BioSpectrum ASIA EDITION

20 YEARS 2006–2026

ASIA PACIFIC BIOPHARMA INTELLIGENCE

Media Pack 2027

Celebrating 20 Years of Asia Pacific life-sciences intelligence

A **360° gateway** to the universe of Biotechnology, Pharma, MedTech & Health Sciences across Asia Pacific — **connecting your brand** to the scientists, founders and decision-makers shaping the industry.

PHARMA | BIOTECH | MEDTECH | BIOSERVICES | HEALTHCARE | CELL & GENE | BIO LAB

310K+	94K+	80K+	75K+
Monthly unique website visitors	Print magazine readers	Newsletter subscribers	Opt-in EDM database

www.biospectrumasia.com

Published by MM Activ Singapore Pte Ltd
A trusted B2B life-sciences media platform

WHY BIOSPECTRUM ASIA

The most influential voice in Asia Pacific life sciences.

For two decades BioSpectrum Asia has been the specialised B2B information platform for the Health Sciences industry across Asia Pacific — publishing market research, strategic reports, interviews and analysis trusted by top management and decision-makers. We give your brand a **360° exposure** to the people who fund, build and scale the industry.

WHAT SETS US APART

Pan-APAC authority
Readers across India, China, Singapore, Australia, ASEAN, plus Europe, North America & 18+ markets.

Decision-maker reach
55% of readers sit in corporate or scientific management — the budget holders.

Omnichannel canvas
Print, digital edition, website, daily newsletter, EDM, webinars, podcast & lead-gen.

Full-funnel solutions
From awareness to qualified pipeline — branding, thought leadership & CPL lead generation.

COVERAGE SPECTRUM

- PHARMA & DRUG DISCOVERY
- BIOTECH & BIOLOGICS
- MEDTECH & DIAGNOSTICS
- BIOSERVICES & CDMO
- CELL & GENE THERAPY
- DIGITAL HEALTH & AI
- BIO LAB · HER HEALTH

20+
Years as the region's life-sciences media voice

14+
APAC & global markets in active readership

5×
News updates delivered every week, all year

8
Industry verticals covered end-to-end

One platform. Every touchpoint in the buyer journey.
Brand awareness · thought leadership · demand & lead generation — engineered for Asia Pacific.

www.biospectrumasia.com

AUDIENCE & REACH

Get connected to Biotech, Pharma & MedTech.

A qualified, opt-in audience of scientists, founders, investors and C-suite leaders — engaged across owned print, digital and direct channels.

310K+
Monthly unique website visitors

750K+
Monthly website page views

94K+
Print magazine readers

80K+
Daily newsletter subscribers

75K+
Opt-in EDM / email database

60K+
Digital magazine subscribers

SOCIAL & COMMUNITY

34K+
Social reach across LinkedIn, X, Facebook & YouTube

24/7
Demand for continuous regulatory & market intelligence

45%
Avg. engagement on specialised biotech newsletters

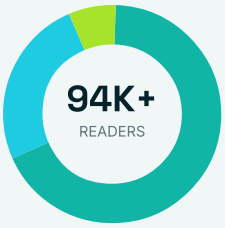
WHY ADVERTISERS CHOOSE US

BioSpectrum Asia readers are **actively shaping procurement and partnership decisions** — from sourcing CDMO capacity and lab instrumentation to evaluating clinical, regulatory and digital-health solutions. Every channel is permission-based and audited, so your message reaches a real, named, in-market audience rather than anonymous impressions.

READERSHIP ANALYTICS

Know exactly who you're reaching.

BY INDUSTRY



Biotech & Pharma	68%
Medical Technologies	25%
Other	7%

BY JOB PROFILE

Corporate Management	30%
Middle Management	25%
Scientific Management	20%
Scientific Research	18%
Non-Managerial	7%

READERSHIP BY GEOGRAPHY

Share of total audience · indicative

China	16%	Australia	14%
India	12%	Singapore	10%
Indonesia	8%	Malaysia	7%
Thailand	6%	South Korea	5%
Europe	3%	North America	2%

55% of the BioSpectrum Asia audience sits in **corporate or scientific management** — the people who set budgets, choose vendors and sign off on partnerships. Pair that seniority with deep Asia Pacific penetration — plus Europe & North America — and your campaign lands squarely in front of in-market buyers.

