Supporting the Industry Through Communication

Peer reviewed by our carefully selected editorial advisory panel and extensive research network, IPI celebrating its 15th year, provides a proven supportive means of communication to the pharmaceutical, bio-pharmaceutical, and medical devices industry. IPI covers the latest in research and innovations, drug discovery and development, regulatory guidelines, manufacturing and packaging, supply chain management, marketing and communication strategies and so much more. This will enable to be more efficient, bring products to market faster, reduce cost and make healthcare accessible to all.

Our Focus

Our authors – who share their knowledge and offer practical experiences with our readers – are executives, managers, and investigators who are involved in the best practice in outsourcing management for the pharmaceutical and bio-pharmaceutical industries.

Our Readers

With a global audience of 61,400 engaged pharmaceutical, bio-pharmaceutical and medical device professionals, IPI connects you to the industry executives who are most receptive to your marketing message.
Lucy Robertshaw is the Editor and member of the Editorial Advisory Board for IPI – International Pharmaceutical Industry Journal. Lucy has many years of experience of working with AstraZeneca, Lucy is a member of the American Women's Club in Stockholm, where she loves to meet likeminded people and to enjoy her passion for networking. Through this networking Lucy provides insights and interviews from regulatory authorities, pharmaceutical companies, and vendors, reporting from conferences and events, and analysing the current pharmaceutical industry.

Tassilo Korab is the packaging industry correspondent of IPI. Tassilo has been in the packaging industry for more than 20 years. As a recognised expert in flexible packaging, he holds an MSc in Healthcare Economics, as well as having written several publications on patient compliance, standards and regulations for child resistant packaging and the war against counterfeits. Tassilo is Managing Director of TKM Handels GmbH, a consulting company in the sector of flexible packaging for the pharmaceutical and healthcare industries. He was one of the co-founders of HCPC Europe. Tassilo guides the IPI Journal with his in-depth knowledge of the Pharma Packaging Industry.

Dr. J. Rick Turner is the US correspondent of IPI – International Pharmaceutical Industry Journal. He is an experimental research scientist and clinical trialist, with particular interests in the cardiac and cardiovascular safety of noncardiovascular drugs and the development and use of drugs for hypertension and type 2 diabetes mellitus. Dr. Turner was Chairman of the Department of Clinical Research at Campbell University School of Pharmacy, a Clinical Submissions Scientist at GlaxoSmithKline, and President & Chief Scientific Officer at Turner Medical Communications LLC. He has published a total of 14 authored and edited books, and 130 peer-reviewed papers and articles in professional journals. He is a member of various professional societies, a Fellow of the Society of Behavioral Medicine, and a Senior Fellow at the Center for Medicine in the Public Interest. With his wide knowledge of the pharmaceutical drug discovery industry and his exceptional writing skills, Dr. Turner advises and contributes thought leadership articles within IPI.
CIRCULATION & READERSHIP

In Print

International Pharmaceutical Industry (IPI) is a globally distributed publication with a presence across the world. Since 2008, IPI has been distributed in conjunction with the IFPMA to all their member Companies and Organisations globally. Each quarterly issue has a print copy distribution of 26,000, providing strong access to the International Market. IPI is sent directly to key decision makers in the Pharmaceutical Industry, addressing all stakeholders.

READERSHIP BY JOB FUNCTION

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<thead>
<tr>
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<tr>
<td>8%</td>
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<td>8%</td>
<td>Heads of Packaging Management &amp; Labelling</td>
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<tr>
<td>7%</td>
<td>Technical Lead</td>
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<tr>
<td>7%</td>
<td>Head / VP Drug Development</td>
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<tr>
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<td>Chief Science Officer</td>
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<tr>
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<td>Heads of CMC / CEO / CFO</td>
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<tr>
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<tr>
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<td>Programme / Project Management</td>
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<td>Heads of Preclinical &amp; Early Phase</td>
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<td>Heads of Business Development</td>
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CIRCULATION

| Subscribers | | |
|-------------|--------------------------------------------------|
| Print       | 26,000                                           |
| Digital     | 18,202                                           |

DIRECT MAIL

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<tr>
<td>E-Blast</td>
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In Digital

Reaching over 25,500 executives the IPI weekly E-Newsletter – provides the latest business news, product news, events, technical papers, and links to company information and services. This gives you the latest update on products and services offered to the global pharmaceutical industry.

