



MM&M
MEDICAL MARKETING & MEDIA

2015 MEDIA KIT



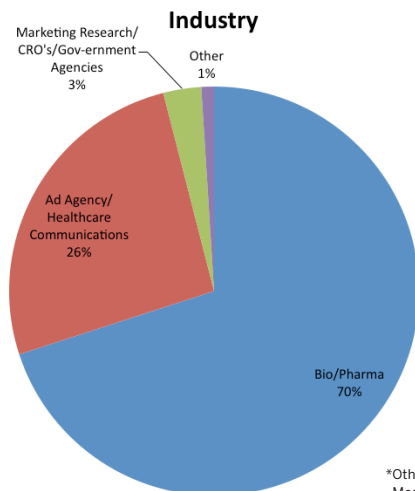
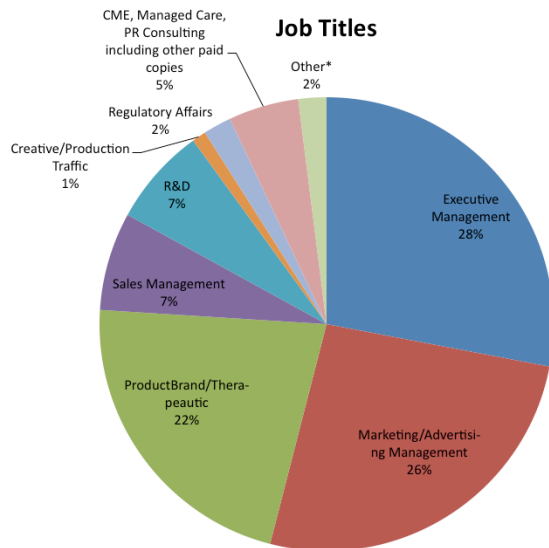
mmm-online.com

2015 MEDIA KIT MMM-ONLINE.COM

CORE READERSHIP

Marketers need insight that drives action and profitable outcomes. Getting that insight takes the right mix of data, strategy, content and technology. MM&M provides the essential information on marketing trends, successful strategies and core technologies that marketers need to get from raw data profitable insight. Through a multiplatform mix of news and analysis, case studies, in-depth features, KOL forums and unbiased reporting of the life sciences industries for over 47 years, MM&M continues to be the #1 essential “go-to” resource for pharmaceutical, biotech and device/diagnostics industry leaders. MM&M helps readers navigate the complex healthcare environment and ahead of the competition.

- 100% year-one direct request
- 100% BPA qualified
- 72% pharma/biotech/device diagnostics titles



*Other includes Medical Director, Media, and Market Research

Healthcare Manufacturers	9,838
Advertising/Marketing Agency	3,609
Media Companies	378
Service/Support Companies (market research, government agencies, trade associations, CRO's)	152
Other allied to the field	123
TOTAL CIRCULATION:	14,100

*June 2014 BPA Statement



Contact Information: Doreen Gates | (267) 477-1151 | Doreen.Gates@haymarketmedia.com

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PRINT ADVERTISING RATES 2015

DISPLAY ADVERTISING	1x	3x	6x	12x
Double Page Spread	\$15,397	\$14,781	\$14,189	\$13,621
Full Page	\$8,516	\$8,216	\$7,769	\$7,498
1/2 Page	\$6,197	\$6,013	\$5,709	\$5,436
1/4 Page	\$4,856	\$4,737	\$4,543	\$4,290
Strip Ad	\$4,050	\$3,830	\$3,640	\$3,250

These rates are for 4-color. Additional charges may apply for 5-color. All rates are gross.

DISRUPTIVE/PREMIUM POSITIONS

Mock Cover	\$30,000
Cover Tip	\$22,500
Belly Band	\$15,000
Inside Front Cover Gate Fold	\$24,000
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%
TOC	add 15%
Editor's Desk	add 10%

MMM SCHEDULE 2015	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Booking Deadline	12/4	1/7	2/4	3/6	4/7	5/6	6/8	7/8	8/6	9/4	10/8	11/3
Materials Due	12/10	1/13	2/10	3/12	4/13	5/12	6/12	7/14	8/12	9/11	10/14	11/9

*all print are gross



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PRINT ADVERTISING SPECIFICATIONS

FILE FORMATS ACCEPTED

PDF or PDF-x1a's

- High resolution 300 dpi
- CMYK
- Please name file:
Client_Name_MMM_Issue_Date
- (If providing a double page spread, a single file should be provided for each page)

For additional information on creating PDF files, contact the MM&M Magazine production department. All ads supplied must have all fonts either made into outline or embedded within, no TrueType fonts. This helps eliminate re-flowing and font clash issues and also avoids the illegal transfer and/or unauthorized use of font software. A read-me file should be supplied explaining which format the ad has been saved in and any specific instruction about how the file should be opened.

