



Most Comprehensive Pharmacist Reach

Reach | Frequency | Value

2021 RATE CARD



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 insertion options to annual subscription packages providing optimal reach and frequency.

Pharmacist Circulation



ENGLISH
FRENCH

29,617
8,995

= 38,612

TOTAL
AUDIENCE



Oct 2020

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)

PT- Part Time FT- Full Time

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, RESOURCES & CONTINUING EDUCATION MESSAGES



Formulary
update



Nouvelles
du formulaire



Mise à jour
Liste des médicaments
du Québec



Clinical News **ALERT**[®]
Données Cliniques **IMPORTANTES**



PHARMACISTSUPPORT

HCP&PATIENTSUPPORT

RX		NON-RX	
with one of the following taglines: (Eng & Fr)		with one of the following taglines: (Eng & Fr)	
DOSAGE UPDATE (MODIFICATION DE LA POSOLOGIE)	PRICING UPDATE (CHANGEMENT DE PRIX)	DOSAGE UPDATE (MODIFICATION DE LA POSOLOGIE)	NEW FORMULATION (NOUVELLE FORMULATION)
LINE EXTENSION (ÉLARGISSEMENT DE LA GAMME)	COPAY PROGRAM (PROGRAMME DE COASSURANCE)	LINE EXTENSION (ÉLARGISSEMENT DE LA GAMME)	FORMULATION CHANGE (CHANGEMENT DE FORMULATION)
PACKAGE CHANGE (MODIFICATION DE L'EMBALLAGE)	FORMULATION CHANGE (CHANGEMENT DE FORMULATION)	PACKAGE CHANGE (MODIFICATION DE L'EMBALLAGE)	COPAY PROGRAM (PROGRAMME DE COASSURANCE)
AVAILABILITY UPDATE (MISE À JOUR DE LA DISPONIBILITÉ)	PATIENT SUPPORT (SOUTIEN AUX PATIENTS)	AVAILABILITY UPDATE (MISE À JOUR DE LA DISPONIBILITÉ)	PATIENT SUPPORT (SOUTIEN AUX PATIENTS)
DISCONTINUATION (ABANDON DE PRODUIT)		DISCONTINUATION (ABANDON DE PRODUIT)	SAMPLE OFFER (OFFRE D'ÉCHANTILLON)
		PRICING UPDATE (CHANGEMENT DE PRIX)	

PRODUCT AWARENESS MESSAGES

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

Rates



SINGLE INSERTION PROGRAMS

News, Resources, Continuing Education and Product Awareness Messages

INSERTION	Client hosted clickthrough page	\$2,425/insertion
	PTM hosted clickthrough page	\$2,650/insertion

BUNDLE PROGRAMS

BUNDLE PACKAGE A

12-month contract, 6 insertions (any format/issue)	\$11,750
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BUNDLE PACKAGE B

12-month contract, 12 insertions (any format/issue)	\$19,900
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BUNDLE PACKAGE C

12-month contract, 24 insertions (any format/issue)	\$32,500
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SOLO EMAIL BROADCAST

In addition to your PharmaDirect insertion, you may consider deploying a separate email or Solo Broadcast.	\$4,750
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Audience and content for a solo broadcast email must align with the insertion.

A Solo Broadcast may have the PharmaDirect logo and display name.

TERMS/CONDITIONS

* 12-month contract is defined as 12 consecutive months.

1. Insertions are placed at the discretion of PharmaDirect. **2.** Content is typeset by PharmaDirect except in specific format where client prepared artwork is requested by PTM. **3.** PharmaDirect reserves the right to postpone or cancel a scheduled publication. **4.** Upon request, PTM will provide a corporate usage report quarterly.



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2021 DISTRIBUTION

Copy Submission Date	Copy Approval Date	Publication Date
December 30, 2020	January 4, 2021	January 6, 2021
January 14, 2021	January 18, 2021	January 20, 2021
January 28, 2021	February 1, 2021	February 3, 2021
February 10, 2021	February 12, 2021	February 17, 2021
February 25, 2021	March 1, 2021	March 3, 2021
March 11, 2021	March 15, 2021	March 17, 2021
March 25, 2021	March 29, 2021	March 31, 2021
April 8, 2021	April 12, 2021	April 14, 2021
April 22, 2021	April 26, 2021	April 28, 2021
May 6, 2021	May 10, 2021	May 12, 2021
May 19, 2021	May 21, 2021	May 26, 2021
June 3, 2021	June 7, 2021	June 9, 2021
June 17, 2021	June 21, 2021	June 23, 2021
June 30, 2021	July 5, 2021	July 7, 2021
August 26, 2021	August 30, 2021	September 1, 2021
September 9, 2021	September 13, 2021	September 15, 2021
September 23, 2021	September 27, 2021	September 29, 2021
October 6, 2021	October 8, 2021	October 13, 2021
October 21, 2021	October 25, 2021	October 27, 2021
November 4, 2021	November 8, 2021	November 10, 2021
November 18, 2021	November 22, 2021	November 24, 2021
December 2, 2021	December 6, 2021	December 8, 2021