



Most Comprehensive Pharmacist Reach

Reach | Frequency | Value

2022 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.

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

29,641
9,462

= 39,103

TOTAL
AUDIENCE



Oct 2021

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 & RESOURCE MESSAGES**STATGRAM****INFO RX****NEW RX****NEW PRODUCT****PRODUCT INFORMATION****FORMULARY UPDATE****MISE À JOUR LISTE DES
MÉDICAMENTS DU QUÉBEC****CLINICAL NEWS ALERT****CLINICAL STUDY****CE SYMPOSIUM****CE LINK****EDUCATIONAL PROGRAM*****DOSAGE UPDATE*****LINE EXTENSION*****PACKAGE CHANGE*****AVAILABILITY UPDATE*****DISCONTINUATION*****PRICING UPDATE*****FORMULATION CHANGE*****PATIENT SUPPORT*****PHARMACIST SUPPORT*****PHARMACIST & PATIENT SUPPORT*****HCP & PATIENT SUPPORT****RX COPAY PROGRAM****OTC NEW FORMULATION****OTC SAMPLE OFFER****STATGRAM****INFO RX****NOUVEAU RX****NOUVEAU PRODUIT****INFORMATION DU PRODUIT****NOUVELLES DU FORMULAIRE****MISE À JOUR LISTE DES MÉDICAMENTS
DU QUÉBEC****DONNÉES CLINIQUES IMPORTANTS****ÉTUDE CLINIQUE****FC SYMPOSIUM****CE LINK****PROGRAMME ÉDUCATIF*****MODIFICATION DE LA POSOLOGIE*****ÉLARGISSEMENT DE LA GAMME*****MODIFICATION DE L'EMBALLAGE*****MISE À JOUR DE LA DISPONIBILITÉ*****ABANDON DE PRODUIT*****CHANGEMENT DE PRIX*****CHANGEMENT DE FORMULATION*****SOUTIEN AUX PATIENTS*****SOUTIEN AUX PHARMACIENS*****SOUTIEN AUX PHARMACIENS ET AUX
PATIENTS*****SOUTIEN AUX PROFESSIONNELS
DE LA SANTÉ ET AUX PATIENTS****RX PROGRAMME DE COASSURANCE****MVL NOUVELLE FORMULATION****MVL OFFRE D'ÉCHANTILLON**

** Where applicable - RX or OTC (MVL) may appear at the front of the tagline (i.e. RX AVAILABILITY UPDATE)*

PRODUCT AWARENESS MESSAGES

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

Sections & Rates



SINGLE INSERTION PROGRAMS

News, Resources, Continuing Education and Product Awareness Messages

INSERTION	Client hosted clickthrough page	\$2,650/placement
	PTM hosted clickthrough page	\$2,900/placement

BUNDLE PROGRAMS

BUNDLE PACKAGE A

12-month contract, 6 insertions (any format/issue) \$12,350

BUNDLE PACKAGE B

12-month contract, 12 insertions (any format/issue) \$20,900

BUNDLE PACKAGE C

12-month contract, 24 insertions (any format/issue) \$34,150

SOLO EMAIL BROADCAST

In addition to your PharmaDirect insertion, you may consider deploying a separate email or Solo Broadcast. \$4,985

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

* Year 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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2022 DISTRIBUTION

Copy Submission Date	Copy Approval Date	Publication Date
December 29, 2021	December 31, 2021	January 5, 2022
January 13, 2022	January 17, 2022	January 19, 2022
January 27, 2022	January 31, 2022	February 2, 2022
February 10, 2022	February 14, 2022	February 16, 2022
February 24, 2022	February 28, 2022	March 2, 2022
March 10, 2022	March 14, 2022	March 16, 2022
March 24, 2022	March 28, 2022	March 30, 2022
April 7, 2022	April 11, 2022	April 13, 2022
April 21, 2022	April 25, 2022	April 27, 2022
May 5, 2022	May 9, 2022	May 11, 2022
May 18, 2022	May 20, 2022	May 25, 2022
June 2, 2022	June 6, 2022	June 8, 2022
June 16, 2022	June 20, 2022	June 22, 2022
June 29, 2022	July 4, 2022	July 6, 2022
August 25, 2022	August 29, 2022	August 31, 2022
September 8, 2022	September 12, 2022	September 14, 2022
September 22, 2022	September 26, 2022	September 28, 2022
October 5, 2022	October 7, 2022	October 12, 2022
October 20, 2022	October 24, 2022	October 26, 2022
November 3, 2022	November 7, 2022	November 9, 2022
November 17, 2022	November 21, 2022	November 23, 2022
December 1, 2022	December 5, 2022	December 7, 2022