



Most Comprehensive Pharmacist Reach

# Reach | Frequency | Value

## 2023 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, providing optimal reach and frequency.

### Pharmacist Circulation



ENGLISH  
FRENCH

30,109  
9,530

= 39,639

TOTAL  
AUDIENCE



Sept 2022

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

#### RETAIL

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

#### IN-PATIENT

- 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/PATIENT CONTACT

- Counseling/Drug Info
- University (FT Educators)
- Educators (PT)
- Diabetology (I)
- Geriatrics
- Nephrology
- Oncology
- Pediatrics
- Specialty
- Telehealth

#### DISTRIBUTORS

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

#### NO PATIENT CONTACT

- 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



ENGLISH	FRENCH
STATGRAM	STATGRAM
INFO RX	INFO RX
NEW RX	NOUVEAU RX
NEW PRODUCT	NOUVEAU PRODUIT
PRODUCT INFORMATION	INFORMATION DU PRODUIT
FORMULARY UPDATE	NOUVELLES DU FORMULAIRE
MISE À JOUR LISTE DES MÉDICAMENTS DU QUÉBEC	MISE À JOUR LISTE DES MÉDICAMENTS DU QUÉBEC
CLINICAL NEWS ALERT	DONNÉES CLINIQUES IMPORTANTS
CLINICAL STUDY	ÉTUDE CLINIQUE
CE SYMPOSIUM	FC SYMPOSIUM
CE LINK	CE LINK
EDUCATIONAL PROGRAM	PROGRAMME ÉDUCATIF
*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
*FORMULATION CHANGE	*CHANGEMENT DE FORMULATION
*PATIENT SUPPORT	*SOUTIEN AUX PATIENTS
*PHARMACIST SUPPORT	*SOUTIEN AUX PHARMACIENS
*PHARMACIST & PATIENT SUPPORT	*SOUTIEN AUX PHARMACIENS ET AUX PATIENTS
*HCP & PATIENT SUPPORT	*SOUTIEN AUX PROFESSIONNELS DE LA SANTÉ ET AUX PATIENTS
RX COPAY PROGRAM	RX PROGRAMME DE COASSURANCE
OTC NEW FORMULATION	MVL NOUVELLE FORMULATION
OTC SAMPLE OFFER	MVL OFFRE D'ÉCHANTILLON
PRODUCT AWARENESS	SENSIBILISATION AU PRODUIT

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

## PHARMADIRECT EDITOR REVIEW

All content appearing in PharmaDirect must be first submitted to the PharmaDirect Editor through your Account Director/Account Service Manager team for acceptance to publish. Submission of content for review is required prior to the scheduled Copy Submission Date which is intended for submission of **complete & final** assets following PD Editor review feedback.

**Contact your PTM Account Director/Account Service Management team for any questions.**

# Programs & Rates



## SINGLE INSERTION PROGRAMS

News, Resources, Continuing Education and Product Awareness Messages

INSERTION	Client hosted clickthrough page	\$2,950/placement
	PTM hosted clickthrough page	\$3,250/placement

## BUNDLE PROGRAMS

### BUNDLE PACKAGE A

12-month contract, 4 insertions (any format/issue) \$9,580

### BUNDLE PACKAGE B

12-month contract, 6 insertions (any format/issue) \$13,875

### BUNDLE PACKAGE C

12-month contract, 12 insertions (any format/issue) \$23,100

### BUNDLE PACKAGE D

12-month contract, 18 insertions (any format/issue) \$30,750

### BUNDLE PACKAGE E

12-month contract, 24 insertions (any format/issue) \$37,100

## SOLO EMAIL BROADCAST

In addition to your PharmaDirect insertion, you may consider deploying a separate email or Solo Broadcast. \$5,500

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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## 2023 DISTRIBUTION

Copy Submission Date	Copy Approval Date	Publication Date
January 5, 2023	January 9, 2023	January 11, 2023
January 19, 2023	January 23, 2023	January 25, 2023
February 2, 2023	February 6, 2023	February 8, 2023
February 15, 2023	February 17, 2023	February 22, 2023
March 2, 2023	March 6, 2023	March 8, 2023
March 16, 2023	March 20, 2023	March 22, 2023
March 30, 2023	April 3, 2023	April 5, 2023
April 13, 2023	April 17, 2023	April 19, 2023
April 27, 2023	May 1, 2023	May 3, 2023
May 11, 2023	May 15, 2023	May 17, 2023
May 25, 2023	May 29, 2023	May 31, 2023
June 8, 2023	June 12, 2023	June 14, 2023
June 22, 2023	June 26, 2023	June 28, 2023
July 6, 2023	July 10, 2023	July 12, 2023
August 30, 2023	September 1, 2023	September 6, 2023
September 14, 2023	September 18, 2023	September 20, 2023
September 28, 2023	October 2, 2023	October 4, 2023
October 12, 2023	October 16, 2023	October 18, 2023
October 26, 2023	October 30, 2023	November 1, 2023
November 9, 2023	November 13, 2023	November 15, 2023
November 23, 2023	November 27, 2023	November 29, 2023
December 7, 2023	December 11, 2023	December 13, 2023