TWO DECADES OF TRUST

Now in our 20th year of Asian life sciences.

For 20 years BioSpectrum Asia has been the constant in a fast-moving industry — chronicling the science, the deals and the leaders that built Asia Pacific biopharma. That heritage is your credibility when you advertise with us.

20 YEARS

240+ issues published

16+ markets covered

8 industry verticals

309K+ audience footprint

Foundation
Print magazine establishes the APAC life-sciences voice.

Digital Edition
Web portal & e-magazine extend reach worldwide.

Daily Briefing
5×-weekly newsletter becomes the industry habit.

Events & Audio
Webinars, podcasts & on-demand video scale engagement.

Intelligence
Data-driven, interactive media for the AI era.

AUDIENCE FOOTPRINT BY MARKET

Indicative distribution · ~309K combined touchpoints

China	49K	Japan	14K
Australia	42K	Taiwan	12K
India	36K	New Zealand	10K
Singapore	32K	Vietnam	9K
Indonesia	25K	Europe	8K
Malaysia	21K	USA & Canada	7K
Thailand	18K	Middle East	5K
South Korea	16K	Africa & Others	5K

Europe · North America · South Asia · South-East Asia · East Asia · Oceania · Middle East & Africa

AVAILABLE SELECTS — BUILD YOUR TARGETING PROFILE

Stack any selects across EDM · e-blasts · lead gen · content syndication

INDUSTRY
Pharma · Biotech · MedTech · BioServices / CDMO · Healthcare & Digital Health · Cell & Gene · Diagnostics · Bio Lab

JOB FUNCTION
C-Suite / Corporate Mgmt · Scientific Management · R&D / Scientists · Regulatory & Clinical · Manufacturing / QA-QC · Procurement · BD & Commercial

REGION / COUNTRY
APAC-wide · South East Asia · ANZ · Greater China · South Asia / India · Japan & Korea · Europe · North America · Middle East

COMPANY TYPE / SIZE
Big Pharma · Emerging Biotech · CRO / CDMO · Device & Diagnostics OEM · Lab & Instruments · Academic & Research · Investors / VC

MEDIA PROPERTIES

Six owned channels, one engaged audience.

Mix and match across our properties to build awareness, authority and pipeline — all reaching the same trusted, opt-in life-sciences community.

Monthly Magazine

Charter-mailed print edition with exclusive stories, leader interviews and analytical features from the BioSpectrum team.

94K+ readers

Digital Edition

Interactive, fully shareable e-magazine extending every issue to a global, mobile-first subscriber base.

60K+ subscribers

Daily Newsletter

Five-days-a-week briefing summarising the day's biotech & health-sciences news — the inbox habit of the industry.

80K+ subscribers

Website Portal

Daily-updated news & intelligence on the APAC health-sciences industry, archived by segment and country.

750K+ page views/mo

Webinars & VOD

Turnkey live & on-demand events that generate leads, build brand and position you as a thought leader.

300 avg. registrants

Podcast & Video

On-demand audio & video conversations with industry leaders — the fastest-growing way executives consume insight.

30% YoY audio growth

Build your own media mix.

Our team designs integrated programmes that sequence print, digital, direct & events for compounding impact.

Talk to media planning

HOW THE CHANNELS WORK TOGETHER

01 Reach
Website display & magazine build broad awareness across APAC.

02 Engage
Newsletter, sponsored content & podcast deepen attention.

03 Convert
EDM, e-blasts & webinars drive registrations & enquiries.

04 Qualify
Content syndication & lead-gen deliver named, scored leads.

MEDIA PLANNING OPTIONS

Start with your objective. We build the mix.

Pick a commercial goal and our planners assemble a recommended programme across owned channels — mapped to the modern, interactive way APAC scientific audiences now consume media.