IPI E-Blast is sent to more than 36,000 professionals working for the leading bio-pharmaceutical and pharmaceutical companies, contract manufacturing & packaging companies, clinical research organisations, other vendors & service providers, and government & non-government agencies.
Print Media

Print Advertisement

<table>
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<tr>
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<tr>
<td>Double Page</td>
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<tr>
<td>Full Page</td>
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<td>Half Page (Vertical / Horizontal)</td>
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Prime Positions:

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<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Outside Back Cover</td>
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<tr>
<td>Page Opposite Contents</td>
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<tr>
<td>Page Opposite Editor’s Letter</td>
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<tr>
<td>1 Page Corporate Profile</td>
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</tr>
<tr>
<td>Front Cover LOGO</td>
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</tbody>
</table>

Discounts apply for series bookings.

Inserts, reprints and recruitment advertisers’ rates are available on application.

For more information contact: info@senglobalcoms.com

Digital Media

Website Advertisement

<table>
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<th>Type</th>
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<tbody>
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<td>Home Page Pop-up 640 x 480 px</td>
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<tr>
<td>Corner Peel (Specs sent upon request)</td>
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<tr>
<td>Leader Board 728 x 90 px</td>
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<tr>
<td>Rectangular (right/left column) 300 x 250 px</td>
<td>£1,700 per 3 mos</td>
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<tr>
<td>Skyscraper (right/left column) 300 x 600 px</td>
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<tr>
<td>Host Videos</td>
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<tr>
<td>Sponsored Articles</td>
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<tr>
<td>News/Press Release</td>
<td>£250 per news</td>
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E-Blast & E-Newsletter Campaign

IPI holds a secured database of over 36,000 professionals working for the leading pharmaceutical, midsized biotechnology companies, CRO’s, Contract Manufacturers, Packagers and other stakeholders, who have given their consent to receive a Weekly Electronic Newsletter and any 3rd party relevant supplier information. IPI provides a direct communication link to these high net worth individuals through its Electronic Campaign Platforms.

<table>
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<td>£3,665 Per Campaign</td>
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Mechanical Specifications

(In mm, Height x Width, with Type, Trim, Bleed)

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<td>273 x 92</td>
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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, images are High-resolution and the file is CMYK.
**Dedicated Dialogue**

IBI will conduct an interview with an expert from your company (executive, corporate manager etc). This interview will be marketed through the following channels: Featured as a 2 Page Interview in IBI, the interview will be hosted on the www.international-biopharma.com website, and will also be promoted through the IBI E-Newsletter. We will give you a designed PDF of the interview which you can either host on your website, or share on your social media platforms.

- **Content Tactic: Branding/Awareness, Thought Leadership**

**Cost: £2,500**

**Sponsored eBook**

A sponsored custom eBook or eBook series on topic(s) of your choice or a collaborative topic in conjunction with IBI editorial team. This program is designed to deliver high quality leads.

- **Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership**

**Cost: £7,850**

**Application note**

Scientific promotional review of your product, service or technology on how it is applicable to the industry. Made up of 3 to 4 pages (2,500 words), which will also include pictures and graphics. These are designed to stand-out from other articles and your company Logo and contact details are also featured. App Notes are promoted individually through our website & E-Newsletter.

- **Content Tactic: Branding/Awareness, Thought Leadership**

**Cost: £2,850**
Online Website Advertising
Display your ad in front of decision makers in the field by placing your banner advertisement on: international-pharma.com

✓ Content Tactic: Branding/Awareness, Web Traffic

Corporate Profile Listing
Exclusive resource section on the International Pharmaceutical Industry (international-pharma.com) website where your company can disseminate collateral, videos, 900 word company descriptions, USP to drive website traffic, generate leads and more. Your content block is not an ad unit and does not go into rotation so it is visible 24/7.

