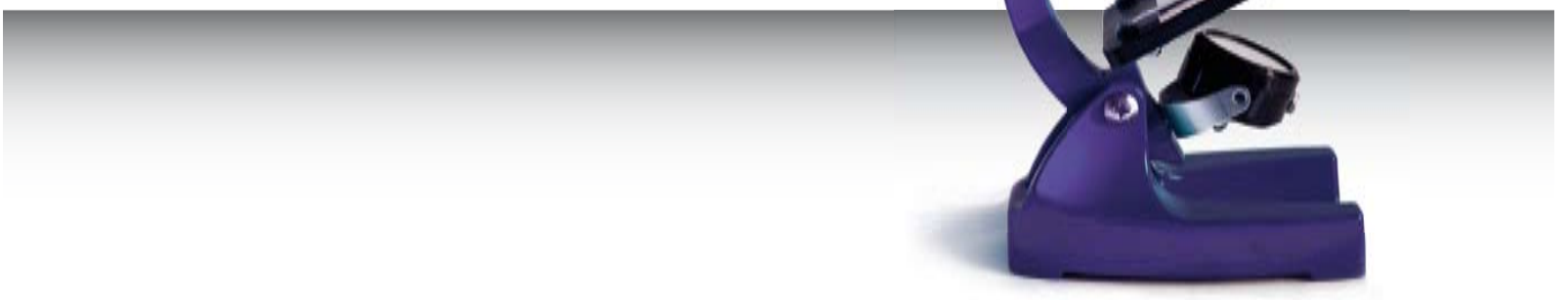


PharmaAsia



media information | 2009

www.PharmaAsia.com

A Leading Resource for the
Pharmaceutical Industry

PharmaAsia



Navigating through the pharmaceutical industry in the Asia-Pacific region could be a daunting task. Apart from getting your bearing in the manufacturing industry, you need to size up the market and the competition, improve on existing practices with new technologies and solutions and seek to comply with new legislation.

PharmaAsia keeps tabs on the industry, and provides you with the information you need to take the next step forward. The publication provides timely and useful insights into cutting-edge techniques and practices for improving the pace of pharmaceutical research and development in the region.

PharmaAsia features articles on research and technology relevant to the industry and offers news and market trends, product listings, updates on regional events and profiles of relevant companies and service providers.

PharmaAsia is published 8 times a year and reaches 8,000* qualified readers in the region.

* Publisher's own data as of October 2008

Editorial Summary

- Cover Story**
 Read about new opportunities, technologies, developments and issues facing the pharmaceutical manufacturing industry.
- Features**
 Industry experts address concerns and investigate dimensions to provide information on solutions for drug manufacturing, drug discovery, drug development, outsourcing and regulations for pharmaceutical manufacturers.
- Expert's Column**
 Top industry professionals offer invaluable insights on what they do, and how they do it; as well as venture opinions on current trends of the market.
- News**
 Keep abreast of the latest developments in the local and global pharmaceutical manufacturing scene.
- Product Focus**
 Discover the latest technologies that are propelling product innovations.
- Calendar**
 Plan your trips well with this list of regional and international trade exhibitions and conferences. Event previews and reviews provide you with more insights to current trends and issues facing decision makers today.



Editorial Calendar

Issue	Cover Story	Feature 1	Feature 2	Product Focus	Bonus Distribution	Publication Date
Jan/Feb	Biomarkers	Mass Spectrometry	Data Management	Lab Equipment	<ul style="list-style-type: none"> Feb 17-18, Singapore Drug Safety Asia Mar 16-19, Singapore BioMedical Asia Mar 25-28, Singapore AsiaMedTech 	6 Feb 09
Mar/Apr	Pharmacogenomics	Supply Chain Management	Plant Management Systems	Automation/Robotics	<ul style="list-style-type: none"> Apr 23, Singapore Frost & Sullivan Asia Pacific Healthcare Awards Apr 21-23, China Antibody Engineering Asia 	15 Apr 09
May	Cellular Models	Regulatory Compliance	Bioinformatics	Cell Culture/Imaging	<ul style="list-style-type: none"> May 31-Jun 2, Singapore ISPE Conference Jun 1-2, Singapore Interphex Asia Jun 8-11, Singapore World Vaccine Congress Jun 8-11, Singapore Asia Antibody Congress 	15 May 09
Jun	API	Clinical Trials Management	Pharmacovigilance	Pipettors/Filtration	<ul style="list-style-type: none"> Jun 15-17, Singapore Stem Cells Asia Jun 15-17, Singapore Cell & Gene Therapy Jun 17-20, Bangkok PharmaTech 	6 Jul 09
Aug	Vaccines	Cold Chain Management	Cancer Research	Packaging/Process Components	<ul style="list-style-type: none"> Aug 11-13, Kuala Lumpur Lab Asia 2009 	14 Aug 09
Sep	Cellular Imaging	Outsourcing	Personalized Medicine	Test/Measurement		14 Sep 09
Oct	Generics	Bioprocessing	Analytical Testing/PAT	Cellular Reagents	<ul style="list-style-type: none"> Oct 13-16, Singapore SCM Logistics World 	14 Oct 09
Nov/Dec	Proteomics	Validation	Microarrays	Software	<ul style="list-style-type: none"> Date(TBA), Hyderabad bioLOGIC India 	9 Dec 09

Kindly note that topics may change due to market conditions.

