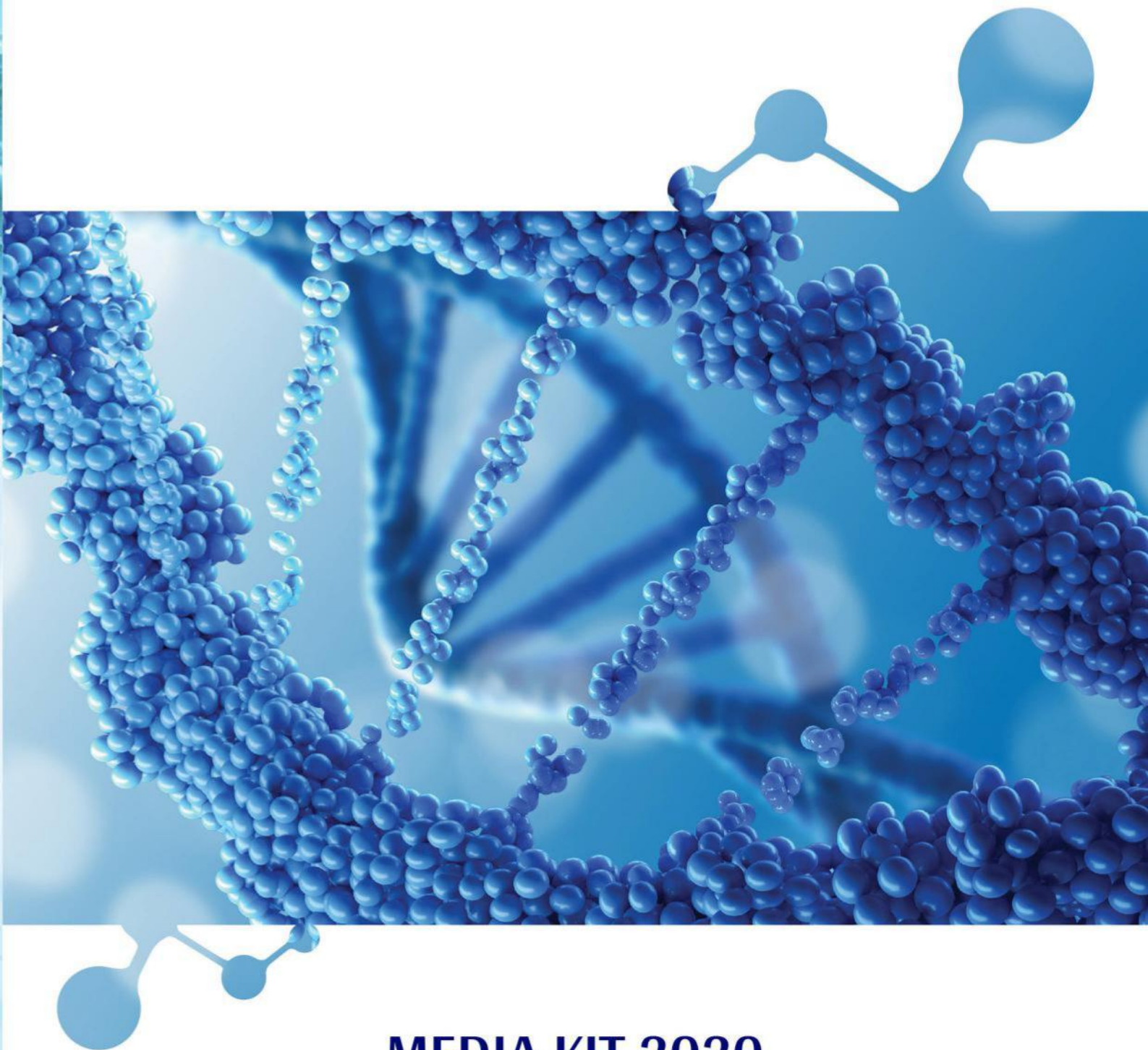


the business of Bio & Health Sciences

BioSpectrum

INDIA EDITION



MEDIA KIT 2020

MM ACTIV

Sci-Tech Communications

Media | Events | Partnering | Advisory

www.biospectrumindia.com

ABOUT BIOSPECTRUM INDIA (www.biospectrumindia.com)

