BioSpectrum
the business of Bio & Health Sciences

MEDIA KIT
2027 EDITION

MEDIA KIT

2027

India's most trusted B2B intelligence platform for biotechnology, pharmaceuticals and the health sciences — over two decades of journalism read by the people who decide.



YEARS OF TRUSTED
JOURNALISM · EST. 2003

550K+	1.5M+	89K+
MONTHLY REACH	PAGEVIEWS / MO	NEWSLETTER SUBS

MM ACTIV
SCI-TECH COMMUNICATIONS
MEDIA · EVENTS · PARTNERING · ADVISORY

The voice of India's life-sciences industry.

Since 2003, BioSpectrum India has been the definitive monthly record of the country's biotechnology, pharma and healthcare economy — the platform policymakers, founders and investors read to understand where the sector is moving next.

> *"The most referred and quoted source for the business of bio & health sciences in India."*
>
> TRUSTED BY LEADERS, POLICYMAKERS & INVESTORS

Monthly	B2B	Pan-Asia
PRINT + DIGITAL EDITION	INDUSTRY-ONLY AUDIENCE	INDIA & SE ASIA REACH

01	The publication	Who we are & what we cover
02	Reach by the numbers	Audited scale across print & digital
03	Audience profile	Seniority, sector & geography
04	Why partner with us	The case for BioSpectrum India
05	Print advertising	Display, premium positions & rich media
06	Digital & web	Banners, MPUs & the digital edition
07	Newsletter & EDM	Inbox-level access to decision-makers
08	Webinars	Turnkey thought-leadership events
09	Lead generation	Whitepapers, microsites & custom content
10	Events & forums	Awards, technology forums & academia
11	Email & list rental	Targeted e-blasts to opted-in data
12	Get in touch	Plan your 2027 campaign

Comprehensive coverage of the bio & health sciences economy.

Launched in March 2003 as India's first dedicated Bio & Health Sciences monthly, BioSpectrum India reports the full arc of the sector — from bench science and regulation to deals, manufacturing and market strategy. It is widely cited across research, academia and government, and remains the preferred platform for the industry to make its voice heard.

FOUR CORE MARKETS

BioPharma

Drug discovery, manufacturing, biosimilars & CDMO capacity

Bioinformatics

Data, AI, genomics & computational life sciences

BioSuppliers

Instruments, reagents, bioprocessing & lab technology

BioServices

CRO/CRAMS, clinical trials & contract research

BIOSPECTRUM TOP 20

India's most-quoted annual ranking of leading biotech & health-sciences companies.

RESOURCE GUIDE

The compendium of the Indian life-sciences industry, distributed worldwide.

WHO READS US

C-SUITE & LEADERSHIP

- CEOs, Managing Directors & Founders
- Chief Scientific & Technology Officers
- VPs & Heads of R&D

DIRECTORS & DEPARTMENT HEADS

- Manufacturing, Quality & Operations
- Regulatory & Medical Affairs
- Business Development & Strategy

MANAGERS & SPECIALISTS

- Procurement & Sourcing leads
- Product, Brand & Marketing managers
- Senior Scientists & Lab managers

An audience that doesn't just follow the industry — it runs it. Every reader is a qualified, opted-in professional in bio & health sciences.

Scale that meets the industry where it works.

A multi-channel platform — print monthly, a high-traffic website, a digital edition, newsletters and a permission-based email database — reaching the same senior life-sciences audience across every touchpoint.

550K+
Total monthly reach
Print & digital combined

1.5M+
Website pageviews
Per month, biospectrumindia.com

89K+
Newsletter subscribers
Opted-in weekly readership

350K+
EDM sends / month
Targeted email outreach

24
Years of journalism
Continuous since 2003

4
Global regions
India · SE Asia · Europe · US

CHANNEL MIX

Print magazine · biospectrumindia.com · digital edition · weekly newsletter · electronic direct mailers · webinars · e-blasts & list rental.

AUTHORITY

Quoted across research, academia & government as the “Voice of Indian Health Sciences.”

