



Most Comprehensive Pharmacist Reach

Reach | Frequency | Value

2018 RATE CARD



PharmaDirect, Canada's no. 1 bi-weekly pharmacy newsletter, is the leading channel for reaching pharmacists. With the most comprehensive list in the industry, PharmaDirect delivers the latest information through the pharmacist's preferred distribution method, i.e. email and fax, providing complete coverage.

All pharmacists are validated to be licensed and actively practicing, and they are continuously segmented by their primary/secondary activity.

News items appear under recognized StatComm banners for added impact. For increased readership, the Classifieds section is available online.

PharmaDirect's flexible and cost-effective pricing allows selection from single placement options to annual subscription packages with unlimited insertions, providing the optimal reach and frequency.

Circulation List Includes:

PHARMACISTS

- Retail (Owner-Manager/FT/PT/Locum)
- Retail with Compounding (Chief/FT/PT)
- Retail with Methadone (Chief/FT/PT)
- Relief (Retail & Hospital)

MISCELLANEOUS

- Compounding (Chief/FT/PT)
- Methadone (Chief/FT/PT)
- Hospital Buying Groups (Purchasing Manager)
- Poison Control & Drug Info Centers (Medical Info Officer)
- Pharmacy Associations
- National/Provincial (Director)
- Provincial Drug Benefit Formularies (Director)

- Health Insurance Companies (Pharmacy Benefit MGR)

IN-PATIENT FACILITIES

- Hospital (Chief/FT/PT/Locum)
- Nursing Station (Dept. Head/FT/PT)
- Nursing Home/Ext Care (Dept Head/PT Locum)
- Prison/Correctional Facility
- Military Bases

SPECIALISTS/ACADEMICS

- Counseling/Drug Info
- Telehealth Pharmacy
- Oncology
- Nephrology
- Geriatrics

- Pediatrics
- Diabetology
- University - FT Educator
- Educators - PT

DISTRIBUTORS

- Wholesale (Dept Head/FT/PT)
- Mail Order/PKG/Distribution
- Retail - Chain Head Office (Dept Head/FT/PT)



ENGLISH
FRENCH

28,130
8,937

= 37,067

TOTAL
AUDIENCE



December 2017

Excludes pharmacy technicians, assistants and students.

Online Access

ipharmadirect.com provides additional resources for pharmacists

- ◆ Complete history of recent editions, with hundreds of visits each week
- ◆ Search function for topics of interest
- ◆ Classifieds
- ◆ Links to other pharmacy resources



StatComm Mastheads

All news insertions are placed under the appropriate StatComm masthead. Insertions are separated by language.

Any Product/Rx	
	<ul style="list-style-type: none"> • Leading HCP vehicle in Canada for healthcare messages. Conveys urgency. • Especially well-recognized and respected by pharmacists.
Prescription Drugs	
	<ul style="list-style-type: none"> • For Federal and Provincial formulary listings and changes only.
	<ul style="list-style-type: none"> • Information and product developments on new prescription drugs. • Notifies HCPs on changes to indications, side effects, dosages or formats.
	<ul style="list-style-type: none"> • Announces new prescription drugs. • Can also be used for new indications.
All Products/Non Rx	
	<ul style="list-style-type: none"> • Announces product launches, including OTC and device launches.
	<ul style="list-style-type: none"> • For information on healthcare brands, including dosage updates, format changes, clinical guidelines, patient support.
Clinical News and Education	
	<ul style="list-style-type: none"> • Communicates the latest clinical developments, including guidelines, conference highlights, medical breakthroughs. • Useful for pre-launch scientific information.
	<ul style="list-style-type: none"> • Informs of Continuing Health Education events. • Can be included on invitations, overviews and follow-up communications.
	<ul style="list-style-type: none"> • For communications featuring Clinical Study data. • May be used for pre-launch to build disease state awareness, at launch to illustrate clinical benefits, or post-launch to promote new data.
	<ul style="list-style-type: none"> • Masthead may be adjusted as needed, i.e. Clinical Study, Clinical Update. • For dissemination of clinical information.



Program Rates 2018

SINGLE PLACEMENT	TOTAL
Banner Insertion - Client hosted link	\$1,650
Banner Insertion - PTM hosted link	\$1,850
News Insertion - Client hosted link	\$2,200
News Insertion - PTM hosted link	\$2,400
CE Link- Links direct to CE	\$1,250

BUNDLE PACKAGE A	\$18,500
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- ◆ 12-month contract
- ◆ 12 insertions (any format/issue)
- ◆ \$1,800 for each additional insertion after 12 total insertions within the year

BUNDLE PACKAGE B	\$30,750
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- ◆ 12-month contract
- ◆ 25 insertions (any format/issue)
- ◆ \$1,600 for each additional insertion after 25 total insertions within the year

BUNDLE PACKAGE C	\$45,000
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- ◆ 12-month contract
- ◆ Unlimited insertions (any format/issue); max 4 per issue
- ◆ \$1,500 for each additional insertion after 4 within one issue

OPTION - SOLO EMAIL BROADCAST - Audience and content to be consistent with insertions	\$4,500
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Insertions are placed on a first come, first serve basis, or at the discretion of PharmaDirect. Content is typeset by PharmaDirect. PharmaDirect reserves the right to postpone or cancel a scheduled publication.

Upon request, PTM will provide a corporate usage report to client procurement (quarterly). Single PharmaDirect placements are eligible for a \$275 discount with any StatComm branded communication program of the same news article (minimum value \$1,000 and pharmacist audience).



2018 Distribution

Copy Submission Date	Copy Approval Date	Publication Date
January 4, 2018	January 8, 2018	January 10, 2018
January 18, 2018	January 22, 2018	January 24, 2018
February 1, 2018	February 5, 2018	February 7, 2018
February 14, 2018	February 16, 2018	February 21, 2018
March 1, 2018	March 5, 2018	March 7, 2018
March 15, 2018	March 19, 2018	March 21, 2018
March 28, 2018	April 2, 2018	April 4, 2018
April 12, 2018	April 16, 2018	April 18, 2018
April 26, 2018	April 30, 2018	May 2, 2018
May 10, 2018	May 14, 2018	May 16, 2018
May 24, 2018	May 28, 2018	May 30, 2018
June 7, 2018	June 11, 2018	June 13, 2018
June 21, 2018	June 25, 2018	June 27, 2018
July 5, 2018	July 9, 2018	July 11, 2018
August 29, 2018	August 31, 2018	September 5, 2018
September 13, 2018	September 17, 2018	September 19, 2018
September 27, 2018	October 1, 2018	October 3, 2018
October 11, 2018	October 15, 2018	October 17, 2018
October 25, 2018	October 29, 2018	October 31, 2018
November 8, 2018	November 12, 2018	November 14, 2018
November 22, 2018	November 26, 2018	November 28, 2018
December 6, 2018	December 10, 2018	December 12, 2018

Call your sales rep today at:
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