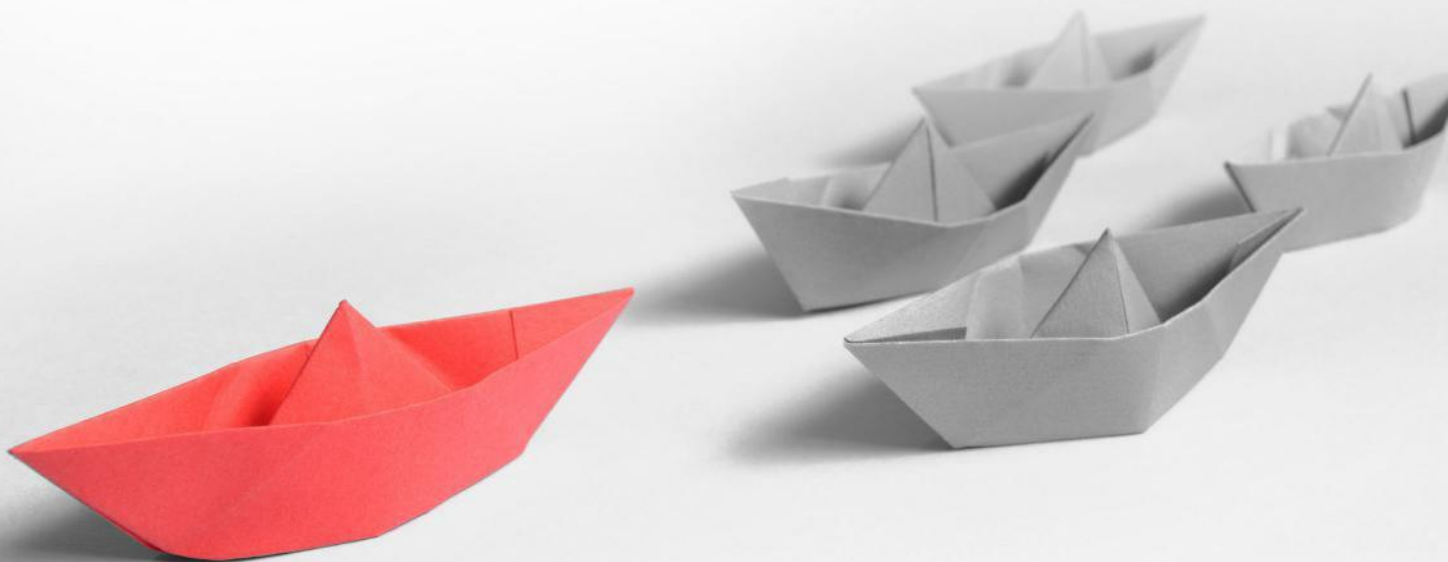
The BioSpectrum India edition was launched in March 2003 as India's first comprehensive Bio & Health Sciences monthly magazine. It provides comprehensive coverage of the exciting happenings in the Biotechnology & Health Sciences sector comprising of BioPharma, Bioinformatics, BioSuppliers and BioServices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