✓ Content Tactic: Branding/Awareness, Web Traffic

Ad Retargeting
Once a visitor leaves international-pharma.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✓ Content Tactic: Branding/Awareness, Web Traffic
DATE – Custom Targeted Email Campaign

DATE (Direct Audience Targeted Engagement) is a highly targeted, data driven, HTML E-Campaign tool. DATE contains over 100,000 decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

✓ Content Tactic: Web Traffic, Lead Generation

IPI – E-Newsletter

IPI – E-Newsletter is published weekly to over 25,500 highly engaged pharmaceutical and bio-pharmaceutical professionals. Each edition features a premium collection of news, blogs, advertising banners, events, webcasts and more.

IPI Newsletter also contains highlighted articles from the most current edition of the journal.

✓ Content Tactic: Branding/Awareness, Web Traffic
**international-pharma.com**

**Average E-Blast CTR: 3.7**  
**Average E-Newsletter CTR: 3.4**

**international-pharma.com** is an online portal providing readers with peer reviewed articles from industry experts, news bulletins, a company directory and technical white papers. Website visitors are also able to access the entire archive of IPI articles.

The location report from Google analytics (2021/2022) reveals that over 88% of visits came from Europe, America, Asia and Middle East. The leading countries are United States, United Kingdom, Germany, France, Norway, Switzerland, Italy, China, India, UAE, Saudi Arabia and Australia.

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**White Papers**

**international-pharma.com** presents technical white papers, highlighting each contributing organisation’s expertise and knowledge within its fields. White papers appear on the site in an accessible, searchable archive, which can be easily viewed and downloaded by readers.

**Digital Journal & E-Newsletter**

The digital magazine edition of IPI is a fully interactive, page turning version of the print magazine. The e-Journal is emailed to a growing list of digital subscribers in a regular newsletter, expanding IPI’s print circulation to a broad international readership.

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**Company Capabilities**

**international-pharma.com**’s online company profile listings provides a guide for readers wishing to find out more about service providers. The company listings features company contact information, along with an 800 word description, company logo and website links.
EDITORIAL CALENDAR 2023

IPI provides the pharmaceutical & biopharmaceutical industry with comprehensive coverage of key scientific, technology, regulatory and business topics. **International Pharmaceutical Industry** is a peer reviewed journal. We are committed to editorial integrity. Supported by an elite group of reviewers and industry experts, IPI brings you contemporary and authoritative articles which guides the industry in the best practice of regulatory issues, market analysis, drug discovery, development, delivery methods, clinical research, laboratories, analytical testing, custom and contract manufacturing, primary and secondary packaging, logistics and supply chain management.

**Peer Review Protocol**

**Criteria for Publication**
Provides strong evidence for its conclusions. • Novel • Unbiased • Non Promotional. Of extreme importance to stakeholders in the Pharmaceutical and Biopharmaceutical Industry. In general, to be acceptable, a paper should represent an advance in understanding likely to influence thinking in the field. There should be a good and clear reason why the work deserves the visibility of publication in a Pharma Publications journal rather than in a different journal.

**Author Guidelines**

A typical article will be about 2000–2500 words. You can include from 4–5 images, graphs or graphics with the article. The article must be sent to us in a Word Document format, and all associate images should be supplied separately in a High Resolution (PDF, Jpeg, PNG) file, 300 dpi min.

**Article Title:** Should not be more than 10 words in length. 
**Author Bios:** Author Bios should not be more than 60 words in length. Please also supply us with Author Email. 
**Author Picture(s):** Please send Author(s) Headshots in High Resolution (300dpi min), (Jpeg, PDF format)

Please visit our website [international-pharma.com](http://international-pharma.com), or request from our editorial team the entire Peer Review Protocol, and the Author Guidelines.

