

MEDIA KIT 2025

Get a 360 degree exposure to the
universe of Biotechnology and
Health Sciences industries of Asia

www.biospectrumasia.com



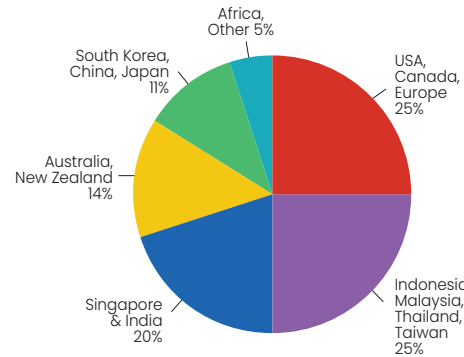
READERSHIP

BIOSPECTRUM ASIA

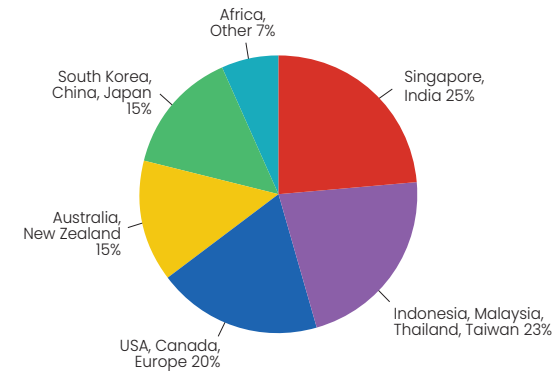
is the most influential source of information for Biotechnology and Health Sciences industry. It is uniquely positioned as specialized B2B information platform for health sciences industry in the Asia Pacific region. BioSpectrum Asia publishes several market research and strategic industry reports with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

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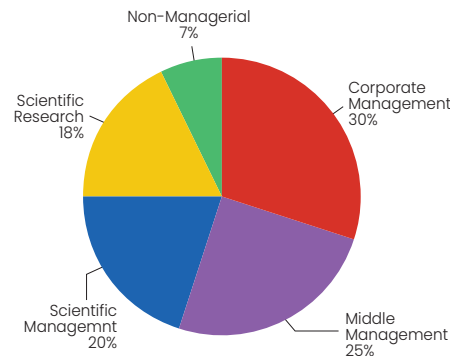
READERSHIP PRINT MAGAZINE (94,000+ READER)



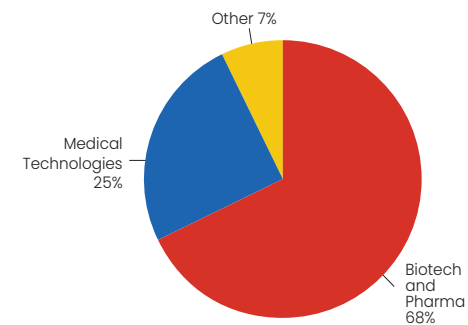
READERSHIP DIGITAL MAGAZINE (60,000+ SUBSCRIBER)



READERSHIP BY JOB PROFILE



READERSHIP BY INDUSTRY



All figures are in percentage

AUDIENCE REACH

GET CONNECTED TO



BIOTECH



MEDTECH



PHARMA



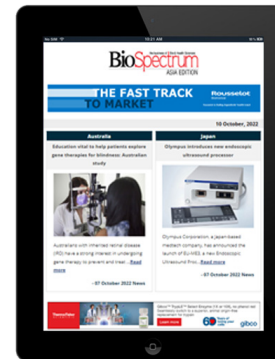
3,10,000+
 Unique Visitors



34,000+
 Reach



75,000+
 Subscribers
 EDM Database



80,000+
 Subscribers
 of Newsletters



94,000+
 Readers
 of Print Magazine

EDITORIAL CALENDAR

JANUARY

Cover Story: "The Future of Precision Medicine in Asia"

- How precision medicine is transforming healthcare in Asia.
- Spotlight on oncology and genomics advancements.
- The role of AI and big data in driving personalized healthcare.
- Regional collaboration in precision medicine research.

