

ADVERTISING · CONTENT · SPONSORSHIP

MEDIA PACK 2027

Global insights.
Targeted reach.
Proven results.

140,000+
OPTED-IN AUDIENCE

3
PRINT EDITIONS

45%
C-SUITE READERS

100%
REQUESTED READERSHIP

What's inside

THE PUBLICATION

Choose your objective	03
Why World Pharma Today	04
Audience profile & reach	05
Sectors & editorial pillars	06
2027 editorial calendar	07

PRINT

The print edition	08
Print rate card	09
Print specifications	10
Sponsored content & interviews	11

DIGITAL

Display advertising	12
Weekly e-newsletter	13
Dedicated email campaigns	14

CONTENT & LEAD GENERATION

Press releases & online articles	15
White papers & lead generation	16
Webinars	17
Video & executive interviews	18
Social amplification	19

PACKAGES & PARTNERSHIPS

Integrated packages	20
Package inclusions matrix	21
Event & association partnerships	22

BOOKING

Rate card at a glance	23
How to book & deadlines	24
Terms & conditions	25
Contact the team	26

New for 2027

- A campaign objective planner — pick the outcome, we show the products
- Full 2027 editorial calendar with themes and booking deadlines
- Complete print specifications — trim, bleed and safety dimensions
- Five integrated packages with published pricing and savings
- Dedicated event & association partnership tiers
- Published rates for webinars, white papers and lead generation
- Consolidated rate card and terms in one place

Not sure what to book?

Tell us your marketing objective, target market and budget — we will build the campaign around your audience and come back with a recommended schedule within two working days.

Choose your objective

Start with the outcome you need, not the product list. Each column below groups the placements that deliver that outcome — and every product in this pack carries a "best for" line so the fit is obvious at a glance.

BRAND AWARENESS

Stay visible across the whole buying cycle so you are already known when the shortlist is drawn up.

- Display advertising · page 12
- Print advertising · pages 08–09
- Newsletter sponsorship · page 13
- Social amplification · page 19

THOUGHT LEADERSHIP

Make an argument in front of engineers and executives rather than assert one in a banner.

- Executive interview · pages 11, 18
- Advertorial · page 11
- White paper · page 16
- Webinar · page 17
- Video · page 18

LEAD GENERATION

When you need names and job titles rather than impressions, with the data handed straight to you.

- Dedicated email · page 14
- White paper lead generation · page 16
- Webinar · page 17
- Integrated packages · page 20

EVENT PROMOTION

Build registrations before the show and keep the coverage working long after the doors close.

- Dedicated email · page 14
- Banner campaign · page 12
- Event article · page 15
- Social promotion · page 19
- Print · pages 08–09
- Event partnership · page 22

Most campaigns mix two. Awareness placements make the lead-generation ones convert better, which is why the integrated packages on page 20 combine them. Send us the objective, the target markets and the budget, and we will propose the split.

Where pharma leaders go to think

World Pharma Today delivers authoritative analysis and actionable intelligence across the full pharmaceutical value chain — from discovery and clinical trials through manufacturing, packaging, supply chain and digital health.

Through three print editions a year and an always-on digital platform, we publish deep-dive analysis, technical case studies and executive perspectives for the people who set direction and sign off budget.

Our readership is built on request, not purchase. Every subscriber has explicitly opted in, which means your message reaches an audience that has already told us it wants this content — with no wasted distribution.

140,000+

OPTED-IN
PHARMACEUTICAL
PROFESSIONALS AND
DECISION-MAKERS

7,500

PRINT COPIES PER
EDITION

95,000+

E-MAGAZINE
SUBSCRIBERS

100%

OPT-IN REQUESTED
READERSHIP

AUTHORITY

Editorial credibility

An experienced editorial team plus contributions from senior industry figures. Advertising placed alongside this content inherits its authority.

PRECISION

A qualified audience

45% of readers are C-level and a further 35% sit at VP or Director level. You are talking to budget holders, not job titles.

CONTINUITY

Year-round presence

Three print editions, a weekly newsletter and a continuously updated website keep your brand visible across the whole buying cycle.

What our readers use us for

- Benchmarking suppliers, technologies and service partners
- Tracking regulatory and compliance developments across markets
- Identifying capacity, capability and capital investment trends
- Understanding how peers are solving operational problems
- Sourcing shortlists ahead of formal procurement
- Staying current on R&D, digital health and AI in pharma

Audience profile & reach

Seniority

C-level (CEO, COO, CFO, CSO, CTO)	45%
VP & Director level	35%
Manager, specialist & analyst	20%

Geography

Asia Pacific & Middle East	38%
Europe	32%
Americas	30%

Channel reach

CHANNEL	FREQUENCY	REACH
Print magazine	3 editions a year	7,500 copies
Digital e-magazine	3 editions a year	95,000+ subscribers
Weekly e-newsletter	Weekly	140,000+ opted-in
Website	Continuous	Always-on
LinkedIn	Daily	7,000+ followers
Combined social following	Daily	17,900+

Reader organisations

- Innovator pharmaceutical and biotech companies
- Generics and biosimilar manufacturers
- CDMOs, CMOs and CROs
- API and excipient producers
- Equipment, engineering and automation suppliers
- Packaging, labelling and serialisation providers
- Logistics, cold chain and distribution operators
- Regulatory, quality and consulting practices

Reader functions

- Executive leadership and corporate strategy
- R&D, clinical development and medical affairs
- Manufacturing, engineering and operations
- Quality assurance, quality control and compliance
- Regulatory affairs
- Supply chain, procurement and logistics
- IT, data and digital transformation
- Business development and marketing

100% requested readership. Every name on our list asked to be there. That means no bought data, no wasted impressions, and a distribution base of 140,000+ opted-in pharmaceutical professionals and decision-makers with genuine interest in the value chain.

