



Pf Media Pack 2019

What is Pf Media?

Pf Media is home to the commercial offering of Pf Magazine, Pharmafield.co.uk, PharmaJobs.co.uk and E4H.



Pf Media has been serving the pharmaceutical industry for nearly 20 years. We understand what industry professionals need to know and offer a suite of a ways to connect with them.

Whether you're looking to raise awareness of your brand, promote your thought leadership or deliver a targeted campaign, **Pf Media** offers you a range of multichannel solutions.

Pf Media overview



PRINT

Pf Magazine

Quality brand with a strong reputation, delivering targeted campaigns, brand awareness and storytelling. Also published digitally.

Pf Magazine Special Editions

Published bi-monthly. Focused content aimed at targeted readers. Reach your specific market with our special editions.

Align your brand with success, innovation and excellence



DIGITAL

Pharmafield

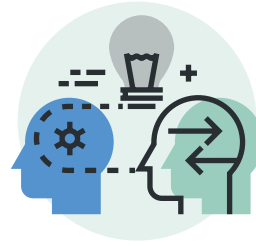
PHARMAFIELD.CO.UK
Put your digital advertising, exclusive content and spotlight articles in front of our 16k monthly users.

PHARMAFIELD NEWSLETTER
With above average open and click rates, deliver your brand to the inboxes of Pf newsletter subscribers.

PharmaJobs

PHARMAJOBS.CO.UK
Looking for candidates, got jobs to advertise, Pharmajobs.co.uk puts your roles and brand in front of the industry's top talent.

PHARMAJOBS NEWSLETTER
With above average open and click rates, deliver your vacancies to the inboxes of active PharmaJobs seekers or promote your Job of the Week.



THOUGHT LEADERSHIP

Webinars

E4H.CO.UK
Got a message to share, education to deliver or research to get out? Our webinar team works with some of the top pharma companies to target HCPs and disseminate information.

Podcasts

E4H.CO.UK
Want to share your expertise to our audience and beyond? Our podcasts put you straight into the ears of interested listeners.

White Papers

Conducting some research and you need a media partner? Holding a round table and you need a research report? Our in-house content and design team will make your vision a thought-leadership reality.

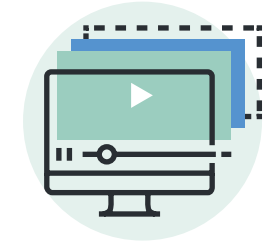


EVENTS

Live Events

E4H.CO.UK
Does your marketing plan include events? Meeting people face-to-face, conferences, round tables or networking events. From concept to delivery, we offer event management, speaker sourcing, audio visual support, EventApp and more.

We are the organiser of the Pf Awards, the largest pharmaceutical sales awards in the UK.



VIDEO

Interviews

PF IN CONVERSATION
Exclusive filmed interviews with industry leaders and innovators. Our interview series puts the face of your brand in front of your target audience.

Animation

E4H.CO.UK
Sometimes conveying a message in words, just doesn't cut it. Bring your topic to life with quality animation, tell your story with graphics and create learning with imagery.

A MULTI-PLATFORM APPROACH

Want us to prove ourselves? Get in touch for examples of how we can reach your target audience across multiple channels. Print, webinars, podcasts, live events, interviews, animation and more can be promoted via Pf's multi-channels, including our social media accounts, the magazine and website.

Pf reaches a large audience of highly engaged UK pharmaceutical and healthcare decision-makers.

More than
550
PHARMACEUTICAL COMPANIES
SUBSCRIBE TO PF MAGAZINE

PHARMAFIELD.CO.UK

16,000+
unique users per month
to **pharmafield.co.uk**

SOCIAL MEDIA


Over 54,000
twitter impressions
per month


@Pharmafield
#Pharmafield

PF NEWSLETTERS

33%
open rate
(more than double the industry average)

PF MAGAZINE

6
Pf Magazines
per year
+
6
Special Editions
per year
=
12 ISSUES A YEAR

AUDIENCE

38%
DECISION-MAKERS
& BUDGET-HOLDERS

35%
SALES ROLES

13%
MARKETING ROLES

14%
OTHER


PRINT


DIGITAL


THOUGHT LEADERSHIP


EVENTS


VIDEO

Editorial Calendar 2019

Subject to change

EDITION	EDITORIAL THEMES	COPY CLOSE	AD CLOSE	MAG ONLINE
February	Pf Magazine The rise of biosimilars • Cancer therapy	28/12	18/01	01/02
March	Partnership Workwing Special Edition What are partnerships about?	29/01	15/02	01/03
April	Pf Magazine Disruption in Pharma • Multiple Sclerosis therapy	25/02	15/03	01/04
May	Pf Awards 2019 Brochure Celebrating the winners of the Pf Awards 2019			01/05
June	Pf Magazine Pf Barometer: Do HCPs trust pharma? • Diabetes therapy	29/04	17/05	01/06
July	Patient Centricity Special Edition Patient-centred healthcare is here to stay; how can we embrace it?	27/05	14/06	01/07
August	Pf Magazine Pf Power List 2019 • Women's Health therapy	01/07	19/07	01/08
September	Recruitment and Careers Special Edition What does a career in pharma sales/marketing look like?	29/07	16/08	01/09
October	Pf Magazine Social Prescribing - what does it mean for pharma? • Arthritis therapy	26/08	13/09	01/10
November	CSO/Outsourcing/Agency Special Edition Why use agencies?	30/09	18/10	01/11
December	Pf Magazine 2019 in Review • HIV and AIDS therapy	28/10	15/11	01/12

IN EVERY PF MAGAZINE






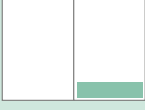
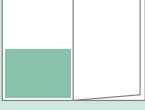
- Pf News: essential headlines
- Coffee break
- Politics
- Marketing
- Therapy area
- Opinion
- Pf Awards
- Movers & Shakers
- Careers

PF MAGAZINE SPECIAL EDITIONS

Our Pf Magazine Special Editions cover the issues at the heart of the pharmaceutical sales and marketing environment, including expert intelligence, comment and analysis from industry insiders.

