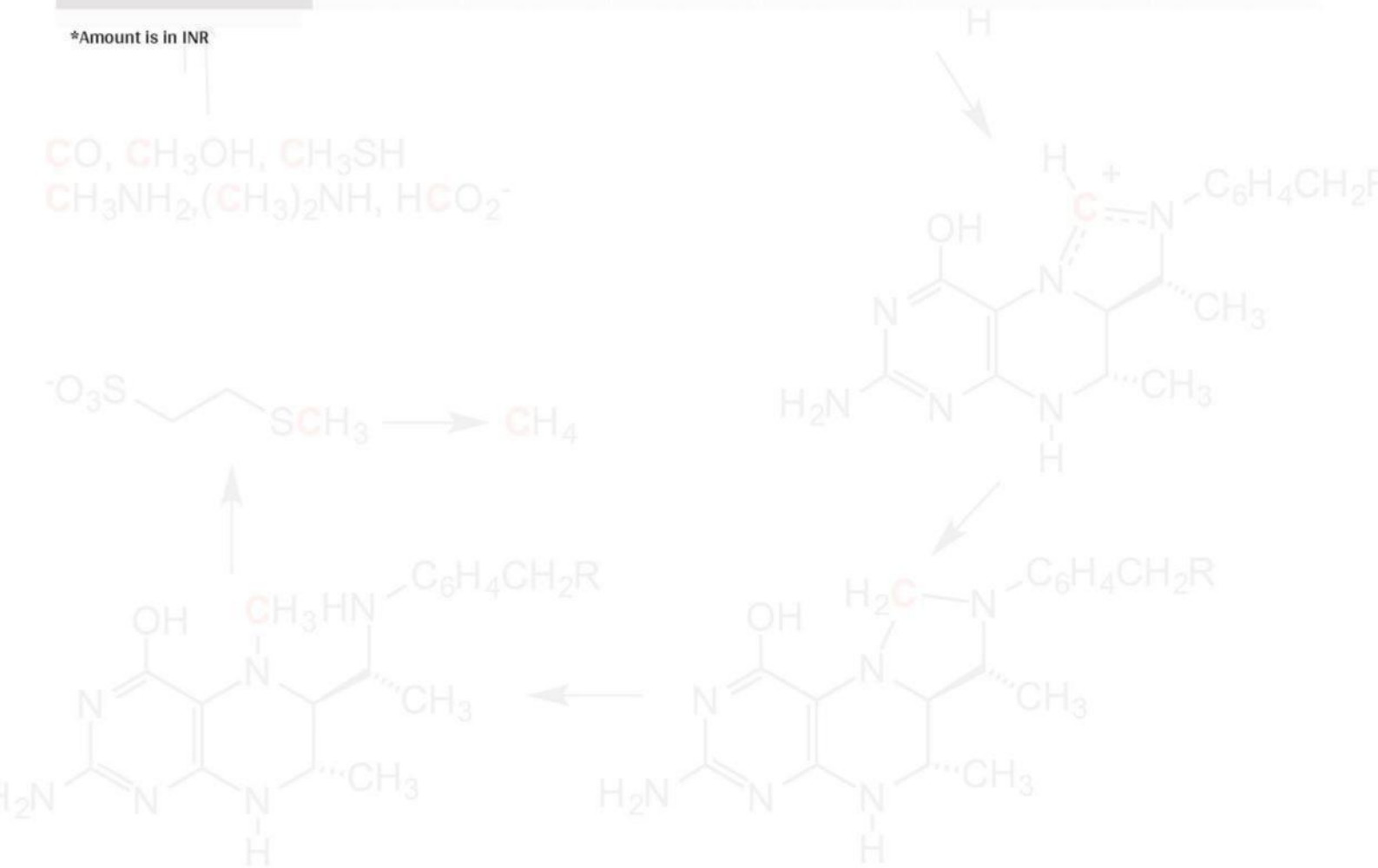
*Amount in INR

**Special/Innovative advertisements are also available on request

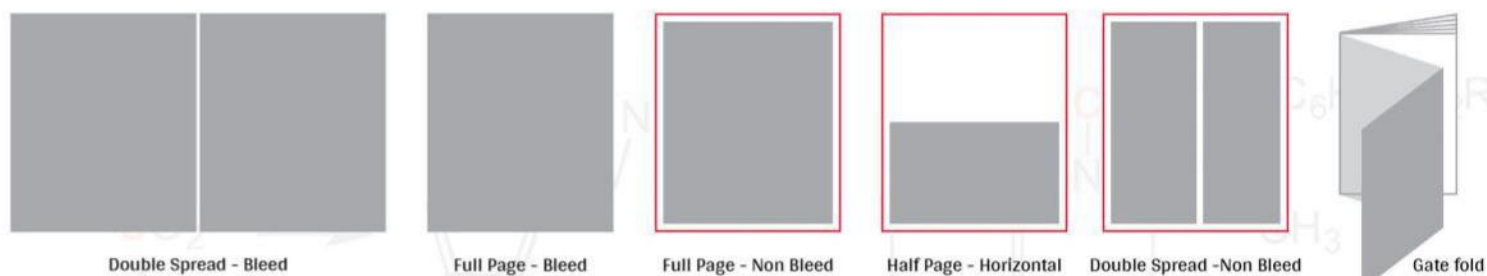
(Sizes in mm; width × height)

| Ad Slots | 1x | 3x | 6x | 12x | Ad size (in Pixels) (w) × (h) | Ad size (in Kb) |
|--------------------------------|--------|--------|-------|-------|-------------------------------|-----------------|
| Videos (30 sec) | 100000 | 85000 | 75000 | 61250 | 300 × 250 | <20 Kb |
| Sponsored Content (1000 words) | 50000 | 40000 | 30000 | 20000 | 300 × 250 | <20 Kb |
| Animated Ads (page peeler) | 130000 | 110500 | 97500 | 79650 | 300 × 250 | <20 Kb |
| Classified Section | 15000 | 12750 | 11250 | 9200 | 300 × 100 | <20 Kb |

*Amount is in INR



REGULAR OPTIONS



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, 5 mm extra on each side allowed.
- Live matter should be well within 5 mm from the cut marks
- 10 mm 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

Online

| Ad Slots | 1x | 3x | 6x | 12x | Ad size (in Pixels) (w) x (h) | Ad size (in Kb) |
|---------------------|-------|-------|-------|-------|-------------------------------|-----------------|
| Top Leader board | 54450 | 46310 | 39380 | 33440 | 728 x 90 | <20 Kb |
| Standard Banner | 44000 | 37400 | 33000 | 26950 | 468 x 60 | <20 Kb |
| Footer Leader board | 25000 | 23000 | 20000 | 18000 | 728 x 90 | <20 Kb |
