

PharmaDirect™

2027

PARTNER GUIDE



Canada's Leading Pharmacist Clinical Engagement Platform

Connecting Brands with Canadian Pharmacists
Where Clinical Decisions Happen

Contact: contact@pharmadirect.com

PharmaDirect™

Pharmacists have become one of Canada's most accessible and influential healthcare professionals, playing an expanding role in prescribing, chronic disease management, vaccinations, patient counselling, and preventive care.

PharmaDirect™ helps pharmaceutical and healthcare organizations engage this audience through trusted educational content, targeted communications, and meaningful clinical engagement opportunities.

Reaching over 40,000 verified Canadian pharmacy professionals, PharmaDirect™ combines the proven reach of Canada's leading pharmacist newsletter with emerging platform capabilities designed to support education, engagement, and practice advancement.

OUR MISSION *is simple*

“ To deliver practical, evidence-informed resources that empower pharmacists in everyday practice while creating meaningful engagement opportunities for healthcare organizations

”



41,992+

PHARMACIST REACH



85%

READ RATE*

*Based on engagement data from all PharmaDirect™ issues (English and French) over the last 12 months

WHY PHARMACISTS MATTER MORE THAN EVER

The role of the pharmacist continues to expand across Canada. Today's Pharmacists are:

- ✓ Managing minor ailments
- ✓ Administering vaccines
- ✓ Supporting chronic disease management
- ✓ Improving patient adherence
- ✓ Providing medication counselling
- ✓ Influencing treatment decisions



OUR AUDIENCE

National Reach

40,000+ verified pharmacists across Canada

English
31,790

French
10,202

Total Audience
41,992+

PT- Part Time | FT- Full Time | Counts as of July 2026

PHARMACISTS - RETAIL

Retail (Chief / FT / PT / Locum)
Retail - Chain Head Office (Chief / FT / PT)
Retail with Compounding (Chief / FT / PT)
Retail with Methadone (Chief / FT / PT)
Compounding (Chief / FT / PT)
Methadone (Chief / FT / PT)
Relief (Retail & Hospital)

PHARMACISTS - IN-PATIENT FACILITIES

Hospital - General (Chief / FT / PT / Locum)
Hospital - Oncology (Chief / FT / PT)
Hospital - Pediatric (Chief / FT / PT)
Hospital - Psychiatric (Chief / FT / PT)
Nursing Home/Ext Care (Chief / FT / PT)
Nursing Station (Chief)
Prison/Correctional Facility
Military Bases

PHARMACISTS - SPECIALISTS

Asthma Educator - Certified
Counseling/Drug Info
Cystic Fibrosis
Diabetes Educator - Certified
Diabetology
Educators - University (FT / PT)
Geriatrics
Med Marijuana/Cannabis
Menopause
Nephrology
Oncology
Pediatrics
Psychiatry
Respirology Educator-Certified
Telehealth

PHARMACISTS - DISTRIBUTORS

Distribution/Pkg (Chief / FT / PT)
Mail Order/Online (Chief / FT / PT)
Specialty Pharmacist (Chief / FT / PT)
Wholesale (Chief / FT / PT)

PHARMACISTS/PHARMACY - RELATED LISTS

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)



Note – Dedicated email sends can be targeted by practice setting and region.

WHY PARTNER WITH PharmaDirect™

Trusted Pharmacist Audience

Reach pharmacists through a respected and established platform.

Clinical Credibility

Peer-authored and educational content

Multi-Channel Engagement

Newsletter, dedicated email sends, digital tools, and platform

Actionable Reporting

Opens, clicks, downloads (where applicable), and engagement metrics

TRADITIONAL PROGRAMS

MARQUEE PLACEMENT

Single Placement Opportunities: Inserts & Editorials

Opportunity	Investment
News Insert	\$4,215
Marquee Placement*	\$5,750
Sponsored Editorial Feature*	\$6,950

Annual News Insert - Bundle Programs: (12-month contracts)

Package	Placements	Investment
Package A	4	\$13,025
Package B	6	\$18,400
Package C	12	\$34,495
Package D	18	\$47,250
Package E	24	\$59,800

*Marquee and Editorial placements are first-come, first-served and subject to editorial approval.

The screenshot shows the PharmaDirect website interface. At the top, it says 'PharmaDirect™ Vol. 26 Issue 13 | 1st Q13, 2026 View on Web E | E'. Below this, there's a section 'Included in this Issue:' with bullet points: Guest Editorial, Contributor & Advisory Network Invitation, Learning Program, Info Rx, and Patient Support. Next to it is a 'FREE Classifieds for Pharmacists' section with a 'Post Your Ad!' button. Below that is a 'PEER-TO-PEER' section featuring a quote from Manjit Hansra, R.Ph., CDE, about AI's impact on pharmacy. At the bottom, there are four stacked boxes, each labeled 'CLIENT NEWS INSERT' in different colors (dark blue, light blue, light blue, and orange).

CAMPAIGN ENHANCEMENTS (Available across all tiers)

Enhance any PharmaDirect™ campaign with additional engagement opportunities.