Special Focus: Singapore

- A leader in precision medicine and clinical trials.

MARCH

Cover Story: "Regulatory Trends in Biopharma: Global Compliance Outlook for 2025"

- Global regulatory changes influencing antibody and ADC development.
- Fast-tracking biologics: Navigating compliance challenges for innovative therapies.
- Harmonizing global regulatory frameworks for therapeutic antibodies and biologics.
- Key strategies for eTicient product approvals in the growing ADC market.

Advertising Opportunity Focus:

- Promote technologies and services that accelerate antibody discovery and drug development, emphasizing compliance with evolving regulatory landscapes.
- Highlight solutions that enable faster, cost-effective clinical trials for therapeutic antibodies.
- Case studies of successful regulatory navigation for complex biologics, particularly in oncology and rare diseases.

Special Focus: Japan

- A leader in regulatory frameworks and innovation in biologics and antibody therapies.

This version maintains relevance to antibody discovery and ADC-related advancements while.

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FEBRUARY

Cover Story: "AI-Driven Drug Discovery: The Revolution in Biotech"

- Global and regional advancements in AI for drug discovery.
- Machine learning's impact on drug development timelines.
- Success stories from AI-driven platforms in Asia.

Special Focus: China

- The rise of AI in China's biopharma R&D landscape.

APRIL

Cover Story: "Sustainable Biomanufacturing: Biotech's Path to Green Innovation"

- Green initiatives in biopharmaceutical manufacturing.
- Case studies on reducing carbon footprints and waste.
- Global eNorts in sustainable supply chain management.

Special Focus: South Korea

- Biomanufacturing innovations and sustainability leadership.

MAY

Cover Story: "Vaccine Development and Distribution Post-Pandemic"

- Updates on global vaccine R&D and production innovations.
- Strategies for overcoming vaccine distribution challenges in developing countries.
- Role of AI in ensuring global vaccine equity.

Special Focus: India

- India's role in global vaccine production and distribution.

EDITORIAL CALENDAR

JUNE

Cover Story: "Collaborative R&D: Partnerships Shaping the Future of Biopharma"

- Major biotech partnerships and alliances across regions.
- How global collaborations are accelerating drug development.
- Cross-border innovation hubs in Asia.

Special Focus: Australia

- A key player in Asia-Pacific biopharma partnerships.

AUGUST

Cover Story: "Biotech Startups: Emerging Leaders in Asia's Innovation Ecosystem"

- Top biotech startups driving innovation across Asia.
- Funding trends and venture capital interest in emerging markets.
- New technologies and therapies from startups in oncology, rare diseases, and genomics.

Special Focus: Malaysia

- Rising as an innovation hub for biotech startups.

OCTOBER

Cover Story: "Gene Therapy: Unlocking New Possibilities in Treatment"

- Breakthroughs in gene therapies & their impact on global healthcare.
- Case studies on successful gene therapy trials.
- Regulatory challenges & opportunities in gene therapy across Asia.

Special Focus: Thailand

- Emerging as a hub for gene therapy research and innovation.

JULY

Cover Story: "Global Clinical Trials: Trends and Innovations in Asia"

- The rise of decentralized clinical trials in the post-pandemic world.
- How Asia is becoming a hotspot for global clinical research.
- Challenges and opportunities in multinational clinical trials.

Special Focus: Taiwan

- Leading innovations in clinical trial infrastructure.

SEPTEMBER

Cover Story: "Antibody-Drug Conjugates: The Next Generation of Cancer Treatment"

- ADCs revolutionizing cancer therapies across the globe.
- Advances in bioconjugation technologies and ADC development.
- Key partnerships driving ADC innovations in Asia.

Special Focus: Hong Kong

- Leading developments in antibody research and cancer treatment.

NOVEMBER

Cover Story: "Next-Gen Vaccines and Therapeutics: Preparing for Future Health Threats"

- Focus on innovations in vaccines for emerging diseases.
- The role of therapeutics in global pandemic preparedness.
- Collaborative eNorts between Asia and global health agencies.