Sectors & editorial pillars

World Pharma Today addresses the whole pharmaceutical sector. Our regular sections and features combine industry reporting with technical depth, making the magazine relevant to both commercial and operational leadership.

Key sectors covered

Pharma & Biotechnology

Innovator pipelines, biologics, cell and gene therapy, commercial strategy.

Contract Manufacturing

CDMO and CMO capacity, outsourcing models, capital investment.

R&D & Clinical Trials

Trial design, decentralised trials, real-world evidence, AI in discovery.

Engineering & Bioprocessing

Facility design, single-use systems, continuous manufacturing, automation.

Digital Health & Pharma IT

MES, ERP, data integrity, analytics platforms, connected health.

Regulatory & Compliance

GMP, inspections, submissions, multi-market regulatory change.

API Manufacturing

Active ingredient supply, synthesis, sourcing security, quality.

Packaging & Labelling

Primary and secondary packaging, serialisation, sustainability.

Supply Chain & Cold Chain

Distribution, temperature control, resilience, track and trace.

Regular editorial sections

- Industry news and market analysis
- Executive interviews and opinion
- Technical features and application notes
- Case studies from live operations
- Regulatory watch
- Event previews and post-show reports

Global by design

We gather the stories shaping the industry across Asia, Europe, the Americas, the Middle East and Africa — and we keep widening that coverage. Readers come to us for informed news, comment and analysis on an industry that matters commercially, scientifically, environmentally and politically.

2027 editorial calendar

Three print editions, each anchored to a theme that matches the industry's planning cycle. Book early to secure premium positions and to align your campaign with the feature your audience is reading.

EDITION 1 · APRIL 2027

Discovery, Clinical Trials & the AI-Driven Pipeline

AI and machine learning in drug discovery · decentralised and adaptive trial design · real-world evidence · biologics and advanced therapies · R&D outsourcing and CRO selection · laboratory informatics and data integrity.

BOOKING DEADLINE

26 Feb 2027

ARTWORK DEADLINE

12 Mar 2027

PUBLICATION

09 Apr 2027

EDITION 2 · SEPTEMBER 2027

Manufacturing, CDMO Capacity & Supply Chain Resilience

CDMO capacity and capital investment · continuous and modular manufacturing · single-use and bioprocessing · API sourcing security · packaging, labelling and serialisation · cold chain and distribution resilience.

BOOKING DEADLINE

30 Jul 2027

ARTWORK DEADLINE

13 Aug 2027

PUBLICATION

10 Sep 2027

EDITION 3 · NOVEMBER 2027

Regulatory, Quality, Digital Health & the 2028 Outlook

Multi-market regulatory change · GMP, inspection readiness and data integrity · quality 4.0 and automation · digital health and connected care · sustainability reporting · year-ahead industry outlook and forecasts.

BOOKING DEADLINE

01 Oct 2027

ARTWORK DEADLINE

15 Oct 2027

PUBLICATION

12 Nov 2027

Always-on digital. Website, newsletter and social campaigns run continuously and are not tied to print deadlines. Digital campaigns can start within five working days of artwork approval.

Bonus distribution. Editions are additionally distributed at selected international pharmaceutical exhibitions and conferences throughout 2027. Show list confirmed on request.

The print edition

Print still does something digital cannot. It sits on a desk, it gets passed around, and it gives your brand a physical presence in the offices where decisions are made.

Each edition is distributed to 7,500 print recipients and made available to our 95,000+ e-magazine subscriber base. Both formats carry your advertisement, so a single booking works across two channels.

Best for: Brand awareness, credibility and sustained visibility with senior decision-makers.

7,500

PRINTED COPIES PER EDITION

95,000+

E-MAGAZINE SUBSCRIBERS

Why advertisers choose print with us

Premium positions

Outside back cover, inside front cover and inside back cover are sold on a first-come basis and are frequently booked a full edition ahead.

Series bookings

Commit to two or three editions and secure both a lower effective rate and guaranteed position continuity.

Guaranteed placement

Specific section or facing-editorial placement available on request, subject to a 15% position loading.

- 1 Consistent market presence.** Editions in April, September and November let you hold a strategic position across the full year rather than a single burst.
- 2 Dual-platform distribution.** Every insertion reaches both the print subscriber base and the far larger e-magazine circulation, with no additional charge.
- 3 A genuinely engaged audience.** 100% requested readership means zero waste distribution and a receptive, pre-qualified pool of prospects.
- 4 Enhanced brand credibility.** Placement alongside independent editorial transfers the publication's authority to your brand and positions you as a serious industry player.
- 5 Long shelf life.** A print edition remains in circulation for months. Digital editions stay permanently accessible in our archive.

Print rate card

All rates in US dollars, per edition, net. Each insertion appears in both the print and digital edition.

Best for: Brand awareness and sustained visibility.

