Manufacturing Chemist brings you up-to-the-minute developments across all the areas of the pharma supply chain as well as comprehensive technical articles, market analysis and insights of those who are shaping the industry on a daily basis.
A GLOBAL SOURCE OF INFORMATION FOR THE PHARMA INDUSTRY

Manufacturing Chemist is read by more than 25,000 managers, scientists, engineers working for the world’s leading companies involved in manufacturing and marketing the world’s top selling biopharma and pharmaceutical prescription, generic and over-the-counter medicines.

GLOBAL COVERAGE

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Americas</td>
<td>19%</td>
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<tr>
<td>Europe</td>
<td>58%</td>
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<tr>
<td>Asia</td>
<td>21%</td>
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<tr>
<td>Africa</td>
<td>1%</td>
</tr>
<tr>
<td>Australasia</td>
<td>1%</td>
</tr>
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</table>

MANUFACTURING CHEMIST READERS FROM 53 COUNTRIES

- Readers: 25,296
- Subscribers: 7,885

ENGAGING WITH DECISION MAKERS AND KEY INFLUENCERS IN THE PHARMA FIELD

- Senior management: 41%
- Formulation & research: 18%
- Production: 18%
- Packaging: 14%
- Regulatory: 6%
- Other: 3%

CONTACT

Sales: pharma@hpcimedia.com  +44 (0)20 7193 6862
PRINT ADVERTISING OPPORTUNITIES

Whether you’re looking to build brand awareness, maximise your presence at an event or let the industry know about your latest products and offers, Manufacturing Chemist ensures your advertising gets exposure to the right people. Manufacturing Chemist is the leading magazine for the pharmaceutical industry. This renowned monthly publication is read by senior management involved in the production, packaging and marketing within the largest pharmaceutical organisations around the world.

EDITORIAL FEATURES

January

INGREDIENTS*

Topics include Raw materials, intermediates, excipients, taste-masking, coatings, catalysts, APIs, colourings, enzymes, disintegrants, binders, fillers, compression agents, ligands, peptides, raw materials testing, analysis, mixing/blending

February

PHARMACEUTICAL PACKAGING*

Topics include Containers, closures, labels, track and trace, anticounterfeiting, tamper-evidence, child-resistance, syringes, cartons, inspection systems, machinery and equipment

March

DRUG DISCOVERY*

Topics include New clinical entities, proteomics, genomics, pharmacokinetics, gene expression, chiral chemistry, high throughput screening, libraries, assays, bioavailability, chromatography, spectroscopy, conjugation, protein engineering, gene silencing and shuffling, laboratory equipment

April

PROCESS TECHNOLOGY AND EQUIPMENT*

Topics include Automation and control systems, mixing and blending, pumps and valves, drying, granulation, purification, lyophilisation, extrusion, milling, sieving, materials handling and transfer, reactors, tanks and vessels

May

BIOPHARMA

Topics include Fermentation, culture media, microbiology, mAbs, cell culture, biocatalysis, biosensors, purification, bioreactors, peptides, vaccines

June

HIGH POTENCY*

Topics include Topics include: Facility design and build, contract services, personal protection equipment, containment systems

July/August

QUALITY ASSURANCE

Topics include Validation, calibration, measurement, testing, analysis, weighing, sampling, vision systems, metal detection, microbiological testing, leak testing, tablet counting, anticounterfeiting, batch identification, stability studies

September

DRUG DELIVERY*

Topics include Inhalers, syringes, tablets, ODTs, capsules, injectables, parenterals, soluble films, extended release formulations, transdermal patches, medical devices, nanotechnology, vaccines, containers and closures

October

OUTSOURCING*

Topics include Contract research, manufacturing or process development, analytical services, consultancy, facility design and build, custom synthesis, contract packing or clinical trial services, logistics, waste management