Special Focus: Vietnam

- Growth in vaccine development and pandemic preparedness.

DECEMBER

Cover Story: "What's Next for 2026? Predictions for Biopharma in Asia"

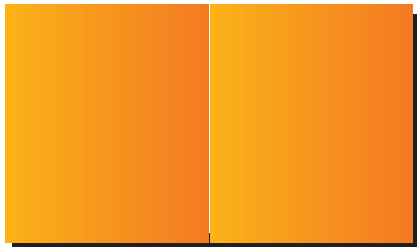
- Key trends and market predictions for 2026 in the Asian biopharma landscape.
- Emerging therapeutic areas and market growth opportunities.
- Strategic insights from industry leaders on the future of healthcare and biotech.

Special Focus: Philippines

- A rising player in healthcare innovation and biotech research.

ADVERTISING SOLUTIONS

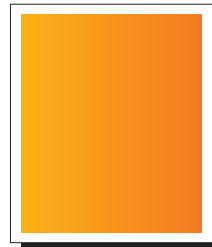
REGULAR ADVERTISEMENTS: PRINT & DIGITAL MAGAZINE



Double Spread



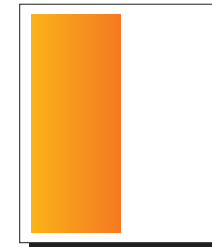
Single Page
(Bleed)



Single Page
(Non-Bleed)



Half Page
(Horizontal)

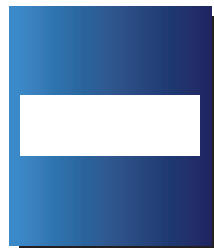


Half Page
(Vertical)

INNOVATIVE OPTIONS: PRINT



Gatefold



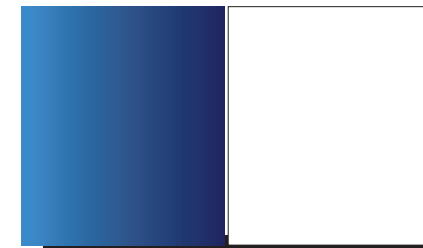
Belly Band



Postcard
on Cover



Advertorial



Advertorial with
Advertisement

ADVERTISING SOLUTIONS

WEBSITE: RICH MEDIA BANNER OPTIONS



Header
Leaderboard

MPU

Box Banner

VIDEO OPTION:
 0.30 SECS VIDEO
 (FORMAT ELV. SPEC - 300X250)

PAGE PEEL:
Ad Dimensions: Any IAB size or custom size
Type: Flash (.swf); **Max File size:** 4MB
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

ADVERTISING SOLUTIONS

NEWSLETTER



PAGE PUSHER:

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

Regular Advertisements	Code	Size (WxH) Bleed	Size (WxH) Non Bleed	1x\$
Full Page Colour	FPC	204 x 275	196 x 267	5500
Half Page Colour	HPC	115 x 204	172 x 115	3300
Back Cover	BC	204 x 275	196 x 267	8800
Inside Front Cover	IFC	204 x 275	196 x 267	7700
Inside Back Cover	IBC	204 x 275	196 x 267	6600
Premium Pages (First 10 RHP)	PP	204 x 275	196 x 267	6100
Page facing IFC	PF+IFC	204 x 275	196 x 267	6600
Double Spread	DS	400 x 275	392 x 267	10500
Center Double Spread	CDS	400 x 275	392 x 267	11500
Cover on Cover (Front + Inside Front)	CoC	204 x 275	196 x 267	17000
Advertorial per page	ADV T			5000
Belly Band				6600
Reverse Gate Fold				14300
Post Card on Cover				12100
Business Reply Card	BRC	144 x 210	144 x 210	12100

- 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 the process color (CMYK)

