

the business of Bio & Health Sciences

# BioSpectrum

INDIA EDITION

MEDIA  
KIT  
2024



[www.biospectrumindia.com](http://www.biospectrumindia.com)

**MM ACTIV**

Sci-Tech Communications

Media | Events | Partnering | Advisory



## INTRODUCTION

### ABOUT BIOSPECTRUM INDIA ([www.biospectrumindia.com](http://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.

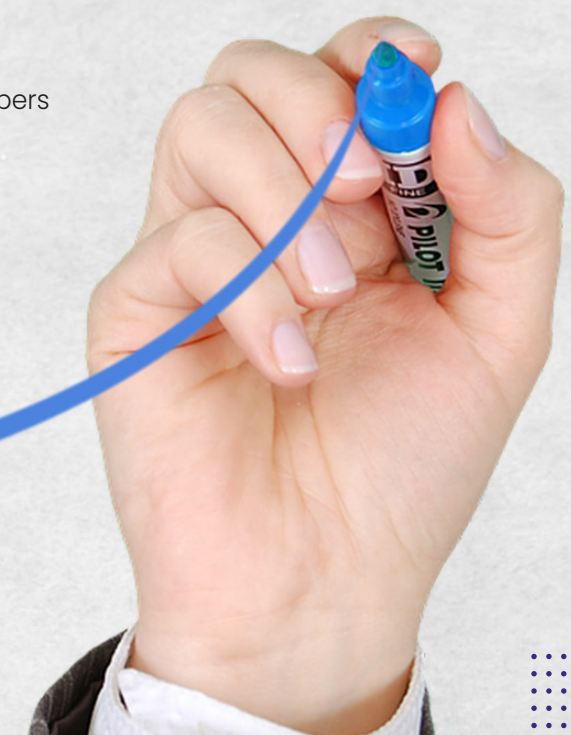
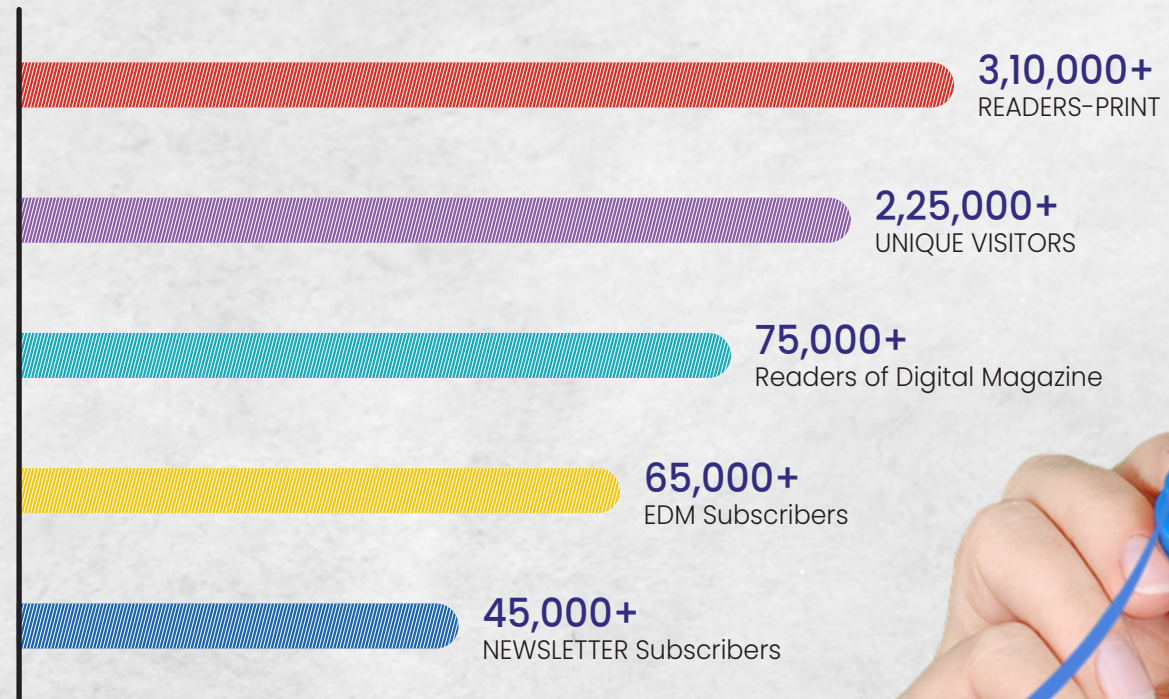


## WHY BIOSPECTRUM INDIA?

### ACHIEVEMENTS

It is our quest to be the leading source of information for the healthcare business in India, Some of our achievements are :-

- **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.
- **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.