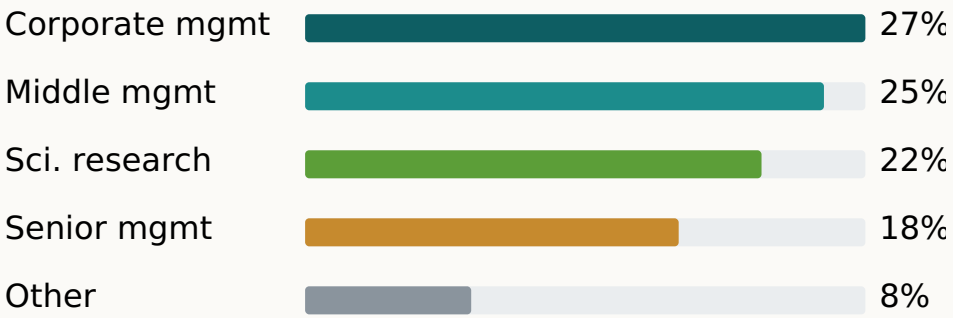
ENGAGEMENT

High-intent, qualified readership — 76% reached via direct subscription.

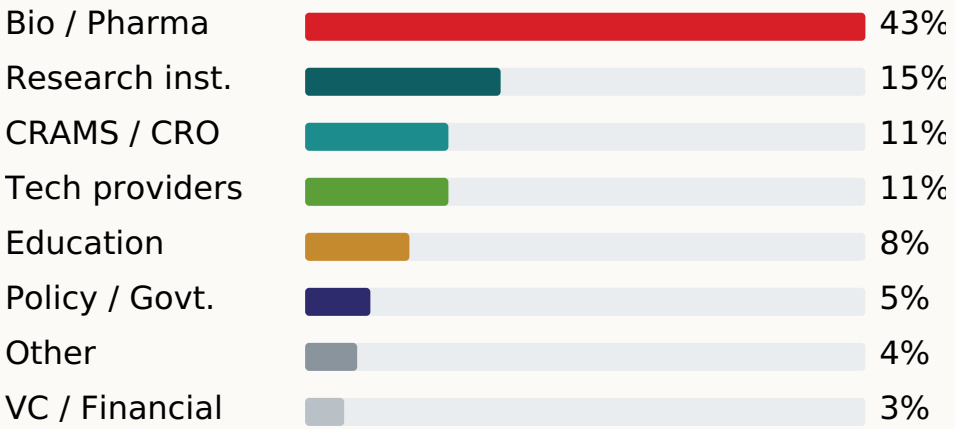
An audience of decision-makers.

More than nine in ten readers sit in management or research-leadership roles, concentrated in the companies and institutions that buy, specify and fund life-sciences products and services.

READERSHIP BY SENIORITY



READERSHIP BY INDUSTRY



92%
IN MANAGEMENT OR RESEARCH LEADERSHIP

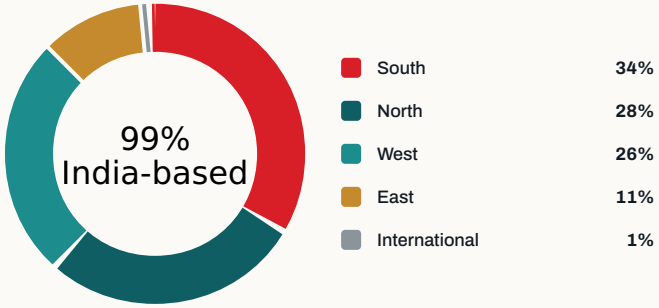
43%
WORK IN BIOSCIENCE & PHARMA

22%
FROM RESEARCH INSTITUTES & CRO/CRAMS

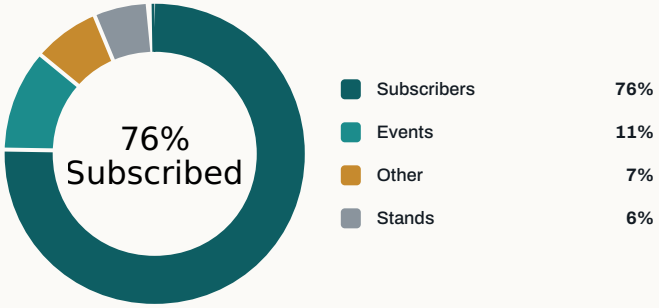
8%
ACADEMIA & EDUCATION

National depth, regional reach.

CIRCULATION BY GEOGRAPHY



MODE OF CIRCULATION



GLOBAL FOOTPRINT

01 India

02 Singapore & SE Asia

03 Europe

04 United States

Editorial and commercial reach extends across India and the wider Asia-Pacific, with a readership that follows the sector into Europe and the United States.

