



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

PharmaDirect Online provides additional resources (see below).

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.

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

Pharmacist Circulation



ENGLISH
FRENCH

28,622
8,930

= 37,522

TOTAL
AUDIENCE



Feb 2019

Excludes pharmacy technicians, assistants, students, researchers, and veterinary pharmacists

RETAIL

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

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

- Oncology
- Nephrology
- Geriatrics
- Pediatrics
- Diabetology
- Asthma Educators
- Respirology Educators
- Cannabis
- University - FT Educator
- Counseling/Drug Info
- Telehealth Pharmacy

DISTRIBUTORS

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

MISC

- 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)

PharmaDirect Online

ipharmadirect.com provides additional resources for pharmacists

- ◆ Hundreds of visits each week to review current and past editions
- ◆ Search function for topics of interest
- ◆ Classifieds
- ◆ Links to other pharmacy resources



NEWS & RESOURCE MESSAGES



R with one of the following taglines: (Eng & Fr)

DOSAGE UPDATE
(MODIFICATION DE LA
POSOLOGIE)

LINE EXTENSION
(ÉLARGISSEMENT DE
LA GAMME)

PACKAGE CHANGE
(MODIFICATION DE
L'EMBALLAGE)

**AVAILABILITY
UPDATE**
(MISE À JOUR DE LA
DISPONIBILITÉ)

DISCONTINUATION
(ABANDON DE
PRODUIT)

PRICING UPDATE
(CHANGEMENT
DE PRIX)

COPAY PROGRAM
(PROGRAMME DE
COASSURANCE)

**FORMULATION
CHANGE**
(CHANGEMENT DE
FORMULATION)

PATIENT SUPPORT
(SOUTIEN AUX
PATIENTS)

OTC MVL with one of the following taglines: (Eng & Fr)

DOSAGE UPDATE
(MODIFICATION DE LA
POSOLOGIE)

LINE EXTENSION
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PACKAGE CHANGE
(MODIFICATION DE
L'EMBALLAGE)

AVAILABILITY UPDATE
(MISE À JOUR DE LA
DISPONIBILITÉ)

DISCONTINUATION
(ABANDON DE PRODUIT)

PRICING UPDATE
(CHANGEMENT
DE PRIX)

NEW FORMULATION
(NOUVELLE
FORMULATION)

**FORMULATION
CHANGE**
(CHANGEMENT DE
FORMULATION)

COPAY PROGRAM
(PROGRAMME DE
COASSURANCE)

PATIENT SUPPORT
(SOUTIEN AUX
PATIENTS)

SAMPLE OFFER
(OFFRE
D'ÉCHANTILLON)

CONTINUING EDUCATION MESSAGES



PRODUCT AWARENESS MESSAGES

Mastheads are not applicable to Product Awareness (Sensibilisation au produit) insertions.

Sections & Rates



SINGLE INSERTION PROGRAMS

News & Resource Messages

INSERTION (select masthead)	Client hosted clickthrough page	\$2,250/placement
	PTM hosted clickthrough page	\$2,450/placement

Continuing Education (CE) Messages

CE LINK	Direct link to program	\$1,300/placement
INSERTION (CE masthead)	Client hosted clickthrough page	\$2,250/placement
	PTM hosted clickthrough page	\$2,450/placement

Product Awareness Messages

BANNER	Client hosted clickthrough page	\$1,700/placement
	PTM hosted clickthrough page	\$1,900/placement
INSERTION (no masthead)	Client hosted clickthrough page	\$2,250/placement
	PTM hosted clickthrough page	\$2,450/placement

BUNDLE PROGRAMS

BUNDLE PACKAGE A

12-month contract, 12 insertions (any format/issue) <i>\$1,800 for each additional insertion after 12 insertions within the year*</i>	\$18,750
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BUNDLE PACKAGE B

12-month contract, 25 insertions (any format/issue) <i>\$1,600 for each additional insertion after 25 insertions within the year*</i>	\$31,000
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BUNDLE PACKAGE C

12-month contract, unlimited insertions (any format/issue) <i>\$1,500 for each additional insertion after 4 within one issue*</i>	\$45,500
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OPTION: EMAIL BROADCAST (SOLO)

Audience and content must align with insertion	\$4,750
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TERMS/CONDITIONS

* Year defined as 12 consecutive months.

1. Insertions are placed on a first come, first served basis, or at the discretion of PharmaDirect. 2. Content is typeset by PharmaDirect. 3. PharmaDirect reserves the right to postpone or cancel a scheduled publication. 4. Upon request, PTM will provide a corporate usage report quarterly. 5. 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).



Reach | Frequency | Value

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