RATE CARD

DIGITAL MAGAZINE

Full Page Colour	FPC	275 x 204	267 x 196	2200	1900	1600	1300
Half Page Colour	HPC	204 x 115	172 x 115	1500	1300	1100	900

- Being a print advertiser, only 25% of the print advertisement value will be charged for the same digital advertisement.
- All sizes in mm

ONLINE

Advertisement	Size (WxH)	1x\$
Header Leaderboard	728 X 90	8000
Exclusive Slider Leaderboard	650 X 60	7000
Mid Page Unit (MPU)	300 x 250	5500
Panel Ad	300 x 100	3500
Footer Leaderboard	728 x 90	1500
Pre-Homepage	728 x 330	10000
Electronic Direct Emailer	NA	5500
Videos	300 x 250	6600
Sponsored Content		4000
Animated Ads		4400
Classified Section		600

- Online Advert Size: <25kb
- Formats: .gif, .swf

RATE CARD

NEWSLETTER

Advertisement Options	
Exclusive Newsletter Sponsor	5500 USD
Newsletter Leaderboard 1	7500 USD
Newsletter Leaderboard 2	7000 USD
Newsletter LHS Maximum Impact	8000 USD
Newsletter Footer Ad	4000 USD

- 80,000+ Subscribers
- All sizes in mm
- Subscribe to our newsletter from our website 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
- **Intracommercial:** | One week: USD 3300 | Two weeks: USD 5900 | Three weeks: USD 7900 | Four weeks: USD 10,000

ELECTRONIC DIRECT MAILER (EDM)



- EDM database 75000
- EDM Width should be maximum 600px.
- HTML file size should be maximum upto 28 kb.
- HTML file should not contain any style sheet (CSS) or Javascript.
- File format should be HTML.
- Subject line is mandatory.

Regular Advertisemnet	Size	1 x	3 x	6 x	12 x
EDM	NA	\$5500	\$7500	\$7000	\$6500

WEBINAR

USD 18,000



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.

E-BLASTS

REACH RESPONSIVE

Pharma | Biotech | Medtech

PROFESSIONALS

E-mail | Postal | Phone | Pay-Per-Lead

Enjoy immediate results with email list rental!
Promote your brand to established and proven marketing professionals.

ENJOY IMMEDIATE RESULTS WITH EMAIL

Perfect vehicle to Promote

White Papers ... Webinar Registration ...
Trade Show Attendance ... Road Show or
Open House Attendance ... Sales and Special Programs ... Surveys

Biospectrum Impressions

45,000 +
email addresses

Biospectrum Impressions Group

78,000 +
email addresses

**LEAD
GENERATION**
Super
Star!

Selects Available: Industry | Job Function | Region

POSTAL LIST RENTAL

Find selections on job function, industry,
services performed, employee size, and more!

Serve the executives who make the key purchasing
decisions within the commercial printing industry.

Ping us for more information about all of our list rental opportunities!

Pin to Email: ankitkankar@mmactiv.com | **Tel:** +65-63369142 / +91-9579069369

WEBINARS

- Lead Generation
- Thought Leadership
- Brand Awareness

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.



300

Average Webinar Registrants

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES

Traditional Webinars

\$ 18,000

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

\$ 12,500

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: biospectrumasia.com/webinars

Write Email: ankit.kankarmmactiv.com | Tel.: +65-63369142

MEDIA PROPERTIES

MONTHLY MAGAZINE



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.

94,000+
Readers

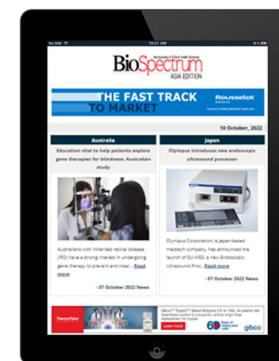
DIGITAL EDITION



75,000+
Page Views

www.biospectrumasia.com

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.

80,000+
Subscribers

MEDIA PROPERTIES

WEBINAR



350+
Attendee

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.

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

7,50,000+
Page Views

CONTACT INFORMATION

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