November

LOGISTICS & PACKAGING*

Topics include Cold chain management, shipping services, containers, storage, legislation, GDP, air freight, sea freight, road transport, labelling, hazardous goods, UN certified packaging, time/temperature monitors

December

BIOPROCESSING

Topics include Cell manufacturing, isolation and cultivation, upstream and processing, cell disruption, purification, separation, centrifugation, filtration, polishing, bioreactors, disposables, extractables and leachables

In addition to the above feature topics, each month Manufacturing Chemist includes up to date articles and news on: Business News, Lab Equipment, Pharma Packaging, Drug Delivery, R&D, Process Technology, Manufacturing Equipment, Vaccines,
### PRINT ADVERTISING OPPORTUNITIES

Manufacturing Chemist is distributed at key international conferences and trade shows throughout the year:

#### MANUFACTURING CHEMIST TRADE SHOW BONUS DISTRIBUTION

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>Informex, New Orleans, LA, USA</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Pharmapack, Paris, FR</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Pharmintech, Bologna, IT</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Interphex New York, USA Technopharm/Powtech, Nuremberg, DE</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Bio International Convention, San Francisco, CA, USA</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>PharmaPack North America, New York, USA</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>PPMA, Birmingham, UK</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>CPhI Worldwide, Barcelona, ES</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Lab Innovations, Birmingham, UK</td>
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<table>
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<th>Product</th>
<th>Format (mm)</th>
<th>Pounds</th>
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<th>Dollars</th>
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<td>€2,840</td>
<td>$3,640</td>
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</table>

*For bleed add 3mm on all edges

**Additional Options:**
- 6 Half page horizontal: 190w x 130h, £1,740, €2,175, $2,785
- 7 Half page vertical: 90w x 260h, £1,740, €2,175, $2,785
- 8 Quarter page vertical: 90w x 130h, £1,180, €1,475, $1,890
- 9 Eighth page (Showcase): 92w x 64h, £400, €500, $640

Please supply digitally, ideally a press ready PDF. Alternatively supply as a flat image file (Tiff, Jpeg, EPS, PSD etc) ensuring that all fonts are embedded, the images are high-resolution and the file is CMYK.

---

**CONTACT**

**Sales** pharma@hpcimedia.com  +44 (0)20 7193 6862
DIGITAL ADVERTISING OPPORTUNITIES

manufacturingchemist.com is produced by our experienced journalists also responsible for the print publications. The website is constantly updated with industry breaking news and a monthly digest of the top stories in print, covering research and development, business, drugs, process technology, packaging, laboratory equipment and regulatory affairs in the pharma field.

GLOBAL COVERAGE

MANUFACTURINGCHEMIST.COM

Visits 17,727
Unique users 14,638
Page views 30,107
From 148 countries
Source: Google Analytics, statistics from September 2015

E-NEWS SUBSCRIBERS

6,635 subscribers
19% average open rate
24% average click-through rate
Source: Dotmailer Report 2015

manufacturingchemist.com is visited monthly by more than 14,000* professionals working for the leading companies including:


(*)Google analytics, 2015

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Sales pharma@hpcimedia.com +44 (0)20 7193 6862
BANNER ADVERTISING

ADVERTISING OPPORTUNITIES

Banners displayed on manufacturingchemist.com are designed to reach the ideal target audience with a guaranteed number of impressions at a fixed rate. This means that your banner will stay live until it reaches that number. Each banner is tagged with a specific set of keywords to make each impression really count!

GUARANTEED RESULTS

£850 delivers 10,000 impressions

<table>
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<tr>
<th>Product</th>
<th>Format</th>
<th>Pounds</th>
<th>Euros</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>1 Leaderboard</td>
<td>728 x 90 pixels</td>
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<td>$1,360</td>
</tr>
<tr>
<td>2 Medium rectangle</td>
<td>300 x 250 pixels</td>
<td>£850</td>
<td>€1,060</td>
<td>$1,360</td>
</tr>
</tbody>
</table>

To discuss this opportunity further or other potential advertising opportunities please get in touch with your account manager.