Lead Generation

- Dedicated lead-gen landing page
- Targeted EDM outreach
- Newsletter banner integration
- Whitepaper & resource promotion
- Intent-based audience targeting

Duration **4–8 week window**

Brand Awareness

- Homepage premium display
- Sponsored editorial features
- Newsletter sponsorship
- Social amplification
- Podcast brand integration

Ideal for **recall & visibility**

Thought Leadership

- Executive interview features
- Podcast or video conversations
- Industry insight articles
- LinkedIn executive positioning
- Research insight distribution

For **CXO & scientific leaders**

Webinar Promotion

- Webinar marketing campaign
- EDM registration outreach
- Newsletter banner rotation
- Reminder automation sequence
- Post-webinar lead delivery

Outcome **high-intent engagement**

Product Launch

- Launch announcement coverage
- Targeted APAC distribution
- Video & product spotlights
- Thought leadership positioning
- Newsletter launch visibility

Best for **new tech rollouts**

Account-Based Marketing

- Persona-based audience mapping
- Enterprise account targeting
- Company-specific EDM outreach
- Intent scoring integration
- Decision-maker engagement

Audience **APAC decision-makers**

INDUSTRY MOMENTUM WE PLAN AROUND

Scientific audiences are shifting to specialised, interactive, data-driven ecosystems — niche newsletters, on-demand audio, real-time intelligence and community platforms. Our plans are built for how the industry actually engages in 2027.

45% newsletter engagement

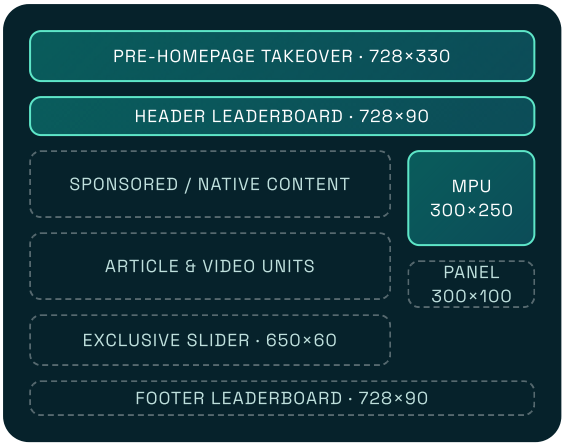
30% audio growth YoY

24/7 intelligence demand

AD POSITIONING · WEBSITE

Premium positions, maximum impact.

Own the highest-visibility real estate on the region's most-read life-sciences portal. Positions below are mapped from most to least prominent.



Hot zones indicate premium, above-the-fold inventory with the strongest viewability.

Pre-Homepage Takeover — $18,000
728 × 330 · full-screen first impression
Site-entry interstitial — the single highest-impact awareness unit on the portal.

Header Leaderboard — $8,000
728 × 90 · persistent top-of-page

Mid-Page Unit (MPU) — $5,500
300 × 250 · in-content, high engagement

Exclusive Slider Leaderboard — $7,000
650 × 60 · sticky on scroll

Video Unit — $6,600
300 × 250 · 30-sec autoplay creative

Panel · Footer · Classified — from $600
300×100 / 728×90 / text · always-on value

RICH-MEDIA & INNOVATIVE WEBSITE OPTIONS

Page Peel
Animated corner peel revealing your message on hover.

Expandable Leaderboard
Roll-over expansion with replay & close controls.

Sponsored Content
Native editorial-style placement, $4,000.

Animated Ads
Motion display creative, $4,400.

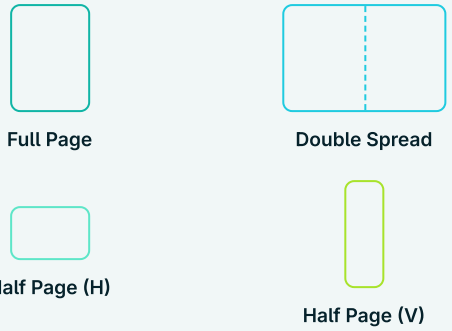
Specs · IAB-standard or custom dimensions · online creative <25 kb · formats .gif / .jpg / HTML5 / 3rd-party tags accepted.

