



Most Comprehensive Pharmacist Reach

Reach | Frequency | Value

2019 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

28,366
8,915

= 37,281

TOTAL
AUDIENCE



September 2018

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 2019

SINGLE PLACEMENT	TOTAL
Banner Insertion - Client hosted link	\$1,700
Banner Insertion - PTM hosted link	\$1,900
News Insertion - Client hosted link	\$2,250
News Insertion - PTM hosted link	\$2,450
CE Link- Links direct to CE	\$1,300

BUNDLE PACKAGE A	\$18,750
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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	\$31,000
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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	\$45,500
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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	\$4,750
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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).



2019 Distribution

Copy Submission Date	Copy Approval Date	Publication Date
January 3, 2019	January 7, 2019	January 9, 2019
January 17, 2019	January 21, 2019	January 23, 2019
January 31, 2019	February 4, 2019	February 6, 2019
February 13, 2019	February 15, 2019	February 20, 2019
February 28, 2019	March 4, 2019	March 6, 2019
March 14, 2019	March 18, 2019	March 20, 2019
March 28, 2019	April 1, 2019	April 3, 2019
April 11, 2019	April 15, 2019	April 17, 2019
April 25, 2019	April 29, 2019	May 1, 2019
May 9, 2019	May 13, 2019	May 15, 2019
May 23, 2019	May 27, 2019	May 29, 2019
June 6, 2019	June 10, 2019	June 12, 2019
June 20, 2019	June 24, 2019	June 26, 2019
July 4, 2019	July 8, 2019	July 10, 2019
August 28, 2019	August 30, 2019	September 4, 2019
September 12, 2019	September 16, 2019	September 18, 2019
September 26, 2019	September 30, 2019	October 2, 2019
October 9, 2019	October 11, 2019	October 16, 2019
October 24, 2019	October 28, 2019	October 30, 2019
November 7, 2019	November 11, 2019	November 13, 2019
November 21, 2019	November 25, 2019	November 27, 2019
December 5, 2019	December 9, 2019	December 11, 2019

Call your sales rep today at:
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