70,000 +
UNIQUE VISITORS

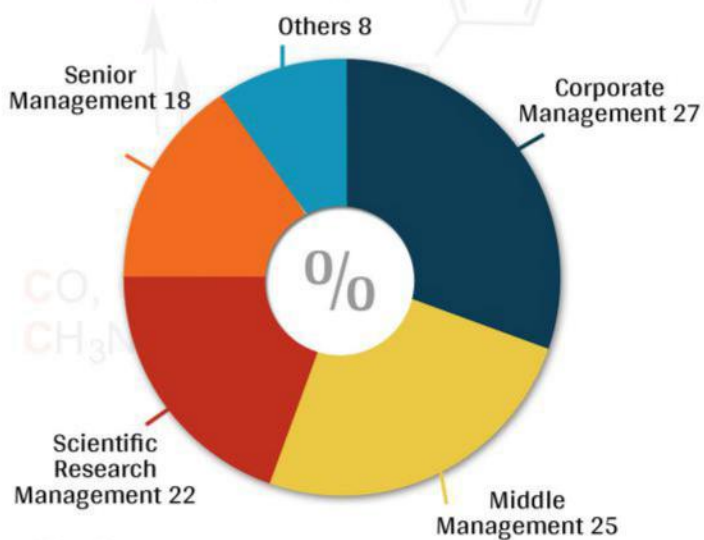
20,000 +
Readers of
Digital Magazine

25,000
eDM
Subscribers

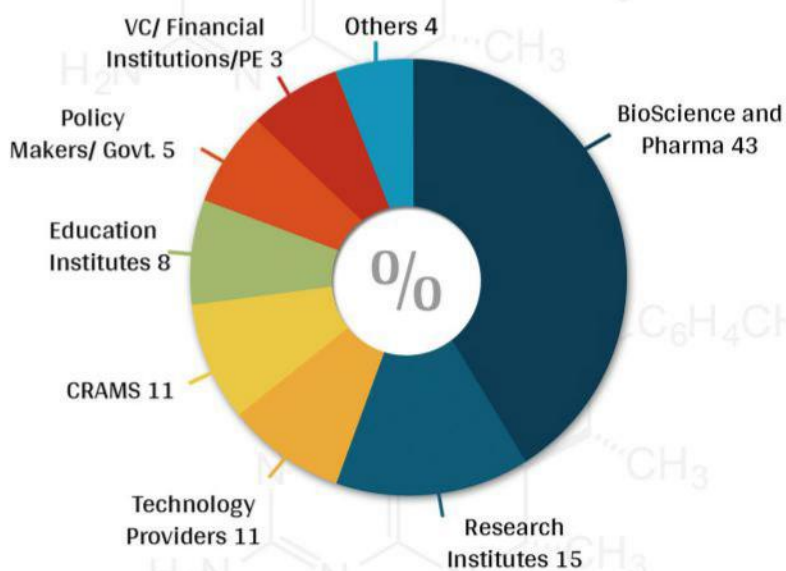
20,000
NEWSLETTER
Subscribers

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.

