



Most Comprehensive Pharmacist Reach

Reach | Frequency | Value

2025 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

30,796
9,538

= 40,334

TOTAL
AUDIENCE



Sept 2024

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)
- Hospital-Oncology
- Hospital-Pediatric
- Hospital-Psychiatric
- 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
- Med Marijuana/Cannabis
- 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	\$3,475/placement
	PTM hosted clickthrough page	\$3,825/placement

BUNDLE PROGRAMS

BUNDLE PACKAGE A

12-month contract, 4 insertions (any format/issue) \$11,275

BUNDLE PACKAGE B

12-month contract, 6 insertions (any format/issue) \$16,150

BUNDLE PACKAGE C

12-month contract, 12 insertions (any format/issue) \$26,950

BUNDLE PACKAGE D

12-month contract, 18 insertions (any format/issue) \$35,925

BUNDLE PACKAGE E

12-month contract, 24 insertions (any format/issue) \$43,150

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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2025 DISTRIBUTION

Bi-weekly publications, plus an extra issue each quarter!

Copy Submission Date	Copy Approval Date	Publication Date
January 2, 2025	January 6, 2025	January 8, 2025
January 16, 2025	January 20, 2025	January 22, 2025
January 30, 2025	February 3, 2025	February 5, 2025
*February 6, 2025	February 10, 2025	February 12, 2025
February 12, 2025	February 14, 2025	February 19, 2025
February 27, 2025	March 3, 2025	March 5, 2025
March 13, 2025	March 17, 2025	March 19, 2025
March 27, 2025	March 31, 2025	April 2, 2025
April 10, 2025	April 14, 2025	April 16, 2025
April 24, 2025	April 28, 2025	April 30, 2025
May 8, 2025	May 12, 2025	May 14, 2025
*May 14, 2025	May 16, 2025	May 21, 2025
May 22, 2025	May 26, 2025	May 28, 2025
June 5, 2025	June 9, 2025	June 11, 2025
June 19, 2025	June 23, 2025	June 25, 2025
July 3, 2025	July 7, 2025	July 9, 2025
*August 21, 2025	August 25, 2025	August 27, 2025
August 27, 2025	August 29, 2025	September 3, 2025
September 11, 2025	September 15, 2025	September 17, 2025
September 25, 2025	September 29, 2025	October 1, 2025
October 8, 2025	October 10, 2025	October 15, 2025
October 23, 2025	October 27, 2025	October 29, 2025
November 6, 2025	November 10, 2025	November 12, 2025
*November 13, 2025	November 17, 2025	November 19, 2025
November 20, 2025	November 24, 2025	November 26, 2025
December 4, 2025	December 8, 2025	December 10, 2025

*Additional Issues