Display advertising

POSITION	FORMAT	RATE PER EDITION
Outside back cover	Full page	US\$ 7,500
Inside front cover	Full page	US\$ 6,500
Inside back cover	Full page	US\$ 6,500
Double page spread	Two facing pages	US\$ 8,900
Full page	Run of book	US\$ 5,000
Half page	Horizontal or vertical	US\$ 3,200

Sponsored editorial

FORMAT	EXTENT	RATE PER EDITION
Advertorial or interview	1 page	US\$ 1,000
Advertorial or interview	2 to 3 pages	US\$ 3,000

Best for: Thought leadership and technical credibility.

Series discounts

COMMITMENT	APPLIES TO	DISCOUNT
2 editions	Display advertising	10%
3 editions (full year)	Display advertising	15%
Integrated package	Print plus digital — see page 20	up to 30%

Loadings. Guaranteed position within a named section carries a 15% loading. Gatefolds, inserts, belly bands and bound-in samples are quoted on application.

Agency commission. 15% commission is allowed to recognised advertising agencies on display advertising, provided payment is received within agreed terms.

Rates exclude applicable taxes. Series discounts apply to display advertising booked and confirmed in a single order and are not cumulative with package pricing.

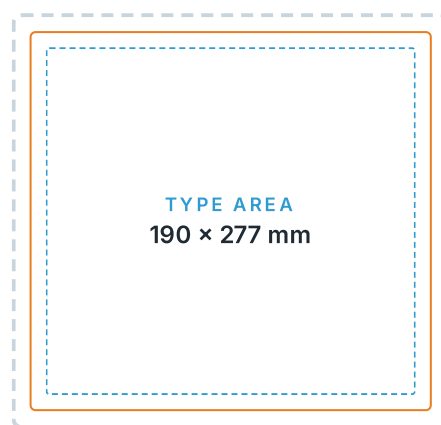
Print specifications

Trim size: 210 mm × 297 mm (A4). All dimensions given width × height in millimetres.

FORMAT	TRIM SIZE	WITH BLEED	TYPE AREA
Double page spread	420 × 297	426 × 303	400 × 277
Full page	210 × 297	216 × 303	190 × 277
Covers (IFC / IBC / OBC)	210 × 297	216 × 303	190 × 277
Half page horizontal	210 × 148	216 × 154	190 × 128
Half page vertical	105 × 297	111 × 303	85 × 277

Artwork requirements

- File format — print-ready PDF, preferably PDF/X-1a:2001 or PDF/X-4
- Colour — CMYK only. Convert RGB and spot colours before supply
- Resolution — all placed images 300 dpi at final size, minimum
- Bleed — 3 mm (0.125 in) on all four sides for any element running off the trim
- Safety area — keep text, logos and key images at least 10 mm inside trim
- Fonts — fully embedded or converted to outlines
- Black text — set in 100% K, not four-colour black
- Total ink coverage — should not exceed 300%
- Printer marks — supply without crop or registration marks; we add these at prepress



Bleed	216 × 303 mm
Trim	210 × 297 mm
Safety	10 mm inside trim

Proofing. We do not supply physical proofs. Every file receives a digital preflight and compliance check, and we contact you directly if anything needs correcting. Colour on press may appear less saturated than on screen — work in CMYK from the outset.

Supplying your artwork. Email files under 20 MB to your account manager, or send a WeTransfer, Dropbox or Google Drive link. Name files Company_Format_Edition.pdf — for example Acme_FullPage_Apr2027.pdf. Artwork must reach us by the deadline on page 07; late material may be held to the next edition with the booking still payable.

Sponsored content & interviews

The line between content and advertising has blurred, and buyers increasingly want substance before a sales conversation. Sponsored editorial lets you make an argument rather than a claim.

Best for: Thought leadership, technical proof and warming a market before a sales approach.

Formats

- Advertorial — your message in editorial form, clearly marked as sponsored
- Executive interview — a Q&A with your leadership, conducted by our editors
- Technical article — an application note or methodology piece under your byline
- Case study — a customer problem, your solution, and the measured outcome
- Roundtable contribution — your expert alongside peers on a themed panel feature

What is included

- Editorial review and copy-editing to house style
- Professional layout matching the magazine's design
- Publication in both print and digital editions
- Permanent hosting of the article on our website
- Inclusion in the weekly e-newsletter
- Amplification across our social channels
- One round of author revisions before publication

Rates

FORMAT	EXTENT	RATE
Advertorial or interview	1 page, print + digital	US\$ 1,000
Advertorial or interview	2 to 3 pages, print + digital	US\$ 3,000
Online-only article	Website + newsletter + social	US\$ 1,000

Our editorial standard. Sponsored content carries our name, so it has to hold up. All quotes must be real and attributable to a named individual who has approved them. We do not publish invented or paraphrased quotations, unverifiable performance claims, or comparative statements about named competitors. Every sponsored item is labelled as such.