CONTACT

Sales pharma@hpcimedia.com  +44 (0)20 7193 6862
FEATURED COMPANY
CONTENT MARKETING SOLUTION

manufacturingchemist.com offers a content marketing solution that meets your overall business goals and objectives. A Content Marketing strategy focuses on creating and distributing valuable and relevant content to attract and convert prospects into customers. Benefit from manufacturingchemist.com advanced capabilities and exclusive marketing services:

- **Guaranteed and unlimited press release publication** Share your product launches, news, technical articles and upcoming events on manufacturingchemist.com and raise awareness of your products and services.

- **Online presence maximised** Manufacturing Chemist has its own advanced search engine system which associates relevant content with matching featured companies, bringing these to the top of search listings on manufacturingchemist.com. This means your company will have a high level of exposure to a very specific target audience.

- **Optimized company profile** Have an interactive page with detailed information about your business, its products and services, contacts, social media, on-demand webinars archive, videos and images that are linked directly to your website.

- **Company logo/branding** Your company logo and promotional banners displayed on the top and right corner of your company profile page.

- **Online interactions monitoring** Measure the impact of your communications. We can report the number of viewers of your profile or readers of your press releases and the click through rate to your website.

- **Search engine optimisation (SEO) improvement** All featured companies are linked to relevant editorial content which are updated daily by our journalists, building valuable backlinks and driving traffic to your website.

CONTACT
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INFORMATION PACK 2016

FEATURED COMPANY
ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Product</th>
<th>Period</th>
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<tbody>
<tr>
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<td>12 months</td>
<td>£2,880</td>
<td>€3,600</td>
<td>$4,610</td>
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</table>

**Featured company page**
1. Banner ad
2. Your company’s name and contact details
3. Your company’s activities/tags
4. Company brief description/summary
5. Business info/products/services/multimedia/illustrations/technical articles
6. Logo
7. Related content/articles and press releases
8. Events and social media

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LISTED COMPANY
ADVERTISING OPPORTUNITIES

Having your company listed on manufacturingchemist.com is an opportunity to showcase your products and services to a highly responsive audience of industry professionals, build credibility for your business and expand the reach of your marketing efforts.

Listed companies benefit from:

- **Press release publication (up to 3)** Share your product launches, news, technical articles and upcoming events on cosmetics.business.com and raise awareness to your business.
- **Search engine optimization (SEO)** All listed companies are linked to relevant editorial content which are updated daily by our journalists, building valuable backlinks and driving traffic to your website.
- **Online presence maximized** Manufacturing Chemist has its own advanced search engine system which associates relevant content with matching listed companies, bringing these to the top of search listings on manufacturingchemist.com. This means your business will have a high level of exposure to a very specific target audience.
- **Company profile** Have your company’s contact details, profile and portfolio on Cosmetics Business directory.
- **Online interactions monitoring** Measure the impact of your communications. We can report the number of viewers of your profile or readers of your press releases and the click through rate to your website.

CONTACT
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INFORMATION PACK 2016

LISTED COMPANY
ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Product</th>
<th>Period</th>
<th>Pounds</th>
<th>Euros</th>
<th>Dollars</th>
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</thead>
<tbody>
<tr>
<td>Listed company</td>
<td>12 months</td>
<td>£840</td>
<td>€1,050</td>
<td>$1,340</td>
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Listed company page
1. Your company name and contact details
2. Your company’s activities/tags
3. Company brief description/summary
4. Business info/products/services/multimedia/illustrations/technical articles
5. Logo
6. Related content/articles and press releases
7. Events and social media

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MANUFACTURING CHEMIST E-NEWS ALERTS
ADVERTISING OPPORTUNITIES

Sent twice a week to a database of more than 6,000 subscribers, Manufacturing Chemist e-news alerts delivers the latest business news, product news, events and technical papers from the global pharmaceutical and biopharma development and manufacturing community.