88%
READERS ACROSS SOUTH, NORTH & WEST INDIA

76%
REACHED BY DIRECT SUBSCRIPTION

11%
ENGAGED AT INDUSTRY EVENTS & FORUMS

4
CONTINENTS IN THE READERSHIP BASE

Four reasons the industry's marketers choose BioSpectrum.

01

Reach the whole sector

One platform delivers your message to India's entire bio & health-sciences value chain — from pharma boardrooms to research institutes.

02

Talk to decision-makers

92% of readers sit in management or research leadership. You reach the people who specify, approve and fund.

03

Build authority

Align your brand with the most-quoted editorial voice in the industry through thought-leadership formats.

04

Generate qualified leads

Whitepapers, webinars and e-blasts convert an opted-in, high-intent audience into pipeline.

TAILORED SOLUTIONS

Lead generation
Whitepapers with custom landing pages & multi-channel promotion for maximum qualified leads.

Banner advertising
High-visibility placements across BioSpectrum's high-traffic sections.

Webinars
Turnkey events that educate, engage and convert key stakeholders.

E-blast campaigns
Precision-targeted email to a curated database of healthcare professionals.

"A coveted platform to engage India's healthcare community — the best medium to generate leads, offer solutions and seek collaboration."

READY TO PLAN
YOUR 2027 CAMPAIGN?

The flagship monthly.

Rates in INR (₹), per insertion.
12× = annual programme, best value.

STANDARD FORMATS

FORMAT	1×	3×	6×	12×
Double Spread 360 × 250 MM	₹3,32,062	₹2,82,192	₹2,48,986	₹1,99,237
Full Page 180 × 250 MM	₹1,66,031	₹1,41,156	₹1,24,493	₹99,618
Half Double Spread 360 × 120 MM	₹1,66,031	₹1,41,156	₹1,24,493	₹99,618
Half Page — Horizontal 180 × 120 MM	₹82,955	₹70,518	₹62,307	₹49,749

PREMIUM POSITIONS

FORMAT	1×	3×	6×	12×
Gate Fold HERO	₹5,29,320	₹4,50,010	₹3,97,100	₹3,17,570
Section Sponsorship	₹3,78,070	₹3,21,420	₹2,83,580	₹2,26,820
Back Cover PREMIUM	₹3,17,570	₹2,69,940	₹2,38,260	₹1,90,520
Inside Front Cover	₹2,42,000	₹2,05,700	₹1,81,500	₹1,45,200
Inside Back Cover	₹2,42,000	₹2,05,700	₹1,81,500	₹1,45,200
3rd Page (facing IFC)	₹1,81,500	₹1,54,220	₹1,36,070	₹1,08,900
Opposite Editor Page	₹1,81,500	₹1,54,220	₹1,36,070	₹1,08,900
Flap Ad / Book Marker	₹2,26,820	₹1,92,830	₹1,70,170	₹1,36,070
Tab Ad	₹1,89,090	₹1,60,710	₹1,41,790	₹1,13,410

CREATIVE SPECIFICATIONS

- Trim size 196 × 267 mm (single) · 392 × 267 mm (spread)
- Add 5 mm bleed on every side; keep live matter 5 mm inside trim
- 10 mm gutter margin required on double spreads
- Supply 300 dpi CMYK press-ready PDF
- Body text in single-channel black, not four-colour black
- Material deadline: 15th of the preceding month

Monthly
FREQUENCY — 12 ISSUES A YEAR

CMYK
FULL-COLOUR, PREMIUM STOCK

BUNDLE & SAVE

Print advertisers pay just 25% of print value for the matching digital placement — doubling reach at a fraction of the cost.

Editorial-grade brand storytelling.

Native, editorial-quality formats that place your expertise inside the content readers already trust — produced by our team, to our standards, in your voice.

PRINT RICH-MEDIA FORMATS

FORMAT	RATE	LENGTH
Brand Highlights FLAGSHIP	₹2,50,000	1,000 words
Partner Insight	₹2,40,000	1,000–1,200
Business Insight	₹2,00,000	1,000–1,200
Partner Content	₹1,50,000	1,200 words
Tune In	₹1,00,000	500–700

WHAT YOU GET

Professionally written and designed feature space, carrying your data, case studies and point of view alongside our journalism.