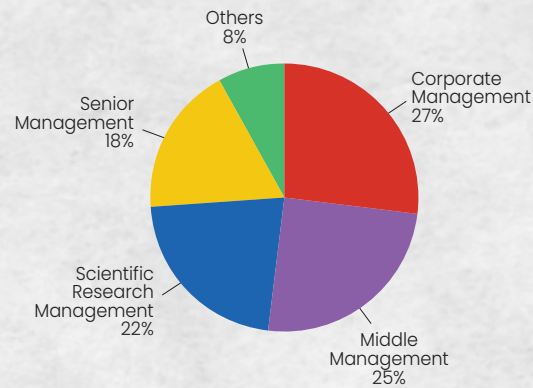


## AUDIENCE REACH SAARC

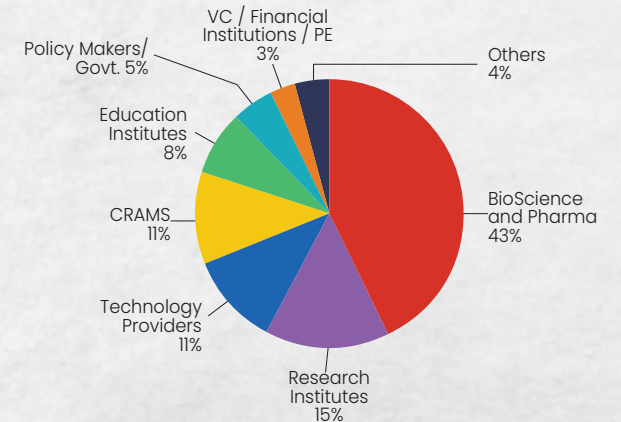
BioSpectrum India reaches the movers and shakers of the Healthcare industry. It is the only vehicle that delivers your message to the entire industry. Its comprehensive, stimulating and well organized format makes information easy to access, absorb and disseminate.



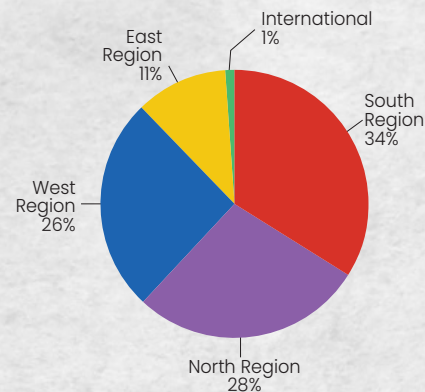
### READERSHIP BY JOB PROFILE



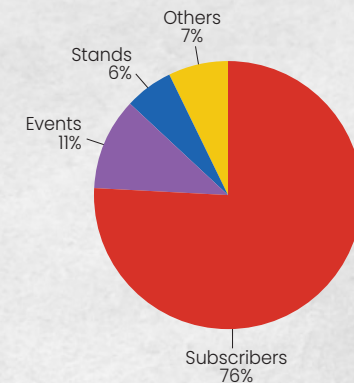
### READERSHIP BY INDUSTRY



### CIRCULATION BY GEOGRAPHY



### MODE OF CIRCULATION



## 2024 EDITORIAL CALENDAR

### JANUARY

#### Key trends shaping the biotech startup sector in 2024

- Roadmap to eradicate leprosy
- Major disruptions in Pharma

### MARCH

#### Businesswomen in life sciences

- Funding for greenfield and brownfield biotech companies
- Indian leadership to end TB

### MAY

#### BioSuppliers: Leaders & Innovators

- Deep tech startups
- CRISPR & new diagnostics

### JULY

#### Biomanufacturing & the way forward

- Reviewing mergers & acquisitions
- Biotech IPO trends

### SEPTEMBER

#### IVD, medtech innovations

- Cardiovascular sector progress
- Pharma & API

### NOVEMBER

#### Ethical Considerations in Biotech & BioPharma

- India's take on Diabetes
- AMR- Where are we?

