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 health 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 organisations, senior faculty of educational institutes, Health Sciences consultants, and fund managers.

ADVANTAGES

- 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.

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

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

- 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:

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

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


**WHY BIOSPECTRUM INDIA?**

3,10,000+ READERS-PRINT

2,25,000+ UNIQUE VISITORS

75,000+ Readers of Digital Magazine

65,000+ EDM Subscribers

45,000+ 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**

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

**READERSHIP BY INDUSTRY**

- BioScience and Pharma: 43%
- Research Institutes: 15%
- Technology Providers: 11%
- Education Institutes: 8%
- CRAMS: 11%
- Policy Makers/ Govt.: 5%
- VC / Financial Institutions / PE: 3%
- Others: 4%

**CIRCULATION BY GEOGRAPHY**

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

**MODE OF CIRCULATION**

- Subscribers: 76%
- Events: 11%
- Stands: 6%
- Others: 7%
2023 EDITORIAL CALENDAR

JANUARY
Cover package
- Where is the Indian life sciences industry heading to in 2023?
- New trends and challenges in pharma, diagnostic, medtech, bioservice, supplier, startup sectors
Secondary Story
- How big is the bioreactors market in India?

MARCH
Anniversary Issue
Cover package
- Changes taking place in the biotech/ life sciences sector- flashback @ 21
- How BioSpectrum covered those key developments/changes
Secondary Story
- The key areas in life sciences where Indian Women are shining!

MAY
Cover package
- Indian pharma’s R&D spend- for FY 22-23- What’s the status?
Secondary Story
- Are we still exploring medical cannabis?
  - Cold chain logistics & challenges

JUNE
Cover package
- Are we giving enough importance to brain research?
Secondary Story
- Industry’s take on skin care & aesthetics devices
  - Analysing stem cell assays for better research

FEBRUARY
Cover package
- Building new technologies to fight cancer- How to go forward?
Secondary Story
- Are rare diseases becoming common?
  - Demystifying USFDA form 483

APRIL
Cover package
- How is Make in India medtech transformation coming along?
Secondary Story
- What are we gaining from Next gen sequencing?
  - Redefining health with Prenatal genetic testing
2023 EDITORIAL CALENDAR

JULY
Cover package
● How are merging medical science & technology for developing wearables, biosensors?

Secondary Story
● How medical startups are changing the face of technology
● India & Vaccines- Where are we?

SEPTEMBER
Cover package
● Is there a talent crunch in the life sciences sector?

Secondary Story
● New medical tools for cardiac interventions
● Data threat & cybersecurity

AUGUST
Cover package
● Growing use of AI, robotics in pharma- Where have we reached?

Secondary Story
● 3D bioprinting- new developments
● Biopharma’s investment in monoclonal antibodies

OCTOBER
Cover package
● Ranking for biosuppliers, diagnostic / medtech, bioincubators
● Ranking for biopharma, bioservices, enzymes

NOVEMBER
Cover package
● New pharma research on diabetes- drugs & vaccines

Secondary Story
● Single use solutions for bioprocessing
● Economic burden rises for eye healthcare

DECEMBER
Cover package
● Let’s re-visit 2023- Did we achieve what we planned?
### Regular Options

<table>
<thead>
<tr>
<th></th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>12 x</th>
<th>Non-Bleed (W x H)</th>
<th>Bleed Size (W x H)</th>
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<td>141156</td>
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<td>99618</td>
<td>180 k 250</td>
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<td>Half Page - Horizontal</td>
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<td>141156</td>
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<td>99618</td>
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### High Impact Options

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<td>205700</td>
<td>181500</td>
<td>145200</td>
<td>180 x 250</td>
<td>200 x 270</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>242000</td>
<td>205700</td>
<td>181500</td>
<td>145200</td>
<td>180 x 250</td>
<td>200 x 270</td>
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<tr>
<td>3rd Page (Facing Inside Front Cover)</td>
<td>181500</td>
<td>154220</td>
<td>136070</td>
<td>108900</td>
<td>180 x 250</td>
<td>200 x 270</td>
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<tr>
<td>Opposite Editor Page</td>
<td>181500</td>
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<td>136070</td>
<td>108900</td>
<td>180 x 250</td>
<td>200 x 270</td>
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<td>Gate Fold</td>
<td>529320</td>
<td>450010</td>
<td>397100</td>
<td>317570</td>
<td>350 x 250</td>
<td>350 x 250</td>
</tr>
<tr>
<td>Tab Ad {4 cms (H) x 1 cms (W)}</td>
<td>189090</td>
<td>160710</td>
<td>141790</td>
<td>113410</td>
<td>180 x 250</td>
<td>200 x 270</td>
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<tr>
<td>Fla p Ad {4 cms (H) x 6 cms (W)}</td>
<td>226820</td>
<td>192830</td>
<td>170170</td>
<td>136070</td>
<td>180 x 250</td>
<td>200 x 270</td>
</tr>
<tr>
<td>Book Marker</td>
<td>226820</td>
<td>192830</td>
<td>170170</td>
<td>136070</td>
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<td>Section Sponsorship</td>
<td>378070</td>
<td>321420</td>
<td>283580</td>
<td>226820</td>
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*Amount in INR.

Sizes in MM; Width x Height.