DIGITAL CONTENT UNITS

300 × 250 · <20 kb

FORMAT	1×	3×	6×	12×
Animated / Paper-Peeler GIF	₹1,30,000	₹1,10,500	₹97,500	₹79,650
Video (30 sec)	₹1,00,000	₹85,000	₹75,000	₹61,250
Sponsored Content 1,000 WORDS	₹50,000	₹40,000	₹30,000	₹20,000

Turnkey

WE WRITE, DESIGN & PUBLISH

Native

IN-FEED EDITORIAL PLACEMENT

Evergreen

INDEXED & DISCOVERABLE

RATES IN INR

All branded-content rates quoted in Indian Rupees (₹). Special and innovative executions available on request.

1.5 million pageviews, every month.

Banner rates in USD ($), per month.
Digital edition rates in INR (₹).

WEBSITE BANNERS <20 kb

PLACEMENT	SIZE (PX)	RATE / MO
High-Impact Unit HERO	960 × 90	$8,500
Top Leaderboard	728 × 90	$7,500
Standard Banner	468 × 60	$6,500
Mid-Page Unit (MPU)	300 × 250	$4,500
Footer Leaderboard	728 × 90	$3,500
Panel Ad	300 × 100	$3,300

ALREADY IN PRINT?

Print advertisers are charged only 25% of the print value for the equivalent digital placement.

DIGITAL MAGAZINE

FORMAT	1×	3×	6×	12×
Full Page Colour 196 × 267 MM	₹84,000	₹71,400	₹62,790	₹50,190
Half Page Colour 172 × 115 MM	₹52,500	₹44,625	₹31,395	₹29,270

WHERE YOUR BRAND APPEARS

- Top & footer leaderboards — sitewide presence
- Mid-page unit — in the editorial reading flow
- Panel ads 1–4 — persistent rail placement

2.25M+
UNIQUE VISITORS SERVED

Geo / time
MICRO-TARGETED DELIVERY

Straight to the inbox.

89,000+ opted-in subscribers receive our newsletter; a dedicated electronic direct mailer puts your message alone in front of a database of qualified professionals.

NEWSLETTER PLACEMENTS per send, USD

PLACEMENT	SIZE (PX)	RATE
Header Banner TOP SPOT	728 × 90	$6,500
Top Banner	728 × 90	$5,000
Mid Banner	728 × 90	$4,500
Mid MPU	300 × 250	$4,500
Footer Banner	728 × 90	$3,500

REACH

89,000+ newsletter subscribers · 350,000+ EDM sends a month · 85,000+ opted-in EDM database.

ELECTRONIC DIRECT MAILER (EDM) USD

PROGRAMME	1×	3×	6×	12×
Dedicated EDM SOLUS SEND	$7,500	$7,000	$6,500	$6,000

EDM SPECIFICATIONS

- Maximum width 600 px
- HTML file up to 28 kb — no external stylesheet or JavaScript
- Subject line mandatory
- Ideal for whitepapers, webinar & event invitations and launches

WHY IT PERFORMS

100% opted-in
Every contact has actively subscribed — permission-based, compliant reach.

Solus delivery
Dedicated EDM places your message alone in the inbox — no competing brands.

Mobile-ready
Responsive creative tested across leading clients and devices before send.

Full reporting
Opens, clicks and engagement delivered after every deployment.

Turnkey thought leadership.

Every BioSpectrum webinar is a full-service marketing programme — we fuse your message with what our audience cares about, then market, produce and host it. You generate leads, build brand and own a topic.

TRADITIONAL WEBINAR

$18,000

Live, hour-long session with leading experts. Full marketing, production & lead capture.

WEBINAR EXPRESS

$12,500

Short, pre-recorded and on-demand for busy professionals. Use your content or work with our editor.

Highlight Reel
A short edit of your event, used to re-engage non-attendees.

$1,500

EVERY WEBINAR DELIVERS

Lead generation
A turnkey engine that captures qualified, high-intent prospects.

Thought leadership
Position your experts as the authority on the topics that matter.

Brand awareness
Sustained exposure to our audience before, during & after.

300

AVERAGE REGISTRANTS PER WEBINAR

EVERY PACKAGE INCLUDES

- End-to-end promotion across web, newsletter & EDM
- Lead generation, brand awareness & thought-leadership positioning
- Webinar recording delivered for use on your own channels
- Optional whitepaper spotlight on the event console & in follow-up emails
- Accessible on desktop and mobile devices

From awareness to pipeline.

