
PUBLISHER/ADVERTISING SALES OFFICE

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Web Site Address:

<http://www.biotechnologyhealthcare.com>

GENERAL INFORMATION

- 1. ISSUANCE:**
 - a. Frequency: Quarterly
 - b. Issue Dates: Spring (February), Summer (May), Fall (August), Winter (November)
 - c. Publication date: 26th of issue month
 - d. Mailing date: Week of publication.
- 2. ESTABLISHED:** February 2004
- 3. AFFILIATION:** Independent.
- 4. EDITORIAL:** BIOTECHNOLOGY HEALTHCARE delivers high interest articles and features developed through original research and writing. Its editorial mission is to articulate biomedical business and clinical applications to healthcare decision makers and stakeholders. A strict fact-checking and peer review process assures the accuracy and relevance of editorial content.
- 5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:** For acceptance, advertising must be consistent with the publisher's policy of service to the medical community.
- 6. POLICY ON ADVERTISING PLACEMENT:** Full pages are rotated front and back, and advertising is interspersed with editorial.

7. ADVERTISING/EDITORIAL RATIO: Average advertising/ editorial ratio will not exceed 55/45.

8. COVERAGE AND MARKET:

- a. Coverage: National.
- b. Biotechnology executives and decision makers: medical and pharmacy directors, specialty and infusion pharmacists, pharmacy benefit managers, government and military decision makers, corporate medical and pharmacy directors and benefit managers, and hospital formulary committee members.

9. CIRCULATION: (Spring 2012 Issue)

	PRINT	DIGITAL
MANAGED MARKETS EXECUTIVES AND DECISION MAKERS		
Presidents/CEOs/Executive Directors	1,474	594
BIOTECH MEDICAL/FORMULARY DECISION MAKERS		
Managed Markets Medical Directors	509	298
BIOTECH PHARMACY/FORMULARY DECISION MAKERS		
Managed Markets Formulary Directors	444	139
Pharmacy Benefit Managers	190	54
Infusion and Specialty Pharmacists	2,757	1,285
Managed Market Pharmacists	680	175
CORPORATE DECISION MAKERS		
Fortune 500 Benefit Managers	2,193	2,193
Employer Medical and Pharmacy Directors	3,333	0
Buyers of Biotech Products	21	0
OTHERS RELATED TO THE FIELD	826	18,884
BONUS DIGITAL CIRCULATION		
Managed Care Digital Receivers		14,878
P&T Journal Digital Receivers		5,371
SUBTOTALS	12,427	43,871
Total Circulation	56,298	

RATE INFORMATION

10. BLACK/WHITE RATES:

(Effective January 1, 2012)

Frequency	1 Page	2/3 Pg	1/2 Pg	1/3 Pg
1 Time	\$5,587	\$4,302	\$3,463	\$2,291
6 Times	5,473	4,216	3,395	2,244
12 Times	5,365	4,130	3,326	2,200
24 Times	5,258	4,048	3,260	2,155
36 Times	5,152	3,968	3,195	2,112
48 Times	5,049	3,887	3,130	2,069
60 Times	4,974	3,830	3,084	2,038
72 Times	4,900	3,772	3,036	2,009
96 Times	4,826	3,716	2,991	1,979

11. COLOR CHARGES: Per page or fraction.

In addition to earned black/white rates.

Standard 2nd color	\$ 1,085
Matched 2nd color	\$ 1,380
Three or four color	\$ 1,890
Five color	\$ 2,785
Bleed	No charge

12. INSERTS and BRCs:

- a. Inserts billed at the earned black/white rate.
- b. Business Reply Cards billed at full page, earned black/white rate.

13. SPECIAL PROGRAMS:

- a. **BIOTECHNOLOGY HEALTHCARE MARKET BUY DISCOUNT PROGRAM:**
Run an insertion for a particular product or campaign in each of the four issues of **BIOTECHNOLOGY HEALTHCARE** in 2012 and receive two free bonus insertions for the same product or campaign in **MANAGED CARE** or **P&T JOURNAL**.
- b. **BANNER ADVERTISING:** Available on www.biotechnologyhealthcare.com at cost of \$3,600 for one month posting, rotated throughout site. Consult publisher's office for specifications.
- c. **DIGITAL EDITIONS:** Print advertising will appear in digital edition at no additional cost (to view the digital edition, go to www.biotechnologyhealthcare.com). Electronic cover tips available for \$1,500 per issue. For additional custom electronic advertising opportunities such as audio and video enhancements, consult publisher's office.
- d. **E-MAIL BLAST:** Custom message to digital circulation of **BIOTECHNOLOGY HEALTHCARE** available at \$6,500 per blast.

14. EARNED RATES:

- a. Rate is determined by number of units. A unit is a page or a fraction. A spread is two units.
- b. Insertions of parent companies and subsidiaries are combined to determine earned rate.
- c. Insertions in **MANAGED CARE**, **P&T JOURNAL** and **BIOTECHNOLOGY HEALTHCARE** are combined to determine earned rate.
- d. Publisher guarantees uniform rates to all advertisers using same amount and type of space.
- e. Rates are subject to change with 90 days notice. Contracts are accepted and guaranteed three months from last issue closed. In the event of a rate increase, contracts may be terminated without penalty or short rate.
- f. Demographic and list match partial runs qualify on a one-to-one basis when determining earned rate.

15. CLASSIFIED ADVERTISING RATES:

- a. **PRINT CLASSIFIED ADVERTISING:** Contact Classified Manager, Lisa Gardineer (267-685-2789; lgardineer@medimedia.com) for pricing and specs.
- b. **WEB SITE:** 30-day posting of classified ad: \$150

16. AGENCY COMMISSION AND TERMS:

- a. 15% commission to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied on all past due accounts.
- b. Space and color charges are commissionable; production and mechanical charges are not.

17. PRODUCTION INFORMATION:

- a. Trim Size: 7 3/4 by 10 3/4
- b. Publication is saddle-stitched. Contact Waneta Peart for insert specifications.
- c. Insert quantity: 14,000
- d. Electronic files: PDF-X1a preferred
- e. For further production details, contact Waneta Peart: Tel: 267-685-2782; E-mail: wpeart@medimedia.com

18. CLOSING DATES FOR 2012:

Issue	Space	ROB	Inserts
Spring	2/1	2/7	2/10
Summer	5/4	5/9	5/14
Fall	8/15	8/21	8/24
Winter	11/1	11/7	11/12

19. MISCELLANEOUS:

- a. Contracts are subject to publisher's acceptance.
- b. Publisher shall not be liable for failure to publish because of acts of God, strikes, accidents, fires or other similar circumstances beyond the publisher's control.