**Special / Innovative advertisements are also available on request.
## BRAND EXPOSURE PLACEMENTS

### Print - Rich Media Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Rate (INR)</th>
<th>Words Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Insight</td>
<td>2,00,000</td>
<td>1200-1000</td>
</tr>
<tr>
<td>Brand Highlights</td>
<td>2,50,000</td>
<td>1000</td>
</tr>
<tr>
<td>Tune In</td>
<td>1,00,000</td>
<td>500-700</td>
</tr>
<tr>
<td>Partner Insight</td>
<td>2,40,000</td>
<td>1000-1200</td>
</tr>
<tr>
<td>Partner Content</td>
<td>1,50,000</td>
<td>1200</td>
</tr>
</tbody>
</table>

### Ad Slots

<table>
<thead>
<tr>
<th>Option</th>
<th>Rate (INR)</th>
<th>Words Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videos (30 sec)</td>
<td>100000</td>
<td>1200-1000</td>
</tr>
<tr>
<td>Sponsored Content (1000 words)</td>
<td>50000</td>
<td>1000</td>
</tr>
<tr>
<td>Animated Ads (Paper Peeler) / GIF</td>
<td>130000</td>
<td>1200</td>
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</table>

### Ad Sizes

<table>
<thead>
<tr>
<th>Option</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>12 x</th>
<th>Ad size (In Pixels) (W x H)</th>
<th>Ad size (in Kb)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Videos (30 sec)</td>
<td>100000</td>
<td>85000</td>
<td>75000</td>
<td>61250</td>
<td>300 x 250</td>
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<tr>
<td>Sponsored Content (1000 words)</td>
<td>50000</td>
<td>40000</td>
<td>30000</td>
<td>20000</td>
<td>300 x 250</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Animated Ads (Paper Peeler) / GIF</td>
<td>130000</td>
<td>110500</td>
<td>97500</td>
<td>79650</td>
<td>300 x 250</td>
<td>&lt;20 Kb</td>
</tr>
</tbody>
</table>

*Amount in INR*
**ADVERTISEMENТ 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

<table>
<thead>
<tr>
<th>Ad Slots</th>
<th>1 x</th>
<th>Ad size (in Pixels) (W x H)</th>
<th>Ad size (in Kb)</th>
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<tbody>
<tr>
<td>Top Leader board</td>
<td>75000</td>
<td>728 x 90</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>44000</td>
<td>468 x 60</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Footer Leader board</td>
<td>55000</td>
<td>728 x 90</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Mid Page Unit CMPLO</td>
<td>55000</td>
<td>300 x 250</td>
<td>&lt;20 Kb</td>
</tr>
<tr>
<td>Panel Ad</td>
<td>33000</td>
<td>300 x 100</td>
<td>&lt;20 Kb</td>
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<tr>
<td>High impact option</td>
<td>150000</td>
<td>960 x 90</td>
<td>&lt;20 Kb</td>
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DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th>Regular Advertisement</th>
<th>Code</th>
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<th>Size (W x H) Non Bleed</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>12 x</th>
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<tbody>
<tr>
<td>Full Page Colour</td>
<td>FPC</td>
<td>204 X 275</td>
<td>196 X 267</td>
<td>84000</td>
<td>71400</td>
<td>62790</td>
<td>50190</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>204X 115</td>
<td>172 X 115</td>
<td>52500</td>
<td>44625</td>
<td>29270</td>
<td>31395</td>
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</table>

*Amount in INR

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>
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</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>728 x 90</td>
<td>85,000</td>
</tr>
<tr>
<td>Header Banner</td>
<td>728 x 90</td>
<td>75,000</td>
</tr>
<tr>
<td>Mid Banner</td>
<td>728 x 90</td>
<td>65,000</td>
</tr>
<tr>
<td>Mid MPU</td>
<td>300 x 250</td>
<td>45,000</td>
</tr>
<tr>
<td>Footer Banner</td>
<td>728 x 90</td>
<td>40,000</td>
</tr>
</tbody>
</table>

ELECTRONIC DIRECT MAILER (EDM)

1. EDM database 65000
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 (BS) or Javascript.
5. File format should be HTML.
6. Subject line is mandatory.

<table>
<thead>
<tr>
<th>Regular Advertisement</th>
<th>Size</th>
<th>1 x</th>
<th>3 x</th>
<th>6 x</th>
<th>12 x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>NA</td>
<td>85000</td>
<td>75000</td>
<td>70000</td>
<td>65000</td>
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</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 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.
EVENTS

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.

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, Nil and Top Universities from the BioSciences Industry.

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 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.

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.
Enjoy immediate results with email list rental! Promote your brand to established and proven marketing professionals.

**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

<table>
<thead>
<tr>
<th>Biospectrum Impressions</th>
<th>45,000 + email addresses</th>
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<tbody>
<tr>
<td>Biospectrum Impressions Group</td>
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</tbody>
</table>

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
Every BioSpectrum Asia 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 Asia 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.

Average Webinar Registrants

300

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!

**NOTEWORTHY EXTRAS**

- **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.

Sampies: biospectrumsasia.com/webinars

Write Email: ankit.kankar@mmactiv.com  |  Tel.: +65–63369142
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INTERNATIONAL

USA, SOUTH EAST & ASIA PACIFIC

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General Manager

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Fax: +65–63369145
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E-mail: saradha.mani@mmactiv.com

EUROPE MEDIA REPRESENTATIVE

Please email at: digital@mmactiv.com