Get a 360 degree exposure to the universe of Biotechnology and Health Sciences industries of Asia
BIOSPECTRUM ASIA is the most influential source of information for Biotechnology and Health Sciences industry. It is uniquely positioned as specialized B2B information platform for health sciences industry in the Asia Pacific region. BioSpectrum Asia publishes several market research and strategic industry reports with key information for top management and decision makers in the Health Sciences industry.

**READERSHIP PRINT MAGAZINE (84000+READER)**

- South Korea, China & Japan, 11
- Malaysia, Thailand & Taiwan, 25
- USA, Canada & Europe, 25
- Singapore & India, 20
- Australia & New Zealand, 14
- Africa & Other, 5

**READERSHIP DIGITAL MAGAZINE (34000+READER)**

- South Korea, China & Japan, 15
- Malaysia, Thailand & Taiwan, 18
- USA, Canada & Europe, 20
- Singapore & India, 25
- Australia & New Zealand, 15
- Africa & Other, 7

**READERSHIP BY JOB PROFILE**

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

**READERSHIP BY INDUSTRY**

- Biotech and Pharma, 68
- Medical Technologies, 25
- Others, 7

All figures are in percentage.

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Audience Reach

GET CONNECTED TO

BIOTECH

PHARMA

MEDTECH

1,20,000+
Unique Visitors

10,000+
Reach

34,000+
Readers on Digital magazine

32,000+
Subscribers EDM Database

30,000+
Subscribers of Newsletters

84,000+
Readers of Print Magazine

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<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
</table>
| 2018 January | New Year Issue/Anniversary Issue  
Designated orphan drugs available in the region  
Internet of things and healthcare  
Year ahead for 2018 and plans the companies have for the year + trend forecast  
Country Report - South Korea |
| 2018 February | Oncology related drugs and vaccines development  
Asia’s booming medical devices industry  
Regulatory challenges in life sciences sector in last one year  
Country report – Nepal  
World Cancer Day |
| 2018 March | Biosimilars market opportunities and trends in Asia Pacific  
Market trends in bio suppliers  
Financial and economic issues in healthcare in APAC  
Is CSR in healthcare moving in right direction?  
Country Report – Cambodia |
| 2018 April | Medical tourism opportunities and challenges  
Mobile healthcare and telemedicine  
Country report – Sri Lanka  
World Health Day - Health of APAC region people (Mortality rate, Insurance, birth rate, leading causes of deaths etc) |
| 2018 May | Who will take on China?  
Trends in supply chain management  
Public private partnership and its importance in pharma innovation  
Country Report – Indonesia |
| 2018 June | Innovations in APAC region’s diagnostic sector and regulatory challenges  
Antimicrobial resistance  
Innovating to fight neglected tropical diseases  
Country report – Malaysia |
| 2018 July | Biosimilar market and what lies ahead  
Current developments in stem cell research  
Country Report – Taiwan |
| 2018 August | API industry in Asia Pacific  
Smart labs make pharma stand out |
| 2018 September | Global companies that shut down operations in Asia Pacific in last 5 years Lay offs  
Country Report – Australia  
World Alzheimer’s Day - Article  
World Heart Day - Article |

Closing date for an issue will be 15th of previous month
## 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Story</th>
</tr>
</thead>
</table>
| 2018 October  | Special Issue  
Big data and cloud computing aiding healthcare  
International Day of Older Persons - Market of healthcare issues of old persons  
World standards day - Article on instrument calibration challenges  
World Arthritis Day - Article |
| 2018 November | Asia's Diabetes epidemic  
Diet-related noncommunicable diseases in Asia pacific  
Role of NGOs in healthcare in APAC  
Country Report - Singapore  
International day of Radiology - Article on diagnostic devices; radiology to ....... |
| 2018 December | M&A climate in pharma & life sciences in APAC  
Management issues in APAC healthcare  
Flashback 2017  
Country report - Bhutan  
World AIDS day - article |

Closing date for an issue will be 15th of previous month

## AUDIENCE REACH WORLDWIDE

[World map image with country highlights]
REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE

INNOVATIVE OPTIONS: PRINT

WEBSITE: RICH MEDIA BANNER OPTIONS

VIDEO OPTIONS: .30 SECS VIDEO. (FORMAT FLV. SPEC - 300X250)
Page Peel: Ad Dimensions: Any IAB size or custom size
Type: Flash (swf); Max File size: 4 MB; Note: Close / reply buttons required.

Expandable LeaderBoard
Mouse Roll Over: Replay - Close
Ad Dimensions: Any AB size or custom size;
Type: Flash (swf); Max File size: 4 MB
Note: For this setup we require two flash files.

www.biospectrumsasiam.com
Vertical Page Pusher: Horizontal Page Pusher
Ad Dimensions: Any IAB size or custom size; type: Banner, Flash (.swf)
Max File size: 4MB; Note: Close, replay buttons required.