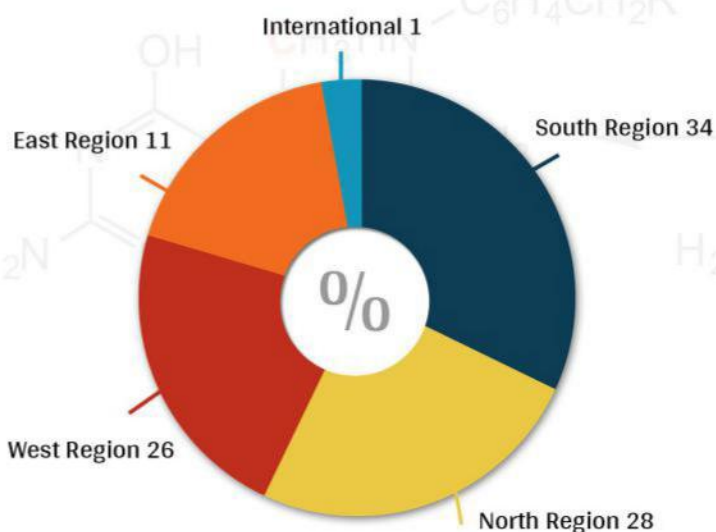
READERSHIP BY JOB PROFILE



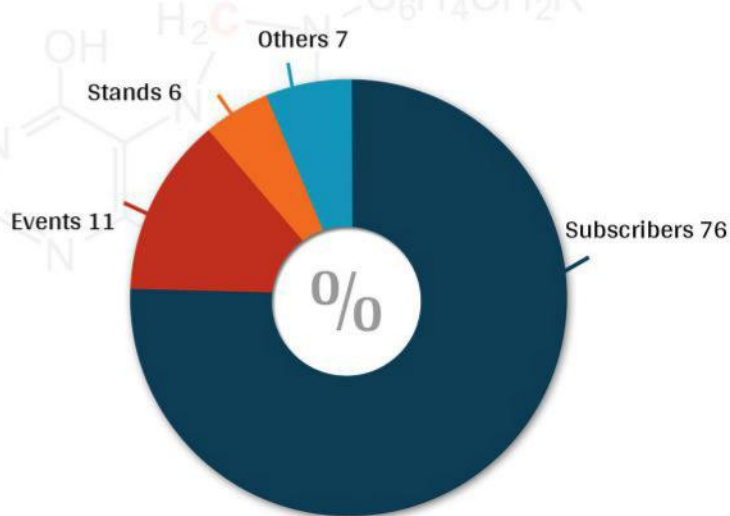
READERSHIP BY INDUSTRY



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



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	1x \$	3x \$	6x \$	12x \$	Non-Bleed	Bleed Size
Full Page	2,100	1,800	1,500	1,200	180 × 250	200 × 270
Half Page- Horizontal	1,000	900	800	600	180 × 120	180 × 120
Double Spread	4,100	3,500	3,100	2,500	360 × 250	360 × 250
Half double spread Horizontal	2,100	1,800	1,500	1,200	360 × 120	360 × 120

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

*Amount is in USD

**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)
Microsite	1550	1300	1150	950	1024 × 728	<20 Kb
Videos (30 sec)	1550	1300	1150	950	300 × 250	<20 Kb
Sponsored Content (600 words)	400	350	300	250	300 × 250	<20 Kb
Animated Ads (page peeler)	2000	1700	1500	1250	300 × 250	<20 Kb
Classified Section	250	200	200	150	300 × 100	<20 Kb

*Amount is in USD

Mobile Website

Ad Slots	1x\$	3x\$	6x\$	12x\$	Ad size (in Pixels) (w) × (h)	Ad size (in Kb)
Mid page Unit (MPU)	250	200	150	140	300 × 250	<20 Kb
Videos	500	400	350	280	300 × 250	<20 Kb
footer leaderboard	150	120	100	75	728 × 90	<20 Kb
Panel ads	150	120	100	75	300 × 250	<20 Kb
welcome Ads	300	250	220	200	320 × 100	<20 Kb
Expandable banner	400	350	300	250	320 × 480	<20 Kb
video pre roll (00:15 Sec)	400	350	300	250	320 × 480	<20 Kb

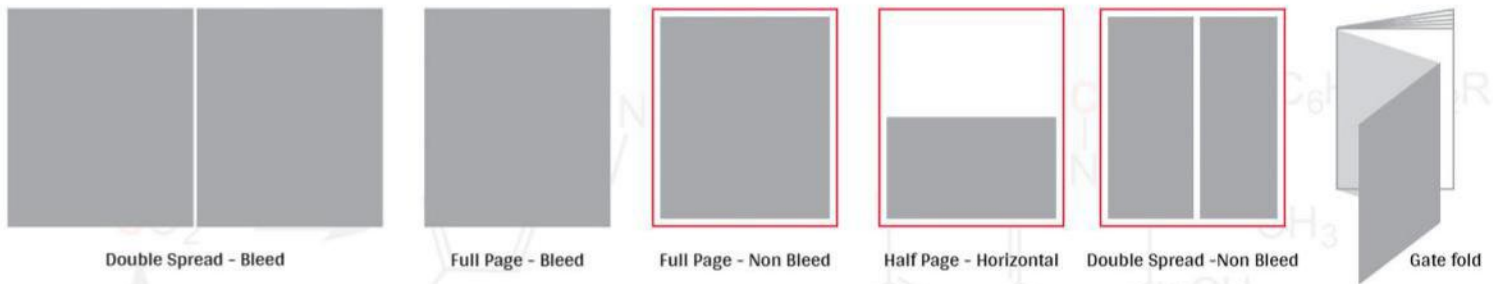
*Amount is in USD

Mobile App

Ad Slots	1x	3x	6x	12x	Ad size (in Pixels) (w) × (h)	Ad size (in Kb)
Sponsored Content	200	180	150	120	320 × 480	<20 Kb

*Amount is in USD

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, 5mm extra on each side allowed.
- Live matter should be well within 5 mm 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

