



Most Comprehensive Pharmacist Reach

Reach | Frequency | Value

2024 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



Sept 2023

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 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)
- Diabetes Educator - Cert
- Geriatrics
- Nephrology
- Oncology
- Pediatrics
- Psychiatry
- Specialty
- Telehealth

DISTRIBUTORS

- Wholesale (Dept Head/FT/PT)
- Mail Order/Online (Chief/FT/PT)
- Distribution/Pkg (Chief/FT/PT)
- Retail - Chain Head Office (Dept Head/FT/PT)

NO PATIENT CONTACT

- 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



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
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.

Sections & Rates



SINGLE INSERTION PROGRAMS

News, Resources, Continuing Education and Product Awareness Messages

INSERTION	Client hosted clickthrough page	\$3,200/placement
	PTM hosted clickthrough page	\$3,525/placement

BUNDLE PROGRAMS

BUNDLE PACKAGE A

12-month contract, 4 insertions (any format/issue) **\$10,390**

BUNDLE PACKAGE B

12-month contract, 6 insertions (any format/issue) **\$14,950**

BUNDLE PACKAGE C

12-month contract, 12 insertions (any format/issue) **\$24,950**

BUNDLE PACKAGE D

12-month contract, 18 insertions (any format/issue) **\$33,250**

BUNDLE PACKAGE E

12-month contract, 24 insertions (any format/issue) **\$39,950**

SOLO EMAIL BROADCAST

In addition to your PharmaDirect insertion, you may consider deploying a separate email or Solo Broadcast. **\$5,950**

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.

NEW! Weekly publications during peak seasons! (Mar-May & Sept-Nov)

Copy Submission Date	Copy Approval Date	Publication Date
January 4, 2024	January 8, 2024	January 10, 2024
January 18, 2024	January 22, 2024	January 24, 2024
February 1, 2024	February 5, 2024	February 7, 2024
February 14, 2024	February 16, 2024	February 21, 2024
February 29, 2024	March 4, 2024	March 6, 2024
March 7, 2024	March 11, 2024	March 13, 2024
March 14, 2024	March 18, 2024	March 20, 2024
March 21, 2024	March 25, 2024	March 27, 2024
March 27, 2024	April 1, 2024	April 3, 2024
April 4, 2024	April 8, 2024	April 10, 2024
April 11, 2024	April 15, 2024	April 17, 2024
April 18, 2024	April 22, 2024	April 24, 2024
April 25, 2024	April 29, 2024	May 1, 2024
May 2, 2024	May 6, 2024	May 8, 2024
May 9, 2024	May 13, 2024	May 15, 2024
May 15, 2024	May 17, 2024	May 22, 2024
May 23, 2024	May 27, 2024	May 29, 2024
June 6, 2024	June 10, 2024	June 12, 2024
June 20, 2024	June 24, 2024	June 26, 2024
July 4, 2024	July 8, 2024	July 10, 2024
August 28, 2024	August 30, 2024	September 4, 2024
September 5, 2024	September 9, 2024	September 11, 2024
September 12, 2024	September 16, 2024	September 18, 2024
September 19, 2024	September 23, 2024	September 25, 2024
September 26, 2024	September 30, 2024	October 2, 2024
October 3, 2024	October 7, 2024	October 9, 2024
October 9, 2024	October 11, 2024	October 16, 2024
October 17, 2024	October 21, 2024	October 23, 2024
October 24, 2024	October 28, 2024	October 30, 2024
October 31, 2024	November 4, 2024	November 6, 2024
November 7, 2024	November 11, 2024	November 13, 2024
November 14, 2024	November 18, 2024	November 20, 2024
November 21, 2024	November 25, 2024	November 27, 2024
December 5, 2024	December 9, 2024	December 11, 2024