INTROMERCIAL
Ad Dimensions: Any IAB size or custom size; Type: banner,
Flash (.swf); 3rd Party Adserver
Max File size: 4MB; Note: In this format, the ad stays visible
even on page scroll.
## Rate Card

### PRINT

<table>
<thead>
<tr>
<th>Regular Advertisements</th>
<th>Code</th>
<th>Size (WxH) Bleed</th>
<th>Size (WxH) Non Bleed</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Colour</td>
<td>FPC</td>
<td>204x275</td>
<td>196x267</td>
<td>5500</td>
<td>4700</td>
<td>4150</td>
<td>3300</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>HPC</td>
<td>115x204</td>
<td>172x115</td>
<td>3300</td>
<td>2800</td>
<td>2500</td>
<td>2000</td>
</tr>
<tr>
<td>Back Cover</td>
<td>BC</td>
<td>204x275</td>
<td>196x267</td>
<td>8800</td>
<td>7500</td>
<td>6600</td>
<td>5300</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>IFC</td>
<td>204x275</td>
<td>196x267</td>
<td>7700</td>
<td>6500</td>
<td>5800</td>
<td>4600</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>IBC</td>
<td>204x275</td>
<td>196x267</td>
<td>6600</td>
<td>5600</td>
<td>5000</td>
<td>4000</td>
</tr>
<tr>
<td>Premium Pages (First 10 KHP)</td>
<td>PP</td>
<td>204x275</td>
<td>196x267</td>
<td>6100</td>
<td>5200</td>
<td>4500</td>
<td>3600</td>
</tr>
<tr>
<td>Page facing IFC</td>
<td>PF+IFC</td>
<td>204x275</td>
<td>196x267</td>
<td>6600</td>
<td>5600</td>
<td>5000</td>
<td>4000</td>
</tr>
<tr>
<td>Double Spread</td>
<td>DS</td>
<td>400x275</td>
<td>392x267</td>
<td>10500</td>
<td>8900</td>
<td>7800</td>
<td>6300</td>
</tr>
<tr>
<td>Center Double Spread</td>
<td>CDS</td>
<td>400x275</td>
<td>392x267</td>
<td>11500</td>
<td>9800</td>
<td>8600</td>
<td>7000</td>
</tr>
<tr>
<td>Cover on Cover (Front-Inside Front)</td>
<td>CoC</td>
<td>204x275</td>
<td>196x267</td>
<td>17000</td>
<td>13500</td>
<td>12800</td>
<td>10500</td>
</tr>
<tr>
<td>Advertorial per page</td>
<td>ADVT</td>
<td></td>
<td></td>
<td>5000</td>
<td>4200</td>
<td>3700</td>
<td>3000</td>
</tr>
<tr>
<td>Belly Band</td>
<td></td>
<td></td>
<td></td>
<td>6600</td>
<td>5600</td>
<td>5000</td>
<td>4000</td>
</tr>
<tr>
<td>Reverse Gate Fold</td>
<td></td>
<td></td>
<td></td>
<td>14300</td>
<td>12100</td>
<td>10700</td>
<td>8600</td>
</tr>
<tr>
<td>Post Card on Cover</td>
<td></td>
<td></td>
<td></td>
<td>12100</td>
<td>10300</td>
<td>9100</td>
<td>7260</td>
</tr>
<tr>
<td>Business Reply Card</td>
<td>BRC</td>
<td>144x210</td>
<td>144x210</td>
<td>12100</td>
<td>10300</td>
<td>9100</td>
<td>7260</td>
</tr>
</tbody>
</table>

*All sizes are in mm
*For bleed advertisements, allow 5mm extra on each side of advertisement trim size
*10 mm gutter margin is required for bleed double spread
*Ensure that live matter should be well within 5 mm from cut marks
*Cut marks to be as per trim size
*The black color text should be in single color black and not in four color black
*Material is to be provided in high resolution (300 dpi) PDF file in process color (CMYK)
## Rate Card

### DIGITAL MAGAZINE

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size(WxH)</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FPC 275x204</td>
<td></td>
<td>2200</td>
<td>1900</td>
<td>1600</td>
<td>1300</td>
</tr>
<tr>
<td>267x196</td>
<td></td>
<td>1500</td>
<td>1300</td>
<td>1100</td>
<td>900</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HPC 204x115</td>
<td></td>
<td>172x115</td>
<td>1500</td>
<td>1300</td>
<td>1100</td>
</tr>
</tbody>
</table>