Online

Ad Slots	1x \$	3x \$	6x \$	12x \$	Ad size (in Pixels) (w) x (h)	Ad size (in Kb)
Top Leader board	750	650	550	450	728 x 90	<20 Kb
Standard Banner	700	600	500	400	468 x 60	<20 Kb
Footer Leader board	600	500	400	350	728 x 90	<20 Kb
Mid Page Unit (MPU)	700	600	500	400	300 x 250	<20 Kb
Box Banner Ad	600	500	400	350	300 x 100	<20 Kb

*Amount is in USD

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	1200	1020	900	710
Half Page Colour	HPC	204 X 115	172 X 115	750	630	560	450

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\$
Standard Banner	468 X 60	900	770	670	540

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.

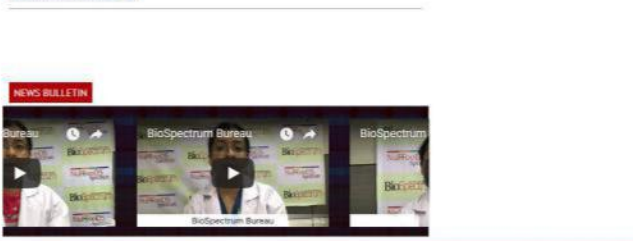
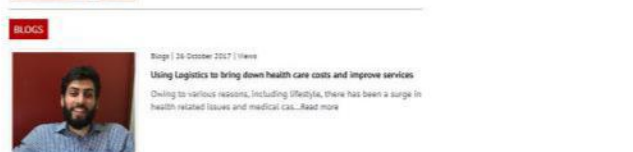
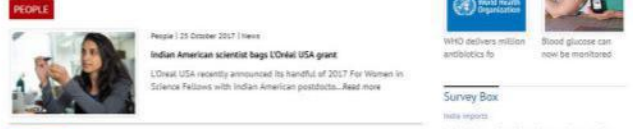
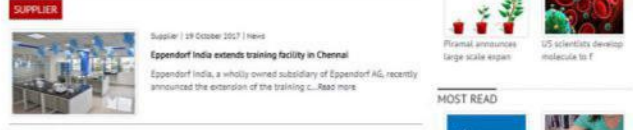
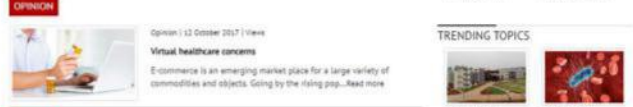
Regular Advertisements	Size	1x\$	3x\$	6x\$	12x\$
EDM	NA	750	630	560	450



