Welcome to European Pharmaceutical Review’s Official Show Preview of CPhI:

European Pharmaceutical Review is delighted to be an official media partner of CPhI Worldwide, held at the Fira de Barcelona Gran Via, Barcelona, Spain, on 4-6 October 2016.

If you are looking for ways to reach out to the 36,000 visiting pharma professionals from 150+ countries over the three-day event, then look no further than European Pharmaceutical Review!

With an ABC audited audience of 11,993 print magazine readers, plus 5,540 unique digital readers, 54,000+ e-newsletter subscribers and 21,000+ monthly website visitors, European Pharmaceutical Review offers exhibitors a range of promotional packages across print and digital to not only highlight your presence at the show but also put your solutions in front of the key decision makers and influencers across Europe’s Life Sciences companies.

With packages starting at just £1,495 we have something to suit all budgets.

See inside for more details on the packages and examples of what opportunities are available.

CPhI PACKAGES

<table>
<thead>
<tr>
<th>Item</th>
<th>Print</th>
<th>Digital</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>Full Page advertisement in Show Preview (EPR issue 4)</td>
<td>11,993</td>
<td>5,681</td>
<td>✓</td>
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<td>Half Page advertisement in Show Preview (EPR issue 4)</td>
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<td>Quarter Page advertisement in Show Preview (EPR issue 4)</td>
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<td>5,681</td>
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<td>Press release on EuropeanPharmaceuticalReview.com</td>
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<td>✓</td>
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<tr>
<td>Quarter Page box out in Preview</td>
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<td>5,681</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo and stand number within preview</td>
<td>11,993</td>
<td>5,681</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>100 words on company in Show Preview (EPR issue 4)</td>
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<tr>
<td>Logo and hyperlink on CPhI show preview e-shot - September</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Targeted E-shot (up to 5,000 emails) before or after CPhI</td>
<td>5,000</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>

Rate

| Saving off the normal rate card                                   | 43%  | 35%  | 27%  | 17%  |

To book a package, to find out more, or to see how we can help you reach the key decision makers within the Life Science industry across Europe, contact Rizwan Chaudhrey, at rchaudhrey@russellpublishing.com, or call +44 (0)1959 563 311.

Booking deadline: ASAP - limited slots
Copy deadline: 4 August 2016
Issue: Available end of August and distributed at CPhI 2016
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Published bi-monthly (6 times a year), European Pharmaceutical Review has for the past 20 years been keeping the leading pharmaceutical, biotechnology and life science companies across Europe up to date on the latest trends, developments, processes, and new products, across the drug development and manufacturing process and the changes in regulations which may impact them.

CIRCULATION
- 11,993 + Additional Unique Digital Circulation of 5,681 – ABC audited,
- 50% Pharma/Biopharma, 18% Academia, 13% R&D Institute, 8% Biotech, 6% Drug Development, 5% Other
- 57% Western Europe, 14% Southern Europe, 10% Northern Europe, 8% ROW, 8% USA, 3% Eastern Europe
You can see the latest issue HERE

EUROPEAN PHARMACEUTICAL REVIEW DIGITAL OPPORTUNITIES
- Targeted e-shots – 167,000 3rd party positive emails, which can be targeted by areas of interest – average 11% open rate, and 0.2% CTR.
  Example Here
- Sponsored e-newsletters – Exclusive sponsorship of weekly e-newsletter, 55,000 opted-in subscribers - average 17% open rate, and 0.6% CTR.
  Example Here
- Webinars – We can create and host your webinars or just host them, for you with full marketing support; – averaging of 200 pre-registrations and 230 attendees, 350 total leads generated.
  Example Here
- Advertising on www.europeanpharmaceuticalreview.com – Limited advertising slots. 21,000 unique monthly users – banners and MPUs get on average a 0.44% CTR
  Example Here
- White Papers – Can be published in European Pharmaceutical Review and hosted on www.europeanpharmaceuticalreview.com
  Example Here

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