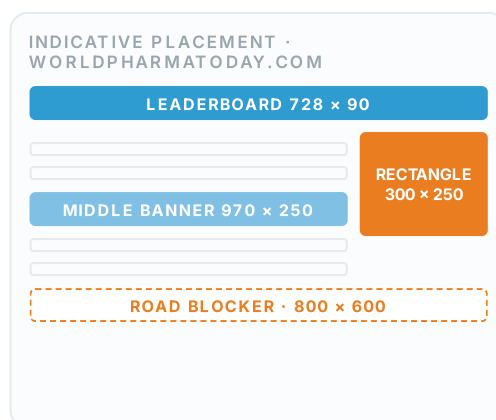
What we need from you. A draft or a briefing call, your company logo in vector format, one or two supporting images at 300 dpi, an author name and title, and a headshot for interviews. If you would rather we write it, our editorial team can produce the piece from a 30-minute interview — please allow an additional two weeks in the schedule.

Display advertising

Your banner sits alongside authoritative pharma content, in front of an audience that arrived to read about your category. Context does the work that raw impressions cannot.

Best for: Brand awareness and sustained visibility.

- Repeated exposure shapes preference long before a purchase decision is made
- Impressions build top-of-mind awareness among executives who may not click today but will shortlist tomorrow
- Monthly reporting on impressions, clicks and click-through rate lets you measure reach, frequency and cost efficiency



Positions & rates

POSITION	DIMENSIONS	PLACEMENT	PER MONTH
Road blocker	800 × 600 px	Full-screen interstitial, capped once per visitor per day	US\$ 4,500
Leaderboard	728 × 90 px Mobile 320 × 100	Above the fold, every page	US\$ 3,500
Middle banner	970 × 250 px or 728 × 90	Mid-article, run of site	US\$ 2,000
Rectangle	300 × 250 px	Sidebar, run of site	US\$ 1,000

Long-run rates

Multiply the monthly rate by: 3 months × 2.7 · 6 months × 5.0 · 12 months × 9.0. A 12-month leaderboard therefore runs at US\$ 31,500 rather than US\$ 42,000.

Banner specifications

JPG, PNG, animated GIF or HTML5 · max 150 KB.
 Animation up to 15 seconds, maximum three loops.
 Supply the destination URL with the creative. Third-party ad tags accepted (DCM, Xandr, Google Ad Manager).
 Material due five working days before campaign start.

Weekly e-newsletter

Our weekly newsletter lands in the inboxes of 140,000+ opted-in pharmaceutical professionals and decision-makers across the value chain. It is the most frequent, most personal touchpoint we have with our audience — and the one advertisers return to.

Best for: Brand awareness with a senior audience, week after week.

140,000+

OPTED-IN PHARMACEUTICAL
PROFESSIONALS AND DECISION-
MAKERS

52

SENDS PER YEAR

Sponsorship options

PLACEMENT	WHAT YOU GET	RATE
Sole sponsorship	Your brand is the only advertiser in that edition — top banner, one native item and a footer credit	US\$ 4,000 per send
Top banner	728 × 90 above the first story, all sends in the month	US\$ 2,500 per month
Mid-position rectangle	300 × 250 between stories, all sends in the month	US\$ 1,500 per month
Sponsored native item	Headline, 40-word summary, image and link within the story flow, clearly labelled	US\$ 1,200 per send

Why it works

- Industry alignment — written for senior pharma executives influencing development, manufacturing, supply and innovation decisions
- Curated content mix — the week's most consequential news, analysis and technical developments, edited down to what matters
- Native integration — sponsored placements sit inside high-value content rather than alongside it

Reporting. Every newsletter campaign is followed by a performance summary covering delivered volume, unique opens, clicks and click-through rate on your placement. Reports are issued within five working days of the final send in the booking.

Creative requirements

- Static JPG or PNG only — animated GIFs are unreliable in email clients
- Top banner 728 × 90 px, rectangle 300 × 250 px, both at 2× for retina
- Maximum 100 KB per image
- Destination URL supplied with the creative
- Native item: headline up to 70 characters, summary up to 40 words, 600 × 400 image
- Material due three working days before the send

Availability. One sole sponsorship per edition and a maximum of two native items per send. These sell out several weeks ahead — book early.

Dedicated email campaigns

A solus email puts your message alone in the inbox, with no competing advertisers and no editorial around it. You define the target audience, and we segment the campaign accordingly.

With flexible audience targeting, you pay only for the records selected for your campaign — not for the whole universe. That makes cost-effectiveness straightforward to measure and easy to justify internally.

Best for: Product launches, event registrations and targeted demand generation.

US\$ 0.25

PER RECORD, PER SEND

Minimum order
10,000 records

Indicative campaign costs

VOLUME	BEST SUITED TO	COST PER SEND
10,000 records	Single-region or single-sector test	US\$ 2,500
20,000 records	Regional product launch	US\$ 5,000
50,000 records	Multi-region campaign	US\$ 12,500
140,000 records	Full database, maximum reach	US\$ 35,000

Targeting available

- Geography — region, country or market group
- Industry sector and sub-sector
- Job function
- Seniority level
- Organisation type — innovator, generic, CDMO, supplier, service provider

Resend to non-openers. Add a second deployment to everyone who did not open the first, typically five to seven days later, at 50% of the original record rate. This usually adds meaningful incremental reach for a modest cost.

What is included

- HTML build from your copy and assets, or use of your own template
- List selection and segmentation to your brief
- Seed test and client approval before the live send
- Scheduled deployment from our verified sending domain
- Performance report — delivered, opens, clicks, click-through rate

Compliance. All sends go to opted-in records from our own database and are deployed by our team. We do not release, rent or transfer subscriber data. Campaigns are deployed under our sender reputation, so creative is subject to a brief compliance review.