### FEBRUARY

#### Genomics and precision medicine breakthroughs

- mRNA therapeutics in cancer
- New therapies for Rare diseases

### APRIL

#### Sustainability in Biotech & Pharma

- Medical cobotics
- New investments in malaria research

### JUNE

#### Vaccines and Immunology

- Robotics & automation
- Indian biotech innovations go global

### AUGUST

#### Biosimilars & orphan drugs

- Investments in contract manufacturing
- Pharma leadership shake-ups

### OCTOBER

#### Biotech Entrepreneurship, Funding, Bioincubators

- Breast cancer & early diagnosis
- Fostering biomedical sciences

### DECEMBER

#### Year in Review and Future Outlook

- Hits & Misses across life sciences sector



## ADVERTISING SOLUTIONS-PRINT

Regular Options	1 x	3 x	6 x	12 x	Non-Bleed (W x H)	Bleed Size (W x H)
Full Page	166031	141156	124493	99618	180 x 250	200 x 270
Half Page- Horizontal	82955	70518	62307	49749	180 x 120	180 x 120
Double Spread	332062	282192	248986	199237	360 x 250	360 x 250
Half Double Spread Horizontal	166031	141156	124493	99618	360 x 120	360 x 120

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

\*Amount in INR.

Sizes in MM; Width x Height.

\*\*Special / Innovative advertisements are also available on request.

## BRAND EXPOSURE PLACEMENTS

Print - Rich Media Options	Rate (INR)	Words Count
Business Insight	2,00,000	1200-1000
Brand Highlights	2,50,000	1000
Tune In	1,00,000	500-700
Partner Insight	2,40,000	1000-1200
Partner Content	1,50,000	1200

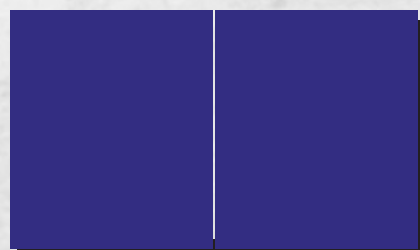
Ad Slots	1 x	3 x	6 x	12 x	Ad size (In Pixels) (W x H)	Ad size (in Kb)
Videos (30 sec)	100000	85000	75000	61250	300 x 250	<20 Kb
Sponsored Content (1000 words)	50000	40000	30000	20000	300 x 250	<20 Kb
Animated Ads (Paper Peeler) / GIF	130000	110500	97500	79650	300 x 250	<20 Kb

\*Amount in INR



## ADVERTISING SOLUTIONS-PRINT

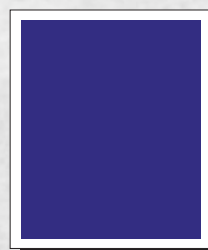
### REGULAR OPTIONS



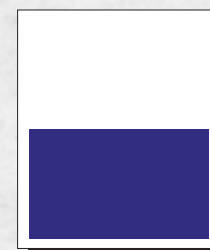
Double Spread  
(Bleed)



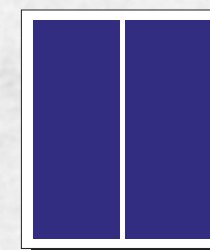
Full Page  
(Bleed)



Full Page  
(Non Bleed)



Half Page  
(Horizontal)



Double  
Spread  
(Non Bleed)



Gatefold

### 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.



## ADVERTISING SOLUTIONS

### ONLINE

Ad Slots	1 x	Ad size (In Pixels) (W x H)	Ad size (in Kb)
Top Leader board	75000	728 x 90	<20 Kb
Standard Banner	44000	468 x 60	<20 Kb
Footer Leader board	55000	728 x 90	<20 Kb
Mid Page Unit CMPLO	55000	300 x 250	<20 Kb
Panel Ad	33000	300 x 100	<20 Kb
High impact option	150000	960 x 90	<20 Kb

### DIGITAL MAGAZINE

Regular Advertisemnet	Code	Size (W x H) Bleed	Size (W x H) Non Bleed	1 x	3 x	6 x	12 x
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

\*Amount in INR

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

## ADVERTISING SOLUTIONS

### NEWSLETTER

Regular Advertisements	Size	1 x
Top Banner	728 x 90	85,000
Header Banner	728 x 90	75,000
Mid Banner	728 x 90	65,000
Mid MPU	300 x 250	45,000
Footer Banner	728 x 90	40,000