A combination of regular and innovative programmes that create a buzz around your product and convert our high-intent communities into measurable demand — micro-targeted by content, geography and time.

Whitepaper lead generation

Compelling whitepapers backed by a custom landing page and multi-channel promotion — engineered for maximum qualified leads.

Custom microsite

An exclusive online destination for your solutions, pairing your product information with our editorial credibility.

Case studies

Showcase outcomes and best practice; strategically promoted to build the case for purchase among decision-makers.

Custom publishing

Customised messaging with the power of direct marketing — we handle content, design, production and delivery.

Video

Bring television-grade impact to your online audience.

Surveys & supplements

Coveted special supplements, advertorials and industry surveys that own a conversation.



"Case studies and whitepapers are powerful tools to build your case among the decision-makers who make purchase considerations."

HOW A PROGRAMME RUNS

1. **We scope your goal**
   Define the audience, the offer and the success metric — leads, reach or authority.
2. **We build & promote**
   Editorial-grade assets and a landing page, amplified across print, web, newsletter and EDM.
3. **You receive qualified leads**
   Validated contacts with full reporting — ready for your sales team to action.

Where the industry gathers in person.

Beyond the page, BioSpectrum convenes the sector through awards, technology summits, academia programmes and definitive reference works — sponsorship aligns your brand with all of it.

BioSpectrum India Awards

Our annual December institution honouring the movers and shakers of the BioScience industry. A must-attend Awards Nite with 200+ C-level leaders from across the country.

200+ C-LEVEL GUESTS

Technology Forum

A platform that gives the industry new direction — tracking the latest advances and growth opportunities. Audience: CSOs, R&D heads and research-institution leaders.

CSOS & R&D HEADS

Student Lecture Series

An industry–academia interaction series bridging the expectations of industry with the aspirations of the next generation of bio-science talent.

BT/PHARMA STUDENTS & HODS

Resource Guide

The first-ever compendium of the Indian biotechnology and health-sciences industry — distributed globally as the ultimate repository of sector information.

DISTRIBUTED WORLDWIDE

December	200+	Pan-India	Global
ANNUAL AWARDS NITE	C-LEVEL ATTENDEES	INDUSTRY MEETS & PANELS	RESOURCE GUIDE DISTRIBUTION

Reach proven professionals, directly.

Rent access to established, opted-in marketing data across Pharma, Biotech and MedTech — the perfect vehicle for whitepapers, webinar and trade-show registration, roadshows, special programmes and surveys.

78K+
IMPRESSIONS GROUP EMAIL DATABASE

45K+
IMPRESSIONS EMAIL DATABASE

CHANNELS & SELECTS

Email · postal · phone · pay-per-lead. Target by industry, job function, region, services performed and employee size.

IDEAL PARTNERS FOR COLLABORATION

01 **Innovative start-ups** driving change in the sector

02 **Global companies** entering the Indian market

03 **Brands** launching products or rebranding

04 **Educational institutions** building the talent pipeline

05 **Accelerators** shaping the next generation

Enjoy immediate results with email list rental — promote your brand to a proven audience of marketing decision-makers.

BUILT FOR PRECISION

Sector-specific
Pharma, Biotech and MedTech decision-makers — not a generic list.

Multi-select targeting
Filter by industry, job function, region, services and company size.

Multi-channel
Activate the same audience across email, postal and phone outreach.

Pay-per-lead option
Flexible commercial models, including performance-based lead delivery.

GET IN TOUCH — 12

Let's plan your 2027 campaign.

Tell us your objective — awareness, leads or thought leadership — and we'll build a multi-channel programme across print, web, email and events. One inbox handles every enquiry, advertising and editorial alike.

ADVERTISING & EDITORIAL ENQUIRIES

communications@mmactiv.com

ADVERTISING & PARTNERSHIPS

EDITORIAL & CONTENT

BOOK A STRATEGY CALL communications@mmactiv.com



24 years of leveraging the business of Bio & Health Sciences

BIOSPECTRUMINDIA.COM

BioSpectrum the business of Bio & Health Sciences

MM ACTIV

SCI-TECH COMMUNICATIONS · BIOSPECTRUMINDIA.COM

MEDIA · EVENTS · PARTNERING · ADVISORY