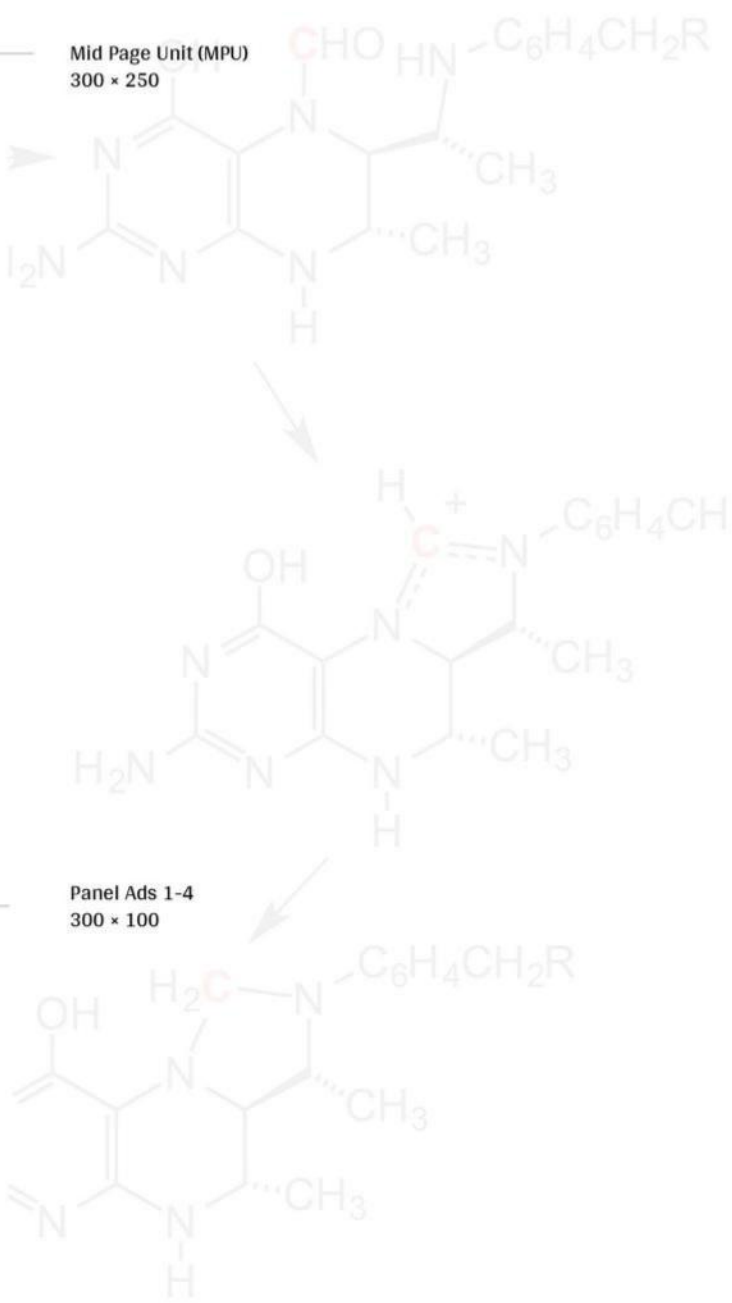
Top Leader board
728 x 90



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.



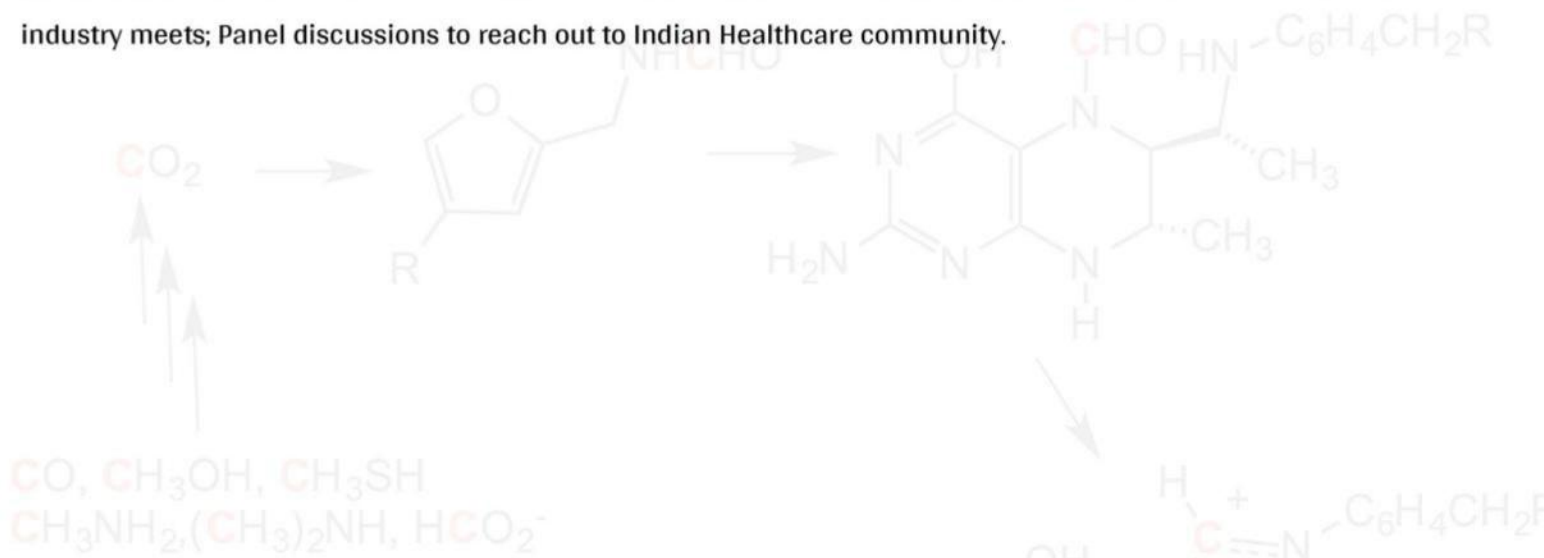
BIOSPECTRUM INDIA TECHNOLOGY FORUM

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, 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.