| Mid Page Unit (MPU) | 48400 | 41140 | 34980 | 29700 | 300 x 250 | <20 Kb |
| Panel Ad | 33000 | 28050 | 24750 | 20240 | 300 x 100 | <20 Kb |

*Amount is in INR

DIGITAL MAGAZINE

| Regular Advertisement | Code | Size (w x h) Bleed | Size (w x h) Non Bleed | 1x | 3X | 6X | 12x |
|-----------------------|------|--------------------|------------------------|-------|-------|-------|-------|
| Full Page Colour | FPC | 204 X 275 | 196 X 267 | 84000 | 71400 | 62790 | 50190 |
| Half Page Colour | HPC | 204X 115 | 172 X 115 | 52500 | 44625 | 29270 | 31395 |

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

NEWSLETTER

| Regular Advertisements | Size | 1x | 3x | 6x | 12x |
|----------------------------------|-----------|--------|--------|--------|--------|
| Top Leader Board | 728 x 90 | 50,000 | 40,000 | 30,000 | 20,000 |
| Bottom Leader Board | 728 x 90 | 30,000 | 25,000 | 21,250 | 18,750 |
| Exclusive Newsletter Sponsorship | 300 x 250 | 50,000 | 42,500 | 37,500 | 30,650 |

EDM

Electronic Direct Mailer (EDM)

1. EDM database 35000
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.

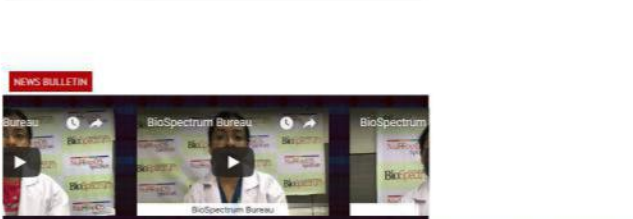
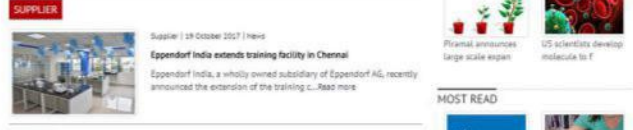
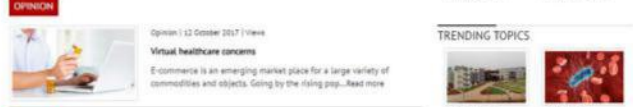
| Regular Advertisements | Size | 1x | 3x | 6x | 12x |
|------------------------|------|--------|-------|-------|-------|
| EDM | NA | 50,000 | 42500 | 37400 | 29900 |