Choose on which e-news alerts you’d like to showcase your products and services:

**Industry news** Tuesdays
**Product news** Thursdays

<table>
<thead>
<tr>
<th>Product</th>
<th>Format</th>
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<td>2 Press release</td>
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<td>£400</td>
<td>€500</td>
<td>$640</td>
</tr>
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</table>

*Manufacturing Chemist reserves the right to correct and edit content in submitted copy when necessary.

*Minimum quality requirements for images to be included in press releases and featured stories should have at least 80KB.

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E-BLAST
ADVERTISING OPPORTUNITIES

An e-blast is a fast and reliable way to reach a responsive audience with a customized e-mail specifically focused on your products or services.

Each e-blast is individually tailored to suit your requirements. As the exclusive advertiser on an e-blast, you have the opportunity to engage with your target audience without competition from other advertisers.

<table>
<thead>
<tr>
<th>Product</th>
<th>Format</th>
<th>Pounds</th>
<th>Euros</th>
<th>Dollars</th>
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<tr>
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<td>HTML, readable PDF or word document</td>
<td>£1,500</td>
<td>€1,875</td>
<td>$2,400</td>
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</table>

CONTACT
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WEBINARS

Manufacturing Chemist offers a live digital platform where you can actively engage with prospective customers through live and on-demand webinars.

A webinar gives you the opportunity to interact with your target market and make sure the message is delivered with high impact and cost efficiency.

Manufacturing Chemist supports you during the process of organising a webinar by providing:

- The technology to host the webinar as well as moderation services during the live event to ensure a high level of professionalism
- Marketing tools and promotional channels to enhance the scope of your webinar and increase your potential webinar participants
- Data capture of the pre-registrations and those attending the live event, for your sales teams to follow-up on the hottest leads
- On-demand webinar archive hosted on your Company Profile* page on manufacturingchemist.com in order to increase both the reach and the impact of your message for a further 12 months.
- Webinars offer a dynamic and interactive platform for business to engage with potential customers
- Inform, educate and communicate with your target customers in greater detail than alternative marketing channels
- Receive real-time feedback and questions from potential customers during the event to ensure understanding
- Create greater impact with your audience by being positioned as an expert in field, and use your thought leadership to educate them

*Option available only for Featured Companies

The cost for our Webinar services is variable, depending on your specific needs. Please contact us to find out more about this service.

CONTACT
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SUBSCRIBE TO MANUFACTURING CHEMIST

Manufacturing Chemist reports on current and future trends in the global marketplace, including the latest developments in drug discovery, biotechnology, drug delivery, ingredients, processing technologies and equipment, packaging, business strategies and regulatory updates.

Subscribe now at www.hpcimedia.com

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HPCI MEDIA – OTHER PREMIUM BRANDS

Manufacturing Chemist is part of the HPCI Media Group umbrella of brands dedicated to providing news, analysis and updates for the pharmaceutical, healthcare, cosmetics and personal care industries. Some of our leading publications include:

Visit www.hpcimedia.com

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2016 subscription prices

<table>
<thead>
<tr>
<th></th>
<th>Pounds</th>
<th>Euros</th>
<th>Dollars</th>
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<tbody>
<tr>
<td>1 year</td>
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<tr>
<td>2 year</td>
<td>£240</td>
<td>€300</td>
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Heart Health
Research confirms CV benefits of vitamin K2. Plus, fibre for functionality and consumer appeal

From algae to krill and beyond, marine-derived compounds offer an abundant source of nutritionally and pharmacologically bioactive substances and a wide range of health benefits

Micronutrients and palm tocotrienols for mental health and stroke prevention

Cognitive Health

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BUSINESS REVIEW
Volume 2 Number 3 2015

nutraceutical

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MARINE INGREDIENTS

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Hair care
More than meets the eye

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INFORMATION PACK 2016

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