- Marquee Banner
- Dedicated Email Deployment
- Sponsored Patient Education Resources
- Clinical Toolkits & Algorithms
- Pharmacist Pulse Surveys
- Sampling Activation Programs
- Advisory Board Access Opportunities (launching Q3 2027)

ENHANCED PROGRAMS

Expand beyond traditional advertising with enhanced engagement programs designed to build awareness, support clinical education, and create sustained engagement throughout the customer journey.



Awareness Campaign

Ideal for: Product launches, awareness initiatives, campaign testing

What's included:

- 1x News Insert
- 1x Dedicated Email Deployment
- Campaign Reporting

Program Savings → 15%
compared to standard standalone pricing.*



RECOMMENDED

Clinical Engagement Program

Ideal for: Education and consideration campaigns

What's included:

- 4 or 6 News Insert Bundle
- 1x Interactive Marquee Placement
- 1x Dedicated Email Deployment
- 1x Peer-authored educational article or clinical resource
- Campaign Reporting

Program Savings → 20%
compared to standard standalone pricing.*



Therapeutic Impact Program

Ideal for: Category leadership and disease-state education

What's included:

- 12 or 18 News Insert Bundle
- Exclusive Therapeutic Category Sponsorship
- 1x Interactive Marquee Placement
- 2x Dedicated Email Deployments
- 1x Pharmacist Pulse Survey
- Campaign Reporting

Program Savings → 25%
compared to standard standalone pricing.*



Pharmacist Engagement Retainer

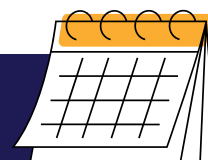
Ideal for: Sustained presence and year-round engagement

What's included:

- 18 or 24 News Insert Bundle
- 4x Dedicated Email Deployments (Quarterly)
- 1x Interactive Marquee Placement
- 1x sponsored educational resource each quarter
- Campaign Reporting

Program Savings → 30%
compared to standard standalone pricing.*

*Program Savings: Savings are based on the standard standalone pricing of eligible PharmaDirect services included within each Enhanced Program. Savings apply only to bundled services quoted as part of the program and exclude flow-through costs, third-party expenses, and any other promotional offers or discounts.



2027 EDITORIAL THEMES

Align your campaigns with timely clinical topics and seasonal practice priorities throughout the year.

JANUARY

Alzheimer's Awareness Month

FEBRUARY

Cardiovascular Health

MARCH

Epilepsy Awareness Month / Pharmacy Appreciation Month (PAM)

APRIL

Skin Health / Rosacea Awareness Month

MAY

Vision Health Month

JUNE

Migraine Awareness Month

JULY

Summer Health

AUGUST

Back to School Health

SEPTEMBER

Arthritis Awareness Month

OCTOBER

ADHD Awareness Month

NOVEMBER

Diabetes Awareness Month

DECEMBER

Cold & Flu

LAUNCHING 2027

PHARMADIRECT™ PHARMACIST PORTAL

PharmaDirect™ is expanding beyond the newsletter into a year-round pharmacist engagement platform.

Planned Features Include:

- Minor Ailment Resource Hub
- Vaccine Resource Centre
- Searchable Clinical Library
- Downloadable Practice Toolkits
- Relief Shift / Classified Opportunities



2027 PUBLICATION CALENDAR



NEWS INSERT DEADLINES		SPONSORED CONTENT DEADLINES		PUBLICATION
SUBMISSION	APPROVAL	SUBMISSION	APPROVAL	DATE
Dec 30, 2026	Jan 4, 2027	Dec 9, 2026	Dec 30, 2026	Jan 6, 2027
Jan 14, 2027	Jan 18, 2027	Dec 23, 2026	Jan 13, 2027	Jan 20, 2027
Jan 28, 2027	Feb 1, 2027	Jan 6, 2027	Jan 27, 2027	Feb 3, 2027
Feb 10, 2027	Feb 12, 2027	Jan 20, 2027	Feb 10, 2027	Feb 17, 2027
Feb 25, 2027	Mar 1, 2027	Feb 3, 2027	Feb 24, 2027	Mar 3, 2027
Mar 11, 2027	Mar 15, 2027	Feb 17, 2027	Mar 10, 2027	Mar 17, 2027
Mar 24, 2027	Mar 29, 2027	Mar 3, 2027	Mar 24, 2027	Mar 31, 2027
Apr 8, 2027	Apr 12, 2027	Mar 17, 2027	Apr 7, 2027	Apr 14, 2027
Apr 22, 2027	Apr 26, 2027	Mar 31, 2027	Apr 21, 2027	Apr 28, 2027
May 6, 2027	May 10, 2027	Apr 14, 2027	May 5, 2027	May 12, 2027
May 19, 2027	May 21, 2027	Apr 28, 2027	May 19, 2027	May 26, 2027
Jun 3, 2027	Jun 7, 2027	May 12, 2027	Jun 2, 2027	Jun 9, 2027
Jun 17, 2027	Jun 21, 2027	May 26, 2027	Jun 16, 2027	Jun 23, 2027
Jun 30, 2027	Jul 5, 2027	Jun 9, 2027	Jun 30, 2027	Jul 7, 2027
Aug 12, 2027	Aug 16, 2027	Jul 21, 2027	Aug 11, 2027	Aug 18, 2027
Aug 26, 2027	Aug 30, 2027	Aug 4, 2027	Aug 25, 2027	Sep 1, 2027
Sep 9, 2027	Sep 13, 2027	Aug 18, 2027	Sep 8, 2027	Sep 15, 2027
Sep 23, 2027	Sep 27, 2027	Sep 1, 2027	Sep 22, 2027	Sep 29, 2027
Oct 6, 2027	Oct 8, 2027	Sep 15, 2027	Oct 6, 2027	Oct 13, 2027
Oct 21, 2027	Oct 25, 2027	Sep 29, 2027	Oct 20, 2027	Oct 27, 2027
Nov 4, 2027	Nov 8, 2027	Oct 13, 2027	Nov 3, 2027	Nov 10, 2027
Nov 18, 2027	Nov 22, 2027	Oct 27, 2027	Nov 17, 2027	Nov 24, 2027
Dec 2, 2027	Dec 6, 2027	Nov 10, 2027	Dec 1, 2027	Dec 8, 2027