INDIA

BANGALORE

Alok Srivastava

MM Activ Sci-Tech Communications Pvt Ltd
NITON, Block 'C', 1st Floor, No.11/6,
Cunningham Road off Palace Road,
Bangalore-560 052 Karnataka
Tel.: +91-9845128747
Mobile:+91-9845128747
E-mail: alok.srivastava@mmactiv.com

MUMBAI

Ankit Kankar

MM ACTIV Sci-Tech Communications
Ashirwad, 36/A/2, S.No. 270,
Pallod Farms, Near Bank of Baroda,
Baner Road, Pune - 411045
Tel. No: +91 20 2729 1769
Mobile:+91-9579069369
E-mail: ankit.kankar@mmactiv.com

NEW DELHI

Amit Upadhyay

Media Coordinator
MM Activ Sci-Tech communications Pvt Ltd.
103 -104, 1st Floor, Rohit House,
3 Tolstoy Marg,
New Delhi - 110 001
Tel. No: +91 11 4354 2737
Email ID: amit.upadhyay@mmactiv.com

PUNE

Ankit Kankar

MM ACTIV Sci-Tech Communications
Ashirwad, 36/A/2, S.No. 270,
Pallod Farms, Near Bank of Baroda,
Baner Road, Pune - 411045
Tel. No: +91 20 2729 1769
Mobile:+91-9579069369
E-mail: ankit.kankar@mmactiv.com

HYDERABAD

Y V L N Murthy

MM ACTIV Sci-Tech Communications
Plot No. 1-10-74/5/1, 2nd Floor, Lane beside
Nalli Silks, Chikoti Gardens, Begumpet,
Hyderabad - 500 016
Tel. No: +91 40 4003 2690
Mobile: +91-92465 77114
E-mail: yensimha.mmactiv@gmail.com

CHENNAI & KERALA

Krishna Kumar.V

MM ACTIV Sci-Tech Communications
Magattuparampil House, 1st Floor,
Lakshmi Nivas, Kannankulangara Kidangu
Road, Thrippunithura, Eranakulam,
Kerala - 682 301
Tel: +91-484-2777997
Mob: +91-9526443331
E-mail: krishna.kumar@mmactiv.com

NAGPUR

Manisha Boratkar

MM ACTIV Sci-Tech Communications
402, Govind Appartments, Shankar Nagar
Square, Nagpur - 440 010
Tel. No: +91 712 2555 249
Mobile:+91-80077 02022
E-mail: manish.mmactiv@gmail.com

PRODUCT AND MARKETING

Ankit Kankar

MM ACTIV Sci-Tech Communications
Ashirwad, 36/A/2, S.No. 270,
Pallod Farms, Near Bank of Baroda,
Baner Road, Pune - 411045
Tel. No: +91 20 2729 1769
Mobile:+91-9579069369
E-mail: ankit.kankar@mmactiv.com

INTERNATIONAL

ASIA PACIFIC

Saradha Mani

Admin and Sales Support

MM ACTIV Singapore Pte Ltd.

#14-06, High Street Centre
1 North Bridge Road, Singapore-179094

Tel.: +65-63369142

E-mail: saradha.mani@mmactiv.com

USA

Ankit kankar

Manager - Product & Marketing
Communication

Email: digital@mmactiv.com

Mob: +91-9579069369

EUROPE MEDIA REPRESENTATIVE

Mr. Stuart Smith

6 Cobden Court, Wimpole Close, Bromley, Kent BR2 9JF

E-mail: stuart.smith@globalmediasales.co.uk

digital@mmactiv.com

Tel: +44 (0)20 8464 5577

Mob: 07973 814753