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

All sizes in mm

### ONLINE

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size(WxH)</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Leaderboard</td>
<td>728x90</td>
<td>2750</td>
<td>2300</td>
<td>2100</td>
<td>1650</td>
</tr>
<tr>
<td>Mid Page Unit (MPU)</td>
<td>300x250</td>
<td>2200</td>
<td>1850</td>
<td>1650</td>
<td>1300</td>
</tr>
<tr>
<td>Panel Ad</td>
<td>300x100</td>
<td>1100</td>
<td>950</td>
<td>850</td>
<td>660</td>
</tr>
<tr>
<td>Sky Scraper</td>
<td>160x600</td>
<td>2400</td>
<td>2100</td>
<td>1800</td>
<td>1450</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>468x60</td>
<td>1300</td>
<td>1100</td>
<td>1000</td>
<td>800</td>
</tr>
<tr>
<td>Footer Leaderboard</td>
<td>728x90</td>
<td>2200</td>
<td>1800</td>
<td>1650</td>
<td>1300</td>
</tr>
<tr>
<td>Electronic Direct mailer</td>
<td>NA</td>
<td>5250</td>
<td>4450</td>
<td>3950</td>
<td>3150</td>
</tr>
<tr>
<td>Microsite</td>
<td>NA</td>
<td>8000</td>
<td>6800</td>
<td>6000</td>
<td>4900</td>
</tr>
<tr>
<td>Videos</td>
<td>300x250</td>
<td>6600</td>
<td>5600</td>
<td>4950</td>
<td>4050</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td></td>
<td>4000</td>
<td>3400</td>
<td>3000</td>
<td>2450</td>
</tr>
<tr>
<td>Animated Ads</td>
<td></td>
<td>4400</td>
<td>3750</td>
<td>3300</td>
<td>2700</td>
</tr>
<tr>
<td>Classified Section</td>
<td></td>
<td>600</td>
<td>500</td>
<td>450</td>
<td>350</td>
</tr>
</tbody>
</table>

Online Advert Size: <25kb (formats: gif, swf)

### MOBILE WEBSITE

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Size(WxH)</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footer Leaderboard</td>
<td>728x90</td>
<td>500</td>
<td>450</td>
<td>350</td>
<td>300</td>
</tr>
<tr>
<td>Expandable Banner</td>
<td>300x250</td>
<td>1800</td>
<td>1500</td>
<td>1350</td>
<td>1100</td>
</tr>
</tbody>
</table>

www.biospectrumasia.com
## NEWSLETTER

<table>
<thead>
<tr>
<th>Advertisement Options</th>
<th>Size (WXH)</th>
<th>1x$</th>
<th>3x$</th>
<th>6x$</th>
<th>12x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Leaderboard</td>
<td>728x90</td>
<td>2800</td>
<td>2300</td>
<td>2100</td>
<td>1600</td>
</tr>
<tr>
<td>Exclusive Newsletter Sponsor</td>
<td></td>
<td>3500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30,000+ subscribers
Subscribe to our newsletter from our website [www.biospectrumasia.com](http://www.biospectrumasia.com)

### Rich Media Banner Options

- **Video Option**: USD 6600 a month
- **Page Peel**: USD 4400 per month
- **Expandable Leaderboard**: USD 5500 per month
- **Page Pusher**: USD 6600 per month
- **Intromercials**: One week - USD 3300; Two weeks - USD 5900; Three weeks - USD 7900; Four weeks - USD 10,000

**Discount will be:** 10% disc. for 3X, 20% disc. for 6X and 30% for 12X, on original rate.

### Electronic Direct Mailing (EDM)

1. EDM database 32000
2. EDM Width should be maximum 600px.
3. HTML file size should be maximum up to 28 kb.
4. HTML file should not contain any style sheet (CSS) or Javascript.
5. File format should be HTML.
6. Subject line is mandatory.
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.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Traditional Webinars $12,500
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 $8,000
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: biospectrumanasia.com/webinars

www.biospectrumanasia.com

Write Email: ankit.kankar@mmactiv.com
Tel.: +65-63369142
PRINT
BioSpectrum Asia Monthly Magazine
The print magazine circulated to a qualified database through charter mailing, brings exclusive stories, interviews and insightful columns from industry leaders and analytical features by the BioSpectrum team.
84,000+ Readers

NEWSLETTERS
Sent to the subscribed database five-days-a-week, the newsletter summarizes the news of the day each day, from Biotechnology and Health Sciences Industry.
30,000+ Subscribers

DIGITAL MAGAZINE
BioSpectrum Asia Digital Magazine gives a roundup of the happenings in Asia Pacific region in the pharma, biotech and medtech sectors and reaches the subscriber on the 10th of each month. With a significant dose of news analysis and features, it keeps the reader up-to-date about the industry. Subscribers can either read it online or download, for reading at their convenience. It is available on Android and iOS platforms as well.
34,000+ Readers

WEBSITE
BioSpectrum Asia's online portal delivers news and information on the Health Sciences Industry to the Asia Pacific and global audience. Updated daily, the content is archived by segments and country.
www.biospectrumasia.com
1,200,000+ Unique Visitors

MOBILE APP
Please Download the application from play store.
10,000+ Reach

www.biospectrumasia.com
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