PRINT & DIGITAL MAGAZINE

Tangible authority, premium positions.

The charter-mailed print edition and its interactive digital twin put your brand in the hands of the industry's most senior readers.

STANDARD FORMATS



INNOVATIVE PRINT OPTIONS

Cover on Cover — $17,000
Front + inside front — unmissable.

Reverse Gate Fold — $14,300
Theatrical multi-panel reveal.

Post Card on Cover — $12,100
Tactile, high-response insert.

Belly Band · Advertorial — from $5,000
Wrap the issue or tell a longer story.

PRINT POSITION	BLEED (W×H MM)	NON-BLEED (W×H MM)	RATE 1× (USD)
Back Cover	204 × 275	196 × 267	**$8,800**
Inside Front Cover	204 × 275	196 × 267	**$7,700**
Inside Back Cover	204 × 275	196 × 267	**$6,600**
Page facing IFC	204 × 275	196 × 267	**$6,600**
Premium Pages (first 10 RHP)	204 × 275	196 × 267	**$6,100**
Full Page Colour	204 × 275	196 × 267	**$5,500**
Centre Double Spread	400 × 275	392 × 267	**$11,500**
Double Spread	400 × 275	392 × 267	**$10,500**
Half Page Colour	115 × 204	172 × 115	**$3,300**

Bleed: allow 5 mm on each side of trim · 10 mm gutter for bleed double spreads · live matter ≥5 mm from cut marks · supply 300 dpi CMYK PDF. **Print advertisers receive the matching digital-edition placement at 25% of the print rate.**

NEWSLETTER ADVERTISING

A daily habit, 80,000+ inboxes.

Five days a week, our subscribers open BioSpectrum Asia for the news that matters. Place your brand inside that trusted routine with rich-media and sponsorship units.

PLACEMENT UNITS

Newsletter LHS — Maximum Impact Full-height left rail, every send	$8,000
Newsletter Leaderboard 1 Prime top banner	$7,500
Newsletter Leaderboard 2 Secondary banner	$7,000
Exclusive Newsletter Sponsor Sole-brand "presented by" edition	$5,500
Newsletter Footer Ad Closing impression	$4,000

RICH-MEDIA UNITS (MONTHLY)

Page Pusher Vertical / horizontal push reveal	$6,600/mo
Video Option In-newsletter video creative	$6,600/mo
Expandable Leaderboard Roll-over expansion	$5,500/mo
Page Peel Animated corner reveal	$4,400/mo
Intromercial Stays visible on scroll · 1–4 week buys ($3,300 / $5,900 / $7,900 / $10,000)	from $3,300

80K+
subscribers

Spec checklist: any IAB or custom size · banner or HTML5 · max file size 4 MB · include close / replay buttons for interactive units. Combine a fixed placement with a rich-media unit for compounding frequency against the same engaged audience.

AUDIENCE OUTREACH SUITE

Direct outreach to a 75,000+ opt-in database.

Put your message — solo — in front of a permission-based, segmentable audience of biopharma, biotech and medtech professionals. Immediate results, fully measurable.

ELECTRONIC DIRECT MAILER (EDM)

A dedicated, solo HTML email built around your offer and sent to our opt-in database. Ideal to promote whitepapers, webinar registrations, trade-show attendance, product launches, surveys and special programmes.

75K+	100%	$8,500
opt-in records	share of voice	single solo EDM

TARGETING SELECTS AVAILABLE

- INDUSTRY
- JOB FUNCTION
- REGION / COUNTRY
- SERVICES PERFORMED
- COMPANY SIZE
- PHARMA · BIOTECH · MEDTECH

Channels: **Email · Postal · Phone · Pay-per-lead.** Mix and match for a multi-touch outreach programme.