Press releases & online articles

It is not the best content that wins. It is the promoted content that wins. Our website carries a continuously updated news section, press releases, white papers, interviews, reports and analysis — all of it indexed, searchable and permanently accessible.

Best for: Announcements, SEO visibility and keeping your name in front of the market between campaigns.

What we publish

- News and press releases — launches, appointments, expansions, contracts, results
- Articles — technical and commercial pieces under your byline
- Interviews — Q&A with your leadership or technical experts
- White papers — hosted in a dedicated, indexed section
- Case studies — problem, approach, measured outcome
- Event previews and reports — before and after your show presence

Every published item receives

- Permanent placement on worldpharmatoday.com
- An SEO-optimised headline, meta description and structured markup
- Inclusion in the weekly e-newsletter to 140,000+ opted-in professionals
- Promotion across our LinkedIn and social channels
- A do-follow link to your chosen destination page
- Placement in the relevant sector category and archive

Rates

SERVICE	DETAIL	RATE
Press release	Single release, published within 48 hours	US\$ 750
Online article or interview	Long-form, editorially reviewed	US\$ 1,000
Unlimited press releases	12-month programme, no cap on volume	US\$ 6,000
Content writing service	We write it from a 30-minute interview	US\$ 600

per piece, added to publication rate

Editorial standard. All content must be factually accurate and every quotation must be genuine and attributable to a named, approving individual. We do not publish fabricated or paraphrased quotes, unsubstantiated performance claims, or disparaging comparisons with named competitors. We reserve the right to edit for style, length and clarity, and to decline material that does not meet this standard.

White papers & lead generation

When you need names rather than impressions, gated content is the most direct route. We host your asset, promote it to a qualified audience, and hand you every registration.

Best for: Thought leadership and lead generation.

White paper hosting

Your document sits in our dedicated white paper section, promoted through the newsletter, social channels and on-site placement. Registration is optional — choose open access for reach, or gated for leads.

DURATION	RATE
3 months, open or gated	US\$ 2,500
6 months, open or gated	US\$ 4,000
12 months, open or gated	US\$ 6,500

Guaranteed lead generation

We promote your gated asset until the agreed lead volume is delivered. You pay for qualified leads, not for the campaign around them.

VOLUME	COST PER LEAD
50 to 99 leads	US\$ 95
100 to 249 leads	US\$ 85
250+ leads	US\$ 75

Minimum order 50 leads. Asset supplied by the client.

Lead data supplied

- Full name and job title
- Company name and organisation type
- Business email address
- Country
- Asset downloaded and date of registration
- Up to two custom qualifying questions of your choosing

How the programme runs

- You supply the asset, landing copy and any qualifying questions
- We build the landing page and registration form
- Promotion runs across newsletter, website, email and social
- Leads are delivered weekly by spreadsheet, or via API on request
- Campaign closes when the guaranteed volume is met

Lead quality guarantee. Leads are drawn from our opted-in database and from promotion to the pharmaceutical audience described on page 05. Any lead with an invalid business email or a role clearly outside the pharmaceutical value chain will be replaced at no charge, provided it is flagged within 30 days of delivery.

Webinars

Webinars are one of the most effective formats for building authority and engaging a qualified audience. A webinar puts your experts in front of that audience for 45 minutes — and trust, more than any other factor, determines whether a buyer chooses you or a competitor.

We handle promotion, platform and technical delivery so your team can focus on the content. You keep every registration.

Best for: Executive engagement and qualified registrations.

US\$ 8,500

PER WEBINAR — LIVE DELIVERY PLUS
90 DAYS ON-DEMAND HOSTING, ALL
REGISTRATION AND ATTENDANCE DATA
INCLUDED

What we deliver

- 1 Extensive promotion.** Your webinar is promoted to our audience of 140,000+ opted-in pharmaceutical professionals through the website, weekly newsletter, dedicated email campaigns and social channels, driving a strong registration turnout.
- 2 Seamless hosting.** A professional, reliable platform with all technical aspects handled by our team — including a full rehearsal with your speakers beforehand.
- 3 Lead capture and reporting.** Every registration and attendance record is captured and delivered to you as a list of qualified, interested prospects.
- 4 Post-webinar engagement.** The recording is hosted on demand and promoted to a wider audience, extending the life and impact of the session well beyond the live date.

Typical timeline

WEEK	ACTIVITY
-8	Topic, title, speakers and date confirmed
-6	Registration page live, promotion begins
-2	Slides received, rehearsal scheduled
-1	Technical rehearsal and final promotion push
0	Live delivery
+1	Lead report and recording delivered

Add-ons

OPTION	RATE
Extended on-demand hosting, per 6 months	US\$ 1,500
Guaranteed minimum of 150 webinar registrations	US\$ 2,500
Post-webinar summary article	US\$ 1,000
Moderation by our editorial team	US\$ 1,200
Panel format with an independent industry speaker	On application

The registration guarantee applies to unique registrations; attendance is not guaranteed.

Video & executive interviews

In a market where video and live formats increasingly carry the message, moving image is one of the most effective ways to hold an executive audience's attention.

Use it to introduce a product, publish a press announcement, walk through a case study, share a client success story, or put your leadership's perspective on the record.

Best for: Thought leadership and putting a face to your brand.