**Editorial Sections**

include but are not limited to:

- Regulatory & Market
- Finished Dose Formulation
- Clinical & Medical Research
- Custom & Contract Manufacturing
- API & Chemicals
- Laboratories
- Information Technology
- Patient Adherence Management
- Drug Discovery & Development
- Drug Delivery Technologies
- Analytical & Biochemical Laboratories
- Packaging
- Logistics & Supply Chain
- Innovations
- Investment & Finance
- Serialisation & Brand Protection
## Regulatory & Market
- Standards, Regulatory Landscape and Compliance
- The new requirements for post-market surveillance reporting
- Mergers and acquisitions: how technology is changing the game
- Regulatory initiatives fostering demand for pharmacogenomics technology
- The business case for the identification of medicinal products (IDMP) implementation
- Marketing authorisation, regulatory requirements and strategies

## Drug Discovery, Development & Delivery
- Accelerating vaccine discovery
- Research application of automation, robotics and instrumentation
- Protein sciences in drug discovery:
- Trends in GPCR drug discovery: new targets and indications
- Advances in mARN vaccine development

## Clinical & Medical Research
- Patient centricity in support of clinical operations and study adherence
- Advanced formulations and processing technology in oral delivery of drugs
- The importance of Subject Recruitment and Retention to clinical trial success
- Unique challenges and opportunities in orphan diseases
- Outsourcing and collaborative research in clinical trials

## Manufacturing
- Advances in manufacturing and processing impacting formulation development
- The modified release technology in the development of NCEs
- FDC – shaping innovation in formulation development
- Robotics in aseptic drug manufacturing: Single-unit dosage forms
- Lyophilisation & Freeze drying

## Packaging
- Films & flexible packaging
- Compliance packaging – the patient centric packaging
- Combating counterfeiting – printed electronics for smart packaging
- Primary packaging for parenterals
- Plastic injection moulding

## Technology
- Sensors and digital services for personalised care
- The 'chip-on-a-pill' technology
- The potential of machine learning and AI
- Drug development software & technology
- Wearable sensor technology

## Logistics & Supply Chain
- Building a patient-centric supply chain
- Supply chain meets blockchain innovation
- Temperature control – innovative solutions
- GDP requirements & compliance
Regulatory & Market

- The new EU Medical Device Regulations
- Ensuring a strategic balance between compliance risk and value
- Big Data’s role in compliance: applying advanced data analytics techniques to identify and quantify new and emerging risks
- The next generation transparency reporting and expert engagement
- Cybersecurity vulnerabilities in medical devices: taking actions to reduce the risks

Drug Discovery, Development & Delivery

- Advancements of gene editing technologies (CRISPR/CAS9)
- Immuno-oncology (CAR-T cells)
- The state of antibiotic drug discovery recent breakthroughs
- The potential of AI-based tools in drug discovery and development
- The importance of stability and bioavailability in early-phase formulations
- Real-world challenges for inhaled medicines
- Respiratory drug development & delivery
- Meter Dosage Inhalers (MDI) / Dry Powder Inhalers (DPI) & Breath Actuated Inhalers (BAI)

Clinical & Medical Research

- Guiding the clinical trials industry in digital health
- Strategic alignment of study objectives and endpoints to drive value and fill data gaps
- The increasing inclusion of biomarkers as an eligible criterion for participation in clinical trials
- Assessing complexity of study design and matching to systems based on efficiency and cost-effectiveness

Manufacturing

- Small molecule API process development
- Process development and new technologies for downstream manufacturing
- New cell culture techniques
- Prefilled syringe fill-finish equipment
- HPAPIs: innovative containment strategies ensuring high-potency handling requirements
- Customised pharmaceutical technologies: Single-unit dosage forms (effervescent tablets, Blow-fill-seal vials)
- Clean room technology

Packaging

- Robotics and automation instruments for packaging
- The serialisation deadline: headache or opportunity?
- Glass packaging
- Coding and marking technologies for primary packaging
- Tackling patient adherence challenges