E-BLAST FREQUENCY RATES · PHARMA | BIOTECH | MEDTECH

Per send (USD) · one uniform rate at every volume

PROGRAMME	RATE PER SEND
Dedicated E-Blast / EDM	**$8,500** + $1,500 (Drip Add-On)

Creative specs · max width 600 px · HTML ≤28 kb · no external CSS or JavaScript · HTML format · subject line mandatory.

Email · Postal · Phone · Pay-per-lead.

One outreach team, every direct channel — promote your brand to proven, responsive professionals.

Request list rental

LEAD GENERATION & CONTENT SYNDICATION

From content to qualified pipeline.

Turn your whitepapers, reports and webinars into named, consented leads. We host, promote and syndicate your content across our owned channels — then deliver scored leads on a pay-per-lead basis.

HOW A LEAD-GEN CAMPAIGN RUNS

01 — Asset & target
You provide the gated asset; we agree the ideal-customer profile & filters.

02 — Syndicate
Content hub, EDM, newsletter & display drive registrations across APAC.

03 — Capture & qualify
Dedicated landing page & forms capture consented, profiled contacts.

04 — Deliver
Validated, scored leads handed over to spec — pay only per qualified lead.

CONTENT SYNDICATION UNITS

- WHITEPAPER & REPORT HOSTING ON RESOURCE HUB
- SPONSORED CONTENT & NATIVE ARTICLES
- INFOMERCIAL & PARTNER-CONTENT PLACEMENTS
- NEWSLETTER & EDM PROMOTION OF ASSETS
- PRESS-RELEASE DISTRIBUTION

WHAT YOU RECEIVE PER LEAD

- FULL NAME & BUSINESS EMAIL
- COMPANY, JOB TITLE & FUNCTION
- COUNTRY / REGION
- CONSENT & ASSET DOWNLOADED
- OPTIONAL BANT / CUSTOM QUALIFYING QUESTIONS

PRICING MODEL

Cost-per-lead (CPL), priced to your targeting criteria and volume — minimum campaign volumes apply. Tighter filters (seniority, named accounts, BANT) increase quality and CPL; broader filters maximise volume. We'll scope a guaranteed-delivery programme to your pipeline goals.

Guaranteed
lead delivery to spec

WEBINARS & WATCH ON DEMAND

Turnkey events that generate leads.

Every BioSpectrum Asia webinar is a full-service marketing solution that generates leads, enhances your brand and positions you as a thought leader — expertly marketed, flawlessly produced.

Traditional Webinar — $25,000

Live, hour-long educational session featuring renowned experts. Sponsorship aligns your brand with our editorial authority — fully marketed to our audience.

Webinar Express — $18,000

Short, pre-recorded webinar for busy professionals, available on demand. Work with our editor or supply your own content.

On Demand Webinar — $20,000

Your session hosted on demand as gated, lead-generating content, marketed across the newsletter, EDM and website for the life of the campaign. Every registration is captured, scored and handed over as a full lead file.

WATCH ON DEMAND & NOTEWORTHY EXTRAS

Watch On Demand Library
Your session lives on as gated, lead-generating content long after the live date.

Highlight Reel $1,500
Short hype video to re-engage non-attendees & promote the full session.

Whitepaper Spotlight
Feature a resource on the event console & in post-event emails.

Webinar Recording
Reuse the video on your own channels — included in all packages.

300
Average registrants per webinar

350+
Average live + on-demand attendees

3
Outcomes every time: leads · authority · brand

∞
On-demand shelf life — leads keep coming

Accessible on desktop and all major mobile devices. We fuse your message with the current interests and needs of our audience — so you finish with an on-target online event that delivers a strong, measurable return on investment.

CONSOLIDATED RATE CARD 2027

Every option, one view.

All rates in USD. Multi-channel & multi-issue programmes qualify for package discounts — ask your representative for a tailored quote.

