

Marketing Services

EUROPEAN Pharmaceutical Executive



In addition to traditional display advertising, Advanstar's Marketing Services division can offer clients a full range of marketing solutions, designed to give you comprehensive coverage and impact with your target audience.

Each of these highly effective marketing opportunities has been designed for complete integration into your campaign to give you maximum impact with the pharmaceutical industry's most influential players.



Classified advertising

Making it easy for buyers to find your company.

Book a classified advertising schedule today and get

- Continuous, cost-effective promotion of your products and services
- Flexible options to fit your message and budget
- Buyers driven to your products and services by the easy-to-use directory style layout
- FREE customised category headings to direct customers to your company
- FREE design service for advertising with impact

Classified advertising is booked in schedules of 6 issues. Please refer to the rate card below for prices and specifications.



Web showcase

Dedicated to driving customers directly to your website.

65% of Internet users have indicated that advertisements in publications are a major influence on their website traffic.*

Make sure your website has the high profile it needs to attract a quality audience.

This featured section includes a controlled number of entries each issue. Each showcase gives details of website content, company profile or product and service information, together with a screen freeze of your site, company name and website address.

For maximum impact, web showcase adverts are booked in schedules of 6 issues.

Please refer to the rate card below for prices and specifications.

Classified and web showcase advertising rates

Option	6 issue schedule		ad sizes
Mini Box	£1410	\$2185	25mm x 85mm
Maxi Box	£2010	\$3115	50mm x 85mm
Super Maxi Box	£2550	\$3952	75mm x 85mm
Web Showcase	£1650	\$2557	55mm x 72mm

For more information on classified or web showcase advertising please call: +44 (0) 1244 393120

Email: marketingserviceseurope@advanstar.com



Recruitment advertising

Advanstar exercise rigorous controls on who receives *European Pharmaceutical Executive* magazine to make sure that it delivers a high quality audience of pharmaceutical industry executives.

When you need to find the right people for your organisation's vacancies, an advertisement in *European Pharmaceutical Executive* will deliver the best candidates.

For prices and specifications please call: +44 (0) 1244 393419

Email: marketingserviceseurope@advanstar.com

List rental

Use the direct approach.

With annual re-qualification and quarterly updates of our subscribers and exhibition attendees, Advanstar can provide quality names targeted by job title, country or business industry. An ideal way to put your message directly in front of decision-makers.

The complete direct marketing solution:

- Postal address: Supplied on pre-printed labels or electronically which can be easily merged with your message
- Email: Choose your target lists, supply your promotional copy and we'll transmit your message. Only deliverable emails are chargeable and a tracking report is provided.
- Telephone & fax: Connect directly with potential customers and round off your campaign by converting leads.

Prices start from just £205 per 1000 names plus format and delivery.

For more information please call: +44 (0) 1244 393456

Email: listrental@advanstar.com

Article and advertisement reprints

Spread the word.

Colour Reprints of an advertisement or article reviewing your company, new products or technology provide an excellent opportunity to show potential and exiting customers your credentials. We will re-flow any article to include your logo and other company literature, creating a custom booklet with high impact for use in any communication.

For more information and prices please call: +44 (0) 1244 393419

Email: marketingserviceseurope@advanstar.com