US\$ 3,000

PER VIDEO — ONE MONTH OF
FEATURED PLACEMENT, PROMOTION
AND HOSTING

Formats and rates

FORMAT	DETAIL	RATE
Sponsored video placement	Your finished video, featured for one month with promotion and permanent hosting	US\$ 3,000
Recorded executive interview	Remote interview conducted and edited by our team, 8 to 12 minutes	US\$ 4,500
Video series	Three videos released across a quarter	US\$ 7,500
Podcast episode	Audio interview, hosted and promoted, with transcript	US\$ 2,500

Where your video appears

- Featured on the homepage video panel for the placement month
- Embedded in a dedicated article page with an SEO-optimised transcript
- Included in the weekly e-newsletter
- Promoted across LinkedIn and our other social channels
- Held permanently in the video archive after the featured period

Technical requirements

- MP4, H.264, 1080p or higher
- 16:9 aspect ratio; a 9:16 cut is useful for social
- Recommended length 2 to 10 minutes
- Burned-in or supplied subtitles strongly recommended
- Supply a title, 60-word summary and a thumbnail at 1280 × 720
- Material due five working days before the placement start

Social amplification

Social remains one of the most efficient ways to put a message in front of a global professional audience. Done well, it builds brand advocates and drives qualified enquiries.

Best for: Amplification, event promotion and extending the life of everything else you book.

7,000+

LINKEDIN FOLLOWERS

17,900+

COMBINED SOCIAL FOLLOWING

World Pharma Today can help you

- Increase brand awareness across a global pharma audience
- Improve the quality of your sales conversations
- Drive attendance and enquiries at in-person events
- Improve return on your wider marketing spend
- Keep a better pulse on the pharmaceutical industry

Rates

PACKAGE	DETAIL	RATE
Social media posting	Dedicated post across our channels, with copy written to suit each platform	US\$ 1,000
Monthly amplification	Four dedicated posts across the month, scheduled for peak engagement	US\$ 3,000
Campaign amplification	Twelve posts across a quarter, supporting a launch or event	US\$ 7,500
LinkedIn thought leadership	Long-form post from your executive, published and promoted from our page	US\$ 1,500

Included at no extra cost. Every advertorial, press release, article, white paper, webinar and video booked with us is amplified across our social channels as standard. The rates above are for standalone social activity over and above that.

Integrated packages

Campaigns that combine print, digital and content outperform any single channel. These packages bundle the components that work together — at up to 30% below the sum of the individual rates.

STARTER

US\$ 2,500

List value US\$ 3,500 · **save 29%**

- 1 × online advertorial
- Rectangle banner, 1 month
- 2 × press releases
- Social amplification of all items

BRONZE

US\$ 6,500

List value US\$ 8,500 · **save 24%**

- 1 × full page, one edition
- 1 × one-page advertorial
- Rectangle banner, 1 month
- 2 × press releases
- Social amplification of all items

SILVER

US\$ 15,500

List value US\$ 21,000 · **save 26%**

- 2 × full page, two editions
- 2 × one-page advertorials
- Leaderboard banner, 1 month
- 1 × dedicated email, 10,000 records
- 4 × press releases
- Social amplification of all items

GOLD — MOST POPULAR

US\$ 36,500

List value US\$ 50,950 · **save 28%**

- 1 × inside front cover + 2 × full page
- 3 × one-page advertorials or interviews
- Leaderboard banner, 3 months
- 1 × webinar with full lead capture
- 1 × white paper hosted, 3 months
- 1 × dedicated email, 20,000 records
- Unlimited press releases, 12 months

PLATINUM — ANNUAL PARTNERSHIP

US\$ 67,500

List value US\$ 97,000 · **save 30%**

- Outside back cover, all 3 editions
- 2 × webinars
- Newsletter top banner, 3 months
- 3 × advertorials or interviews
- 1 × white paper hosted, 3 months
- 2 × sponsored videos
- Leaderboard banner, 6 months
- 3 × dedicated emails, 20,000 records each
- Unlimited press releases, 12 months
- Quarterly performance review

Tell us your marketing objective, target market and budget — we will build the campaign around your audience. Package components may be substituted for items of equal list value by agreement. Package pricing is not combinable with series discounts or agency commission.

Package inclusions

COMPONENT	STARTER	BRONZE	SILVER	GOLD	PLATINUM
PRINT					
Outside back cover	—	—	—	—	3
Inside front cover	—	—	—	1	—
Full page	—	1	2	2	—
Advertorial / interview, 1 page	—	1	2	3	3
Online advertorial	1	—	—	—	—
DIGITAL DISPLAY					
Leaderboard banner	—	—	1 mo	3 mo	6 mo
Rectangle banner	1 mo	1 mo	—	—	—
Newsletter top banner	—	—	—	—	3 mo
CONTENT & LEAD GENERATION					
Press releases	2	2	4	Unlimited	Unlimited
Dedicated email campaign	—	—	10k	20k	3 × 20k
Webinar	—	—	—	1	2
White paper hosting	—	—	—	3 mo	3 mo
Sponsored video	—	—	—	—	2
Social amplification of all items	✓	✓	✓	✓	✓
SERVICE					
Named account manager	—	✓	✓	✓	✓
Campaign performance reporting	—	—	✓	✓	✓
Quarterly performance review	—	—	—	—	✓
Editorial calendar preview	—	—	—	✓	✓
Package price	US\$ 2,500	US\$ 6,500	US\$ 15,500	US\$ 36,500	US\$ 67,500
List value	3,500	8,500	21,000	50,950	97,000
You save	29%	24%	26%	28%	30%

Need something different? Packages are a starting point, not a constraint. Tell us your marketing objective, target market and budget, and we will build the campaign around your audience. Components can be swapped for items of equivalent list value.