Print production specifications

A competitive choice of print advertising opportunities tailored to your company's needs.

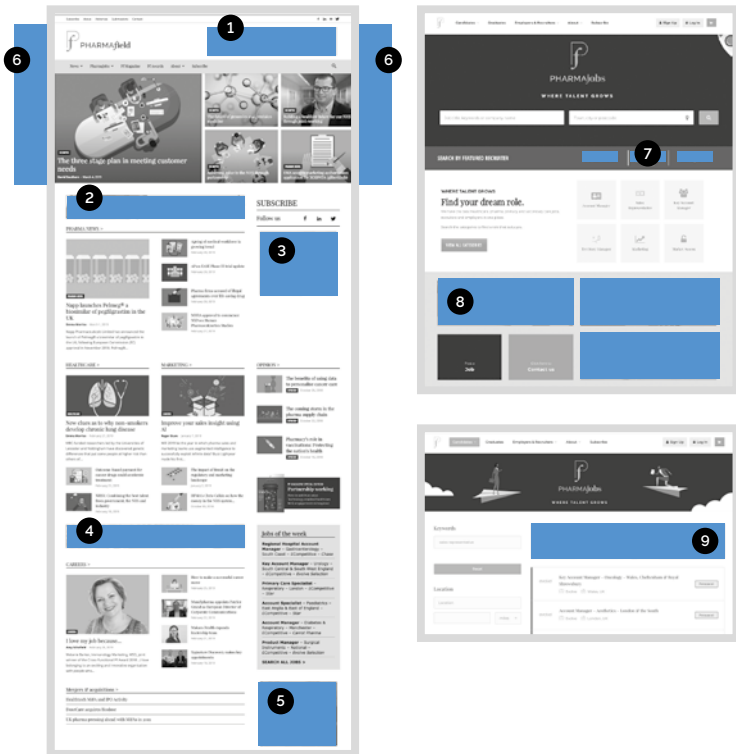
AD SIZE	DISPLAY ADVERT	ADVERTORIAL CONTENT
Premium position: Back cover 	210mm (w) x 297 mm (h) 3mm bleed all round	
Premium position: Inside front cover Inside back cover 	210mm (w) x 297 mm (h) 3mm bleed all round	
Double-page spread 	210mm (w) x 297 mm (h) 3mm bleed all round	Upto 1000 words Portrait, images and infographics as space allows Designed in house style
Single page 	210mm (w) x 297 mm (h) 3mm bleed all round	450-550 words Portrait or image or infographic as space allows Designed in house style
Column advert 	254 mm (h) x 57 mm (w) No bleed required	220 words One small image Logo Designed in house style
Banner advert 	184.6mm (w) x 40mm (h) No bleed required	
Half page advert 	184.5mm (w) x 123mm (h) No bleed required	

- Safe text area: 12mm inset
- Bleed area: 3mm (double-page and single page only)
- Images: 300dpi, high quality
- Colour: CMYK, PDF/X-1a:2001
- No overprint or spot colours

Pf Magazine will not be responsible for colour misrepresentation as the result of incorrectly supplied artwork.

Digital specifications

A competitive choice of digital advertising opportunities tailored to your company's needs.



AD SIZE	DIMENSIONS (WxH)	OPTIONAL FOR PHONE VIEW	FILE & SIZE	ANIMATED GIF
NEWSLETTERS				
Newsletter sponsorship banner	1200 x 200px		gif, png or jpg max 50kb	gif, 3 x slides <50kb
PHARMAFIELD WEBSITE				
1 Premium position: Leaderboard	1060 x 180px	1060 (w) x 360px (h)	gif, png or jpg <100kb	gif, 3 x slides <100kb
2 Premium position: Top banner	1392 x 180px	1392 (w) x 360px (h)	gif, png or jpg	gif, 3 x slides <100kb
3 Premium position: MPU	600 x 500px		gif, png or jpg <100kb	gif, 3 x slides <100kb
4 Bottom banner	1392 x 180px	1392 (w) x 360px (h)	gif, png or jpg	gif, 3 x slides <100kb
5 Bottom MPU	600 x 500px		gif, png or jpg <100kb	gif, 3 x slides <100kb
6 Skyscrapers	230 x 880px		gif, png or jpg <100kb	
Spotlight article	Upto 600 words Images 1392 x 1044 px		Images in jpg <100kb	
Directory Listing	Upto 25 words Image 300 x 300px			
PHARMAJOBS				
Featured Job + recruiter logo	Logo in square 100 x 100px		gif, png or jpg <100kb	gif, 3 x slides <100kb
7 Premium position: Featured recruiter logo under Search bar	White only logo on transparent background		png, eps or ai <100kb	
8 Premium position: Rectangle ad on Homepage	600 x 200px			
9 Ad Banner on all Search pages	785 x 142 px			