Technology

- Big Data and AI initiatives changing the competitive landscape
- The 'beyond the pill' model: apps and wearable devices
- The electronic laboratory notebooks: addressing data security and privacy concerns
- Using advanced analytics and language processing capabilities to deliver clinical decision support

Logistics & Supply Chain

- The security of patient data in digital supply chains
- European Falsified Medicine Directive
- RFID and NFC Tags
Editorial Calendar 2023

September

Issue Date: 15th September 2023

Regulatory & Market
- EU Medical Device Regulations
- Key issues and industry positions on the US FDA draft guidance for MDIs and DPIs
- The expanding role of Pharmacovigilance in product development
- Annex 1

Drug Discovery, Development & Delivery
- AI and machine Learning
- Big data and AI modelling for drug discovery
- Advances in covalent drug discovery
- Novel drug discovery in mental health
- New approaches in infection biology diseases

Clinical & Medical Research
- The protocol design and holistic trial management
- Immuno-oncology innovations transforming cancer treatment
- Incorporating digital health in clinical operations executions
- Patient centricity in study design and implementation
- Study oversight models and quality / risk management systems
- ePRO, eCTD, eCOA – The future of M Health Trials

Volume 15 Issue 3

Editorial Submission Deadline: 25th July 2023

Manufacturing
- APIs and excipients
- Lyophilisation and Freeze Drying
- Process control and automation
- Clean room technology
- Bioprocessing: single-use systems and disposable devices
- Vial and cartridge fill-finish equipment
- New manufacturing technology platforms for Biosimilars

Packaging
- Robotics and automation instruments for packaging
- The rise of single-use systems
- Coding and marking technologies for primary packaging
- Tackling patient adherence challenges
- Child resistant and senior friendly packaging

Technology
- Big Data and AI initiatives
- Apps and wearable devices
- Using advanced analytics and language processing capabilities to deliver clinical decision support

Logistics & Supply Chain
- Serialisation and data integrity
- Achieving traceability and transparency across the entire supply chain
- IoT solutions
Regulatory & Market
- Understanding the overlap of MDR with IVD, Clinical Trial Regulation (CTR) for human use.
- Falsified Medicines Act and Identification of Medicinal Product (IDMP)
- Aligning IP strategy with business strategy
- Consolidation and competition in the pharmaceutical industry
- The market dynamics driving trends in M&A

Drug Discovery, Development & Delivery
- Phenotypic screening – the renaissance of phenotypic drug discovery
- Optimising bioavailability using particle engineering, improving drug safety and ADME, and genomics
- Oral drug delivery
- Nutraceuticals
- Coating technology

Clinical & Medical Research
- Application challenges of the new EU Clinical Trial Regulation
- Future perspectives and innovations in clinical studies
- High-throughput screening, databases and proprietary algorithms
- FDA’s Post-marketing safety surveillance program for drug and therapeutic biologic products

Manufacturing
- The future of dosage forms
- Advances in liquid-based formulation technologies
- The liquid fill approach to solid oral formulations
- Advanced aseptic processing technology
- Risk-based isolation and barrier technology – Barrier isolation
- PAT Quality by Design
- Environmental protection & facility management

Packaging
- Digital mass serialisation
- Translation & Licence regulation
- Glass packaging
- Active & Passive temperature control packaging
- Sterile packaging

Technology
- The rise of virtual drug design tools
- Virtual screening and database building
- Scientific apps in the labs
- The 3D printed pill technology

Logistics & Supply Chain
- New approaches in pharma logistics
- Temperature control logistics
- Time / Temperature monitoring
- Optimisation and cost management
Contact:
International Pharmaceutical Industry
Unit 5.02, E1 Studios, 7 Whitechapel Road,
E1 1DU, United Kingdom

T: +44 (0) 204 5417569
E: info@senglobalcoms.com
W: international-pharma.com

Media:
Anthony Stewart, anthony@senglobalcoms.com

Editorial:
Virginia Toteva, virginia@senglobalcoms.com

Subscriptions:
info@senglobalcoms.com