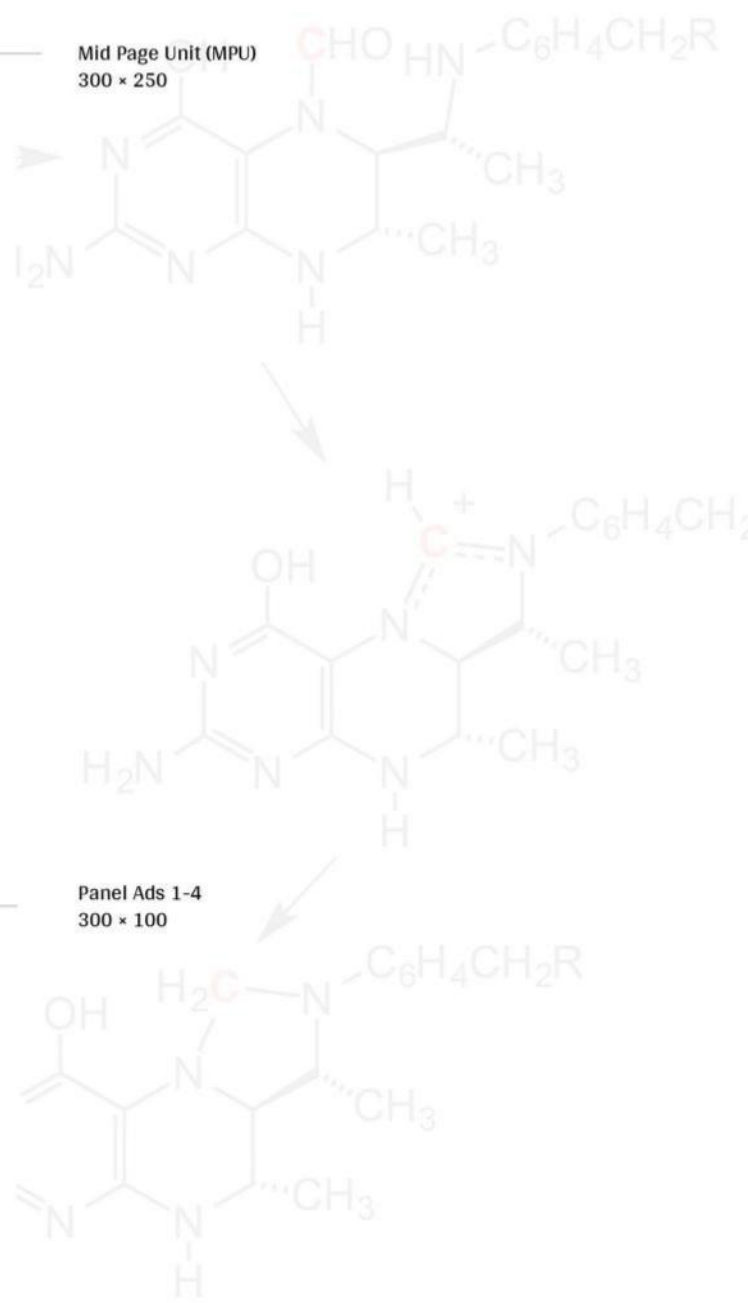
Top Leader board
728 x 90



Mid Page Unit (MPU)
300 x 250



Panel Ads 1-4
300 x 100



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 livingroom 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, IIT 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.





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.**

Biospectrum Impressions:
45,000+
email addresses

Biospectrum Impressions Group:
78,000+
email addresses

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



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: ankit.kankar@mmactiv.com | **Tel:** +65-63369142 / +91-9579069369





WEBINARS

Lead Generation | Thought Leadership | Brand Awareness



Every **BioSpectrum** 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** 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.

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!

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



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Krishna Kumar.V

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Manisha Boratkar

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PRODUCT AND MARKETING

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