Event & association partnerships

We work with international exhibition organisers, conference producers and industry associations to build attendance, visibility and delegate quality. Our audience is the audience your event is trying to reach.

Best for: Increasing event registrations and industry visibility.

MEDIA PARTNER

- Event listing in our events calendar
- Logo on the partner page
- 2 × event press releases
- 1 × newsletter mention
- 4 × social posts
- Reciprocal logo and listing on your site

PREMIUM PARTNER

- Everything in Media Partner
- 1 × online event preview article
- Rectangle banner, 1 month
- 1 × dedicated email, 10,000 records
- 8 × social posts
- Speaker or agenda interview
- Post-event report published online

STRATEGIC PARTNER

- Everything in Premium Partner
- Half page print ad, nearest edition
- Leaderboard banner, 1 month
- 2 × dedicated emails, 20,000 records each
- Executive interview with your event director
- Show preview feature in the magazine
- Bonus print distribution at your event

Prices available on request. Please email your enquiry to soumya@worldpharmatoday.com and she will reply within two working days with pricing and details. Multi-event and annual partnership rates are available for organisers running more than one show a year. Association rates are available for not-for-profit industry bodies — please ask.

Why World Pharma Today?

140,000+

OPTED-IN PHARMA
PROFESSIONALS

80%

DIRECTOR LEVEL
OR ABOVE

5 Regions

APAC · EUROPE ·
AMERICAS · MIDDLE
EAST · AFRICA

**Multi-
channel**

EMAIL · WEB ·
PRINT · SOCIAL

End-to-end

PRE-EVENT
PROMOTION +
POST-EVENT
COVERAGE

What organisers get from us

- Reach into 140,000+ opted-in pharmaceutical professionals and decision-makers
- Geographic spread across APAC, Europe, the Americas, the Middle East and Africa
- A senior audience — 80% at director level or above
- Sustained promotion, not a single announcement
- Measurable reporting on every email and banner placement
- Post-event coverage that extends the life of your show

What we need from you

- Event name, dates, venue and registration URL
- Logo in vector format and two event images
- Agenda or speaker list once confirmed
- Reciprocal listing on your media partner page
- Press releases as they are issued

Paid partnerships only. All media partnerships are commercial engagements. We do not operate contra, barter or exchange arrangements of any kind.

Rate card at a glance

PRINT · PER EDITION (US\$)

Double page spread	8,900
Outside back cover	7,500
Inside front cover	6,500
Inside back cover	6,500
Full page	5,000
Half page	3,200
Advertorial, 1 page	1,000
Advertorial, 2 to 3 pages	3,000

Best for: brand awareness and credibility

DIGITAL DISPLAY · PER MONTH (US\$)

Road blocker	4,500
Leaderboard	3,500
Middle banner	2,000
Rectangle	1,000

Best for: brand awareness and sustained visibility

E-NEWSLETTER (US\$)

Sole sponsorship, per send	4,000
Top banner, per month	2,500
Rectangle, per month	1,500
Native item, per send	1,200

Best for: weekly presence with a senior audience

PACKAGES & PARTNERSHIPS (US\$)

Starter	2,500
Bronze	6,500
Silver	15,500
Gold	36,500
Platinum	67,500
Event partnerships	On request

EMAIL & LEAD GENERATION (US\$)

Dedicated email, per record	0.25
Resend to non-openers, per record	0.125
Lead generation, 50 to 99 leads	95 / lead
Lead generation, 100 to 249 leads	85 / lead
Lead generation, 250+ leads	75 / lead
Best for: product launches, event registrations and demand generation	

CONTENT & THOUGHT LEADERSHIP (US\$)

Press release	750
Unlimited press releases, 12 months	6,000
Online article or interview	1,000
Content writing service, per piece	600
White paper hosting, 3 / 6 / 12 months	2,500 / 4,000 / 6,500
Webinar	8,500
White paper — thought leadership and lead generation · Webinar — executive engagement and qualified registrations	

VIDEO, AUDIO & SOCIAL (US\$)

Sponsored video	3,000
Recorded executive interview	4,500
Podcast episode	2,500
Social media posting	1,000
Monthly social amplification	3,000
LinkedIn thought leadership post	1,500

Best for: thought leadership and amplification

Event & association partnerships. Prices available on request — email soumya@worldpharmatoday.com and she will reply within two working days with pricing and details.

All rates are quoted in United States dollars and are net of any applicable taxes, duties or withholding. Rates are valid for bookings confirmed during the 2027 calendar year and are subject to change with 30 days' notice. Discounts are not cumulative.

How to book & key dates

Five steps to live

- 1 Tell us the objective.** Share your target markets, audience and budget. We will propose a schedule rather than a price list.
- 2 Confirm the booking.** We issue an insertion order covering scope, positions, dates and rates. Sign and return to confirm.
- 3 Send the material.** Artwork, copy and assets by the deadlines shown. We run a preflight and compliance check and flag anything that needs correcting.
- 4 We publish.** Print goes to press on schedule; digital campaigns go live within five working days of approval.
- 5 You get the numbers.** Digital campaigns are reported monthly; print bookings receive a distribution confirmation.