### 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.

Regular Advertisemnet	Size	1 x	3 x	6 x	12 x
EDM	NA	85000	75000	70000	65000



## ADVERTISING SOLUTIONS-ON LINE

The screenshot displays the BioSpectrum India website homepage. At the top, there is a navigation bar with links for Home, News, Opinion, Pharma, Special, Healthcare, Start-ups, Bio-Med, and Bio Interactions. Below the navigation bar, the main content area is divided into several sections:

- Top Leader Board:** A large banner at the top right for Masterflex, with the text "Complete Masterflex™ product offering now on vwr.com".
- CEO DIALOGUE:** A section titled "Addressing Unmet Patient Needs in Antimicrobial Resistance (AMR): The Vital Role of Industry Partnerships".
- WATCH ON DEMAND AVAILABLE NOW:** A section for APCO.
- Video:** A video player for "Sriram Natarajan, Dire...".
- TRENDING NEWS:** A section featuring a large image of a mosquito and the headline "India shows decline in malaria deaths: WHO report".
- Policy & Regulatory:** A section with three articles: "India to make significant investment in R&D to develop roadmap for of vaccine development", "India strengthens research in traditional medicine for affordable healthcare", and "CDSCO approves AstraZeneca's anti-diabetic drug Dapagliflozin with additional indications".
- PHARMA WORLD:** A section with three articles: "Bharat Serums and Vaccines opens animal testing facility & QC lab at Ambemath", "Indian Immunologicals first to venture into fish vaccines", and "Indian Immunologicals transports animal vaccines through drones".
- SCIENCE:** A section with an article titled "Karnataka State Council for Science and Technology receives special recognition".
- LEADERSHIP:** A section with two articles: "Can India Dethrone CHINA in AP..." and "The Appeal of Single-use Tech...".
- OPINION:** A section with an article titled "A Pharma Lens: Looking Back at 2022".
- MEDTECH:** A section with an article titled "Healthium sells Clinisupplies, divesting continence care product portfolio".

At the bottom of the page, there are several panel advertisements, including one for C-SafeAPS and another for ThermoFisher.

Top Leader Board  
728 x 90

Mid Page Unit (MPU)  
300 x 250

Panel Ads 1-4  
300 x 100

## ON LINE

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

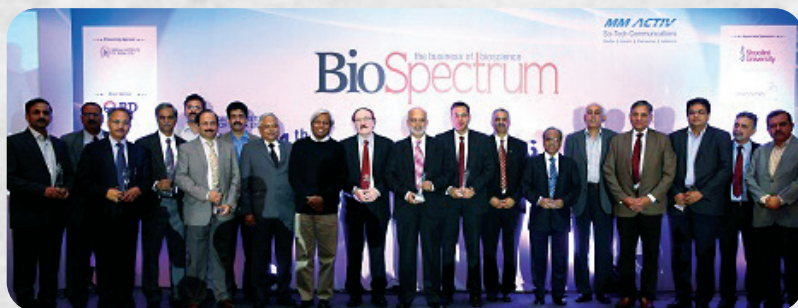
A webinar is a "web seminar". It allows people to connect online to view a live presentation, which includes audio and video. The biggest advantage of the webinar is convenience. There's no travel, You can attend a webinar straight from your desk at work or your living room at home.

### 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



### **BIO SPECTRUM 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.

### **BIO SPECTRUM 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.





## EVENTS



### 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.





## E-BLASTS

# 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.**

### 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

Biospectrum Impressions

**45,000 +**  
email addresses

Biospectrum Impressions Group

**78,000 +**  
email addresses

**LEAD  
GENERATION**  
Super  
Star!

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@mactiv.com](mailto:ankit.kankar@mactiv.com) | **Tel:** +65-63369142 / +91-9579069369

## WEBINARS

- Lead Generation
- Thought Leadership
- Brand Awareness

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**

## WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES

### Traditional Webinars

**\$ 18,000**

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

**\$ 12,500**

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.

**Samples: [biospectrumasia.com/webinars](http://biospectrumasia.com/webinars)**

Write Email: [ankit.kankar@mmactiv.com](mailto:ankit.kankar@mmactiv.com) | Tel.: +65-63369142



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