WEBSITE / ONLINE

Pre-Homepage · 728×330	$18,000
Header Leaderboard · 728×90	$8,000
Exclusive Slider · 650×60	$7,000
Video · 300×250	$6,600
Mid-Page Unit · 300×250	$5,500
Animated Ads	$4,400
Sponsored Content	$4,000
Panel Ad · 300×100	$3,500
Footer Leaderboard · 728×90	$1,500
Classified Section	$600

DIGITAL MAGAZINE

Full Page Colour	$2,200
Half Page Colour	$1,500

Print advertisers pay just 25% of the digital rate for the matching placement.

NEWSLETTER

LHS Maximum Impact	$8,000
Leaderboard 1	$7,500
Leaderboard 2	$7,000
Page Pusher / Video (mo)	$6,600
Exclusive Sponsor	$5,500
Expandable Leaderboard (mo)	$5,500
Page Peel (mo)	$4,400
Footer Ad	$4,000
Intromercial (1–4 wk)	$3.3K–10K

OUTREACH & EVENTS

Traditional Webinar	$25,000
Webinar Express	$18,000
On Demand Webinar	$20,000
E-Blast / EDM	$8,500
EDM Drip Add-On	$1,500
Highlight Reel	$1,500
Lead Gen / Content Syndication	CPL*

PRINT MAGAZINE

Cover on Cover	$17,000
Reverse Gate Fold	$14,300
Post Card on Cover	$12,100
Business Reply Card	$12,100
Centre Double Spread	$11,500
Double Spread	$10,500
Back Cover	$8,800
Inside Front Cover	$7,700
Inside Back / Facing IFC	$6,600
Belly Band	$6,600
Premium Pages (1st 10 RHP)	$6,100
Full Page Colour	$5,500
Advertorial (per page)	$5,000
Half Page Colour	$3,300

*Lead generation & content syndication priced on a cost-per-lead basis to your targeting & volume; minimum campaign volumes apply. All rates exclusive of applicable taxes. Rates indicative for 2027 and subject to change — confirm current pricing & availability with your representative.

ALL INDUSTRY · EVERY VERTICAL

The whole spectrum of life sciences.

Wherever your buyers sit in the value chain, we have an audience and an editorial section that reaches them — across eight verticals and 18+ markets.

Pharma

Generics · Drug Discovery · CMC & Manufacturing · Clinical Trials · New Drug Applications

BioTech

Biologics · Stem Cells · Vaccines · Therapeutics

MedTech

Medical Devices · Medical Diagnostics

BioServices

Contract Research · Clinical Research · Contract Manufacturing · Pre-Clinical · Clinical Trial Phase

Healthcare

Digital Health · Artificial Intelligence · Logistics & Supply Chain

Bio Lab

Lab Products · Lab Safety · Lab Management · Lab Design

Cell & Gene

Cell Therapy · Gene Therapy · ATMP Manufacturing

HER Health & Specials

HER Health · Bio Money · Biopreneurs · Industry Insights · BSA Awards

MARKETS COVERED

SINGAPORE · INDIA · CHINA · JAPAN · SOUTH KOREA · AUSTRALIA · NEW ZEALAND · MALAYSIA · THAILAND · INDONESIA · VIETNAM · TAIWAN · MIDDLE EAST · EUROPE · NORTH AMERICA · SAARC

BioSpectrum ASIA EDITION

20 YEARS 2006–2026

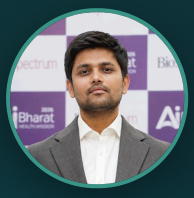
TWO DECADES OF ASIA PACIFIC LIFE SCIENCES

20 Years of Impact

2006 — 2026

Thank you for being part of **twenty years** shaping the business of Bio & Health Sciences across Asia Pacific. Here's to the next chapter — together.

> *The best advertising doesn't shout — it earns trust. For twenty years, that's how we've connected brands to the people shaping Asia Pacific life sciences.*



Ankit Kankar

CHIEF OPERATING OFFICER · BIOSPECTRUM ASIA

HandHeld **+65 8424 7798** (Singapore) · **+91 95790 69369** (India)

ankit.kankar@mmactiv.com · **communications@biospectrumasia.com**

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