2027 deadlines

EDITION	BOOKING	ARTWORK	PUBLISHED
April 2027	26 Feb 2027	12 Mar 2027	09 Apr 2027
September 2027	30 Jul 2027	13 Aug 2027	10 Sep 2027
November 2027	01 Oct 2027	15 Oct 2027	12 Nov 2027

Digital lead times

ACTIVITY	MATERIAL DUE
Display banners	5 working days before start
Newsletter placements	3 working days before send
Dedicated email	7 working days before send
Press release	Published within 48 hours
Online article	5 working days for review
Webinar	8 weeks before live date
Video placement	5 working days before start

Payment

Standard terms

100% in advance of publication or campaign start for new advertisers.

Established accounts

50% on confirmation, 50% within 30 days of publication, subject to approval.

Annual packages

Quarterly instalments available on Gold and Platinum bookings.

Payment is accepted by bank transfer in US dollars. Alternative payment methods may be available on request, subject to applicable fees and approval. Full banking details appear on the invoice. Please quote the invoice number with your remittance and send the advice to your account manager.

Not sure where to start? Send us your marketing objective, target market and budget and we will come back with a recommended schedule within two working days — including the editorial features your campaign should sit against.

Terms & conditions

These terms apply to all advertising, sponsorship and content bookings with World Pharma Today, published by Leo Marcom Private Limited.

1. Booking and confirmation

A booking is confirmed only when a signed insertion order or written confirmation is received. Verbal reservations are held for a maximum of ten working days.

2. Rates and currency

All rates are in US dollars and exclude applicable taxes, duties and withholding. Where withholding tax applies, the amount invoiced is grossed up so the net received matches the agreed rate.

3. Payment terms

Standard terms are 100% in advance. Credit terms of 50% on confirmation and 50% within 30 days of publication are available to established accounts at our discretion. Alternative payment arrangements may be considered subject to prior credit approval and written agreement. We reserve the right to withhold publication where payment is overdue.

4. Cancellation

The contract may be cancelled with a 100% refund and no claims, provided that no services have been utilised and a cancellation request is submitted in writing within 7 days of booking. After the 7-day period, if no services have been used, 75% of the contract value will still be payable. The contract cannot be cancelled and 100% of charges will be applicable if any of the services have been used.

5. Materials

Material must be supplied to specification by the stated deadline. Where material is late, incomplete or does not meet specification, we may repeat previously supplied material, hold the booking to a later edition, or publish a house advertisement. In each case the booking remains payable in full.

6. Positioning

Except where a specific position has been booked and confirmed in writing, placement is at our discretion. Requested positions carry no guarantee unless a position loading has been paid.

7. Editorial control

We reserve the right to decline, edit or withdraw any advertisement or sponsored content that in our reasonable judgement is inaccurate, misleading, defamatory, unlawful, or inconsistent with our editorial standards. All sponsored content is labelled as such. Editorial coverage is never sold and cannot be secured through advertising.

8. Client warranties

The client warrants that it holds all necessary rights, licences and consents in all supplied material, that the material does not infringe any third-party right, and that all claims made are accurate and substantiable. The client indemnifies the publisher against any claim arising from published material it has supplied or approved.

9. Data protection

All subscriber data is collected on an opt-in basis and processed in accordance with applicable data protection law. Subscriber data is never sold, rented or transferred. Lead data supplied under a lead generation programme is provided on the basis of registrant consent and must be used in compliance with applicable law.

10. Liability

Our total liability in respect of any booking is limited to the value of that booking. We are not liable for indirect or consequential loss, including loss of profit, revenue or anticipated business. We do not warrant any specific level of response, enquiry or commercial outcome.

11. Force majeure and non-publication

Where an edition or campaign cannot be delivered due to circumstances beyond our reasonable control, we will offer an equivalent placement in the next available edition or a pro-rata credit. No further liability arises.

12. Governing law

These terms are governed by the laws of India, and the courts at Hyderabad, Telangana have exclusive jurisdiction. Nothing in these terms limits any right that cannot be limited by law.

Leo Marcom Private Limited reserves the right to amend these terms and the published rate card. Amendments do not affect bookings already confirmed. Rate card 2027, edition 2.

REACH US · REACH MORE

Let's build your 2027 campaign.

ADVERTISING & SPONSORSHIP

Daniel Stokes (companies & media agencies)

daniel@worldpharmatoday.com

Soumya Vemu (paid media partnership)

soumya@worldpharmatoday.com

Sunny Roger (paid media partnership)

sunny@worldpharmatoday.com

EDITORIAL

Kathryn

kathryn@worldpharmatoday.com

TELEPHONE

+91 40 4203 0405

+91 88268 49084 (WhatsApp message)

PUBLISHER

Leo Marcom Private Limited
E505, My Home Abhra (opposite Inorbit Mall)
Madhapur, Hyderabad 500082
Telangana, India

ONLINE

www.worldpharmatoday.com

LinkedIn · linkedin.com/company/world-pharma-today

X · x.com/worldpharma2day

Facebook · facebook.com/worldpharmatoday

Instagram · instagram.com/worldpharmatoday