

MEDIA PACK 2012

Advertising in **OTC bulletin** gets your message across to consumer healthcare industry executives worldwide. They find **OTC bulletin** is essential reading: they read every issue, keep back issues for reference and frequently refer to them. Advertisers in **OTC bulletin** get cost-effective exposure of their promotional messages to their target audience with no wastage. Everybody who reads **OTC bulletin** is involved with the industry.

OTC bulletin is essential advertising

- **OTC bulletin** is the only dedicated European-based consumer healthcare newsletter which accepts advertising and is the ideal platform for getting your messages across to the non-prescription medicines and unlicensed healthcare products sectors of the pharmaceutical industry.
- **OTC bulletin** offers a choice of four cost-effective promotional services – traditional print advertising, loose inserts, electronic advertising and direct mail – all designed to assist you in meeting your marketing objectives.
- **OTC bulletin** is the only publication for promoting specialist OTC expertise, products and services – with no readership wastage.
- **OTC bulletin** reaches senior consumer healthcare industry executives in all major European markets and beyond.

Who should advertise

If your target audience is the consumer healthcare sector, you should advertise your products and services in **OTC bulletin**. Advertisers include:

- OTC firms – offering businesses, products and licensing deals
- Advertising agencies, public relations companies and marketing consultants
- Contract manufacturers
- Drug delivery specialists
- Packaging suppliers
- Training, conference and meeting organisers
- Regulatory affairs and product development consultants
- Recruiters

A confidential box-number reply service is available, which OTC firms use to buy or sell, in-license or out-license, products and even businesses.

DISPLAY ADVERTISING in OTC bulletin. All rates quoted in GB£

	FULL COLOUR		MONO	
	one	three	one	three
Number of insertions				
DPS	£2,310	£2,080	£1,560	£1,405
Full page	£1,460	£1,315	£940	£850
Half page	£1,125	£1,015	£605	£545
Third page	£995	£895	£470	£420
Quarter page	£860	£775	£340	£305

Other series discounts

(completed within 12 months)

4-9 insertions – less 15% of single insertion rate

10+ insertions – less 20%

20 insertions – less 25%

Agency discount – less 10%

Classified – Three columns per page; column size 256mm high x 60mm wide. Rate: £30 per sec.

Special positions – Inside front, first right-hand page, back cover – plus 15%.

Special sizes – rates on request.

Copy deadline – 10 working days in advance of publication.

INSERTS in OTC bulletin

Loose insert (maximum size A4, not exceeding 20 grams each) £750.

Rates for inserts exceeding 20 grams upon request.

LINEAGE ADVERTISING in news@OTCbulletin

A brief announcement (up to 300 characters) with the option to include a link to the advertiser's website

One insertion – one week £250; two weeks £450; three weeks £675; four weeks £900.

Rates for multiple insertions and other durations upon request. Copy deadline – Friday weekly.

DIRECT MAIL to OTC executives

Blind-label rental £370 per thousand (plus mailing house charges – stationery/handling/postage).

Rates upon request for personalised mail merge letters. Minimum rental charge £500.

The **OTC bulletin** subscribers database can be rented for a solus mailing of your literature. In addition, over 1,500 named UK-based OTC industry executives can be mailed through our promotional database. This database has been researched and kept up-to-date by

our in-house subscriptions team for our own promotional purposes. Your mailing can be handled through our mailing house or laser labels can be supplied to a pre-approved third-party mailing house. These data are available on a blind-rental basis only.

All rates are subject to VAT as applicable.

MECHANICAL & TECHNICAL DATA

ADVERTISEMENT SIZE	TYPE AREA
DPS	272 x 400 (Trim size 297 x 420; bleed size 307 x 430)
Full page	272 x 190 (Trim size 297 x 210; bleed size 307 x 220)
Half page horizontal	123 x 190
Third page vertical	272 x 60
Third page horizontal	87 x 190
Quarter page	100 x 124

Measurements are quoted in millimetres and as height x width (DPS = double page spread)

Process: Offset litho on 100gsm satin finished art paper.

Material required: We prefer to receive artwork as a digital file in either PDF format, press optimised for Acrobat Distiller or any of the following in the specified or later versions only: QuarkXpress 9; Illustrator 9; CS5.5.

Bitmap/scan files (ideally from Photoshop compatible softwares) must be 300dpi minimum, CMYK or greyscale and include all linked pictures and all fonts as embedded subsets supplied together with the original application file. Advertisements may be supplied on disk or via e-mail.

Production: Advertisements can be produced in-house for an additional charge. Please contact us for a quotation.

Proofs: Proofs: All advertisements must be accompanied by a hard-copy, high resolution laser proof.

Essential reading for the consumer healthcare industry, OTC *bulletin* is also essential advertising for companies wanting to increase their business with the OTC industry.

First published in 1993, **OTC *bulletin*** is the leading business newsletter specialising exclusively in the over-the-counter self-medication market – non-prescription medicines and unlicensed healthcare products.

OTC *bulletin*'s readers gain insights into the way leading OTC companies are growing their businesses. **OTC *bulletin*** not only reveals company strategies and plans, it also highlights and analyses the issues that shape those strategies.