Advertising Rates (Print)

All rates quoted are gross on a per issue basis and in US dollars and Singapore dollars, valid as of Jan 1, 2009. All advertising contracts accepted by clients are subject to terms and conditions stipulated by Reed Business Information Asia. Please see [Annex I](#) for more details.

Trimmed size: 230mm (w) x 300mm (h)

Bleed size: 240mm (w) x 310mm (h)

Please see [Annex II](#) for mechanical specifications.

Premium Position	US\$	S\$
Back Cover	5,600	8,100
Inside Front Cover	5,300	7,650
Inside Back Cover	5,100	7,350

Ad Size (ROP)	1x		3x		6x		8x	
	US\$	S\$	US\$	S\$	US\$	S\$	US\$	S\$
Full Page	5,000	7,200	4,700	6,750	4,350	6,300	3,950	5,700
1/2 Page	2,900	4,200	2,700	3,900	2,500	3,600	2,300	3,300
1/3 Page	2,200	3,150	2,000	2,850	1,750	2,550	1,550	2,250
1/4 Page	1,450	2,100	1,250	1,800	1,050	1,500	850	1,200

*10% surcharge for guaranteed right hand page.

Advertising Rates (Online)

Web Banners	Banner Size Pixels	Per Quarter	
		US\$	S\$
Skyscraper (Home page)	120 x 600	3,500	4,950
Skyscraper (Run of Site)		2,700	3,900
Horizontal (Home page)	600 x 60	2,700	3,900
Horizontal (Run of Site)		2,200	3,150
Button (Home page)	125 x 125	1,650	2,400
Button (Run of Site)		1,350	1,950

Other Online Offerings	US\$	S\$
E-Newsletter		
Weekly	1,550	2,250
PharmaAsia Online (Monthly)	1,850	2,700
Channel Sponsorship		
(per month, per resource)	2,600	3,750
Keyword Search		
(per month, per keyword)	2,600	3,750
E-Video		
(per month, per video)	2,600	3,750



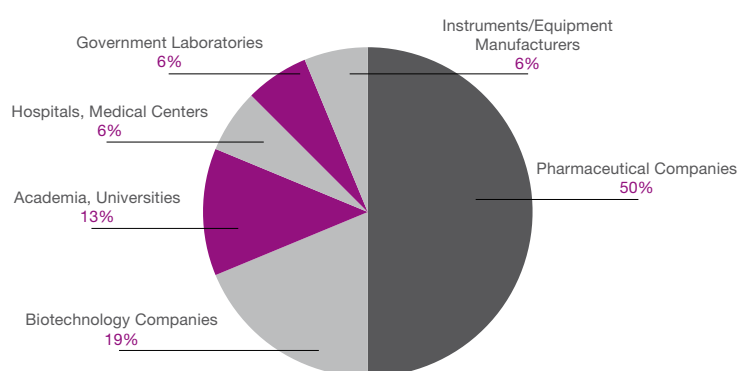
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Circulation Profile

PharmaAsia reaches 8,000* qualified subscribers in the region.

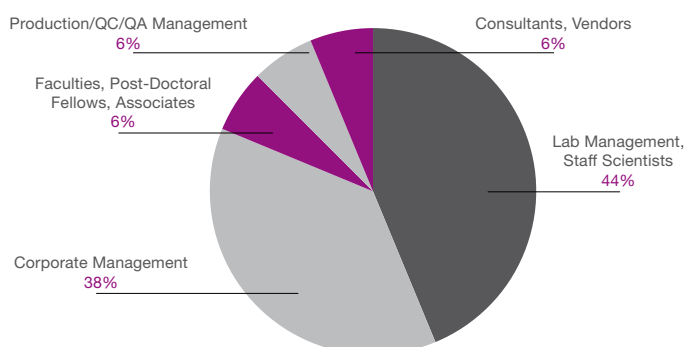
Analysis by Industry*

Pharmaceutical Companies	4,000
Biotechnology Companies	1,500
Academia, Universities	1,000
Hospitals, Medical Centers	500
Government Laboratories	500
Instrument/Equipment Manufacturers	500
Total	8,000



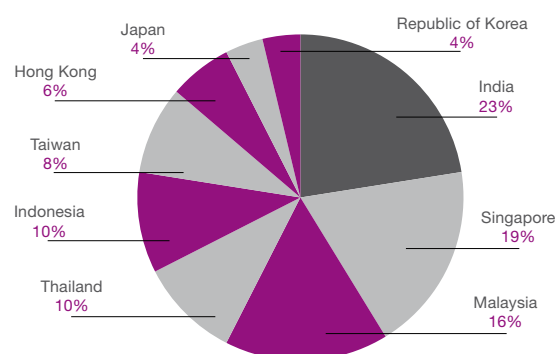
Analysis by Job Function*

Lab Management, Staff Scientists	3,500
Corporate Management	3,000
Faculties, Post-Doctoral Fellows, Associates	500
Production/QC/QA Management	500
Consultants, Vendors	500
Total	8,000



Analysis by Country*

India	1,800
Singapore	1,500
Malaysia	1,300
Thailand	800
Indonesia	800
Taiwan	700
Hong Kong	500
Japan	300
Republic of Korea	300
Total	8,000



*Publisher's own data as of October 2008

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