APPENDIX A - PRODUCT SPECIFICATIONS

News Insert

- Standard 2-inch placement
- Additional space available at \$175 per inch (maximum 6")
- Headline: Maximum 10 words
- Body Copy: Maximum 30 words
- Image: High-resolution PNG encouraged
- Maximum 2 images
- Subject to editorial review

PRODUCT X® TABLETS ARE NOW BACK IN STOCK

Product X® tablets are back in stock. Learn more about the benefits, dosing, and availability.

[READ MORE](#)



Marquee / Interactive Marquee

- Artwork Size: 1000 x 250 px
- Formats: Animated GIF (with static fallback) or vector
- First-come, first-served
- Maximum 12 placements per client annually
- No reruns



PRODUCT X® TABLETS ARE NOW BACK IN STOCK

→ Learn More About Product X®

Sponsored Editorial Specifications

PEER-TO-PEER
Insights and Perspectives Shaping Pharmacy Practice

"Grabline: an intriguing point quoted from the article"

A short summary of the article in 3-4 sentences. It highlights the main idea and key points. The goal is to give readers a clear sense of the content.

Sponsored by Name of Pharma Company

[Read the Full Editorial](#)

Full Editorial

PharmaDirect™ **QUEST EDITORIAL**

PEER-TO-PEER
Insights and Perspectives Shaping Pharmacy Practice [Article publication date]

[Article Title]

[Author Name and Credentials]

[Author Bio] - Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Curabitur pretium tincidunt lacus, non sodales sem viverra nec. Fusce sit amet orci quis arcu vestibulum vestibulum, ac interdum mauris.

Sponsored by Name of Pharma Company

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References:

- 500 – 800 words, authored by licensed Canadian pharmacists
- Includes author photo, bio, title, summary, and references
- Clearly labeled sponsorship attribution
- Subject to editorial review

APPENDIX B - EDITORIAL STANDARDS & CONTENT REVIEW

- All submitted content is reviewed by the PharmaDirect™ Editorial Team to maintain professional credibility and value for pharmacists.
- The team reserves the right to request revisions, adjust formatting, or reject content that does not meet standards.
- Sponsored editorials must be educational, non-promotional, and provide practical value.

APPENDIX C - CAMPAIGN POLICIES & TERMS

Program Eligibility & Campaign Requirements

- Enhanced Programs are customized based on campaign objectives, deliverables, and duration.
- Dedicated Email Deployments are available for campaigns that complement associated PharmaDirect™ newsletter content and target pharmacist audiences.
- Bundle savings apply to eligible PharmaDirect services only and exclude flow-through costs and other promotional discounts.
- Additional campaign customization is available upon request.

Campaign Distribution

Campaigns are distributed through:

- PharmaDirect™ Newsletter (Email)
- PharmaDirect™ Fax Edition (with download link to full issue)
- PharmaDirect™ Online

All campaigns include engagement reporting where applicable

Publication Policies

- PharmaDirect™ reserves the right, though rarely exercised, to postpone or cancel a scheduled publication.
- Should this occur, affected placements will be rescheduled and clients will be notified in advance.
- Reject content that does not meet publication standards

Cancellation Policies

- News Insert cancellations made within one business day of publication are subject to a \$175 cancellation fee.
- Marquee cancellations made within one business day of publication are subject to a \$250 cancellation fee.
- Sponsored Editorial cancellations made within one business day of publication are subject to a \$750 cancellation fee.

Let's Shape the Future of Pharmacist Engagement

Whether your objective is product awareness, clinical education, market research, or long-term pharmacist engagement, PharmaDirect™ provides integrated solutions designed to connect your organization with one of Canada's most influential healthcare audiences.

Our team will work with you to develop a customized engagement strategy aligned with your therapeutic area, objectives, and budget.campaign.

Contact your PTM Account Director today to begin planning your 2027



Get in touch: contact@ipharmadirect.com

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2027 Partner Guide