Regular in-depth feature articles enable top OTC companies to benchmark the effectiveness of their businesses and to evaluate growth opportunities in major markets, both established and emerging. These feature articles provide a relevant focus for advertisers; while regular news sections devoted to marketing and regulatory changes offer advertising opportunities for service providers in these areas.

The latest moves in the OTC industry, covered by the regular 'People' page, provide a platform for 'Appointments' advertising for senior OTC vacancies.

OTC *bulletin* reports:

- OTC company performances
- prescription-to-OTC switches
- OTC brand extensions
- OTC marketing data
- OTC product category developments
- new OTC licensing requirements
- successful OTC advertising

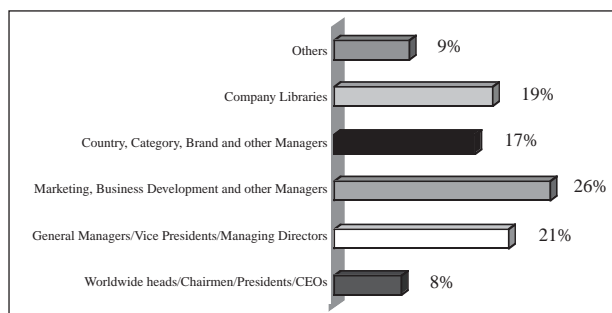
Unique Advertising and Sponsorship Opportunities

Now in their 17th year, the **OTC Marketing Awards** organised by **OTC *bulletin*** are eagerly anticipated by the UK's leading OTC firms. They culminate in a glittering Gala Dinner and Awards Presentation held on London's Piccadilly in March attended by around 450 of the industry's top executives. No other Awards focus exclusively and entirely on the British OTC industry in both pharmacy and grocery. These Awards offer unique advertising and sponsorship opportunities. For further information please contact Val Davis on +44 (0)1564 777550 or send an e-mail to val.davis@otc-bulletin.com

*Individual annual subscriptions comprise 20 issues of the hard-copy OTC *bulletin* newsletter delivered by air mail and around 45 weekly news@OTCbulletin e-mails. The hard-copy newsletter is published twice-monthly in all months except December, January, July and August when it is published monthly. Individual annual subscriptions cost £655 in Europe and £685 outside Europe. Alternatively, companies can purchase a Global Site Licence which provides electronic issues of OTC *bulletin* magazine and news@OTCbulletin benefiting all of their employees worldwide.*

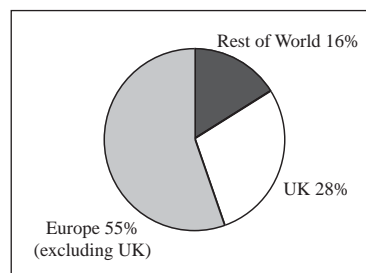
As a fully paid-for, subscription publication, **OTC *bulletin*** is a 'cover-to-cover' read and reference source for senior OTC executives. **OTC *bulletin*** has more than 3,500 readers in subscribing organisations. This wide-ranging readership is drawn from senior management, category management, business development and regulatory affairs personnel. They are involved in manufacturing, distributing or marketing licensed medicines or unlicensed healthcare products at independent OTC firms, international consumer healthcare companies, and major pharmaceutical organisations. In addition, several of the world's leading OTC firms have a Global Site Licence to **OTC *bulletin*** for the benefit of all their employees worldwide. This together with an average pass-on readership of 4.8 readers per issue for hard-copy subscriptions and an on-going promotional programme ensures that **OTC *bulletin*** circulates widely through out the consumer healthcare industry. Most importantly, it is read by consumer healthcare executives involved in their companies' buying decisions.

Breakdown of subscribers by job title and by geographical regions:



Breakdown of subscribing organisations:

- OTC companies in over 45 countries worldwide
- All the top companies in Europe's major OTC markets
- Over 95% of UK OTC companies
- 75% are international and national OTC firms or the OTC divisions of pharmaceutical companies based in Europe, the US and elsewhere
- 25% are OTC distributors, retailers or are in service industries and related fields



PUBLISHING SCHEDULE 2012

Issue	Issue Date	Supplement/Conference distribution	Advertising copy deadline
375	Friday 20 January		Friday 6 January
376	Friday 10 February	AESGP Reg (21-22 Feb)/ OTC Awards Nominations	Friday 27 January
377	Friday 24 February		Friday 10 February
	<i>Tuesday 6 March</i>	<i>OTC Awards Winners Supplement</i>	<i>Friday 17 February</i>
378	Friday 16 March	OTC Awards Winners Supplement	Friday 2 March
379	Friday 30 March		Friday 16 March
380	Friday 13 April		Friday 30 March
381	Friday 27 April		Friday 13 April
382	Friday 11 May		Friday 27 April
383	Thursday 31 May	AESGP Annual (6-8 June)	Friday 18 May
384	Friday 15 June		Friday 1 June
385	Friday 29 June		Friday 15 June
386	Friday 27 July		Friday 13 July
387	Friday 10 August		Friday 27 July
388	Friday 7 September		Friday 24 August
389	Friday 21 September		Friday 7 September
390	Friday 12 October		Friday 28 September
391	Friday 26 October		Friday 12 October
392	Friday 9 November		Friday 26 October
393	Friday 30 November		Friday 16 November
394	Friday 14 December		Friday 30 November

The publisher reserves the right to modify these dates according to prevailing circumstances and without prior notice. ISSUED 10/11.