PROOFS

SWOP certified color proofs should be provided for color and content; 100% of finished size. We cannot be responsible for final printed color or content without a proof that accurately represents the submitted digital file.

SEND ADVERTISING FILES WITH PROOF TO:

Ada Figueroa
MM&M Production Department
114 West 26th Street, 4th Floor
New York, NY 10001
Telephone: 646-638-6065
Fax: 646-638-6120
E-mail compressed file to:
ada.figueroa@haymarketmedia.com

AD TRIM SIZE SPECIFICATIONS (IN INCHES)

Ad size	Width	Height
2 Page Spread*	16.5	10.875
Full Page*	8.25	10.875
1/2 Page Spread**	16.5	5.375
1/2 Page (vertical)	3.5	9.675
1/2 Page (horizontal)	7.175	4.6
1/4 Page (vertical)	1.675	9.675
1/4 Page (square)	3.5	4.6
1/4 Page (strip)	7.187	0.9

* Add 1/8" bleed on all sides.

** Add 1/8" bleed on left, right, and bottom sides.

If providing a double page spread ad, a single file should be provided for each page.

FTP

- Haymarket Media FTP site:
ftp://ftpuser:newyork@ftp1.haymarketmedia.com
- Login: ftpuser
- Password: newyork
- Place in incoming MM&M Magazine folder

PUBLICATION TRIM AND BLEED SPECIFICATIONS:

Trim: 8 1/4" by 10 7/8". Keep all live matter a minimum of 1/4" in from trim. All bleed ads should allow 1/8" of bleed.
Line Screen: 175-line screen. Min and Max dot size: 5% to 95%
(Overall printing density of all colors cannot exceed 280%).



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WEB PLACEMENTS

Monthly Page Views	Monthly Visits	Monthly Unique Visitors
125k	74k	54k

Site Skin (see specs)



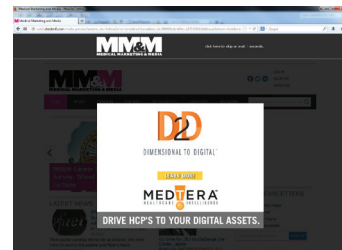
Leaderboard (728x90)

IMU (300x250)

Page Peel (640x480)



Prestitial (640x480)



Pushdown (980x418)



Stationary Bottom Banner (950x90)
& Stationary Side Bars (300x250 or 300x600)



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NEWSLETTERS

The following editorial newsletters are published by Medical Marketing & Media and are available for sponsorship. Sponsorship includes a leaderboard and a text box banner located above the fold.

Leaderboard
(72x90)

IMU
(300x250)

The screenshot shows the top of the MM&M News Brief newsletter. At the top is a banner with the text "Put tired thinking out to pasture" and "step up to Giant". Below this is the "MM&M NewsBRIEF" header. The main content area includes "LATEST NEWS" with headlines like "LILLY SALES FALL, DRUGMAKER TO KEEP REP COUNT LOW" and "CONSUMERS SWAYED BY COMPARATIVE DRUG CLAIMS: STUDY". There is also a "FROM OUR SPONSOR" section with the MM&M logo and a small article snippet.

MM&M News Brief

Sent out Monday - Thursday reaching over 12,000 opt-in subscribers promoting the latest articles, news, and breaking stories of the day.

■ Principle Sponsorship includes:
Leaderboard (728 x 90) & IMU (300 x 250) every Monday, Tuesday, Wednesday or Thursday for the full month

■ Text Sponsorship includes:
50 words of text, URL, company logo every Monday, Tuesday, Wednesday or Thursday for the full month

Leaderboard
(72x90)

IMU
(300x250)

The screenshot shows the top of the MM&M Weekly Digest newsletter. It features an "ADVERTISE HERE" banner at the top with the LiveIntent logo. Below is the "MM&M WeeklyDIGEST" header. The main content area includes "THIS WEEK'S BIG STORIES" with a featured article by Bruce Grant. There is also another "ADVERTISE HERE" banner with the LiveIntent logo.

MM&M Weekly Digest

A weekly newsletter delivered to over 14,000 subscribers every Friday consolidating the top stories from the daily News Brief that week.

■ Principle Sponsorship includes:
Leaderboard (728 x 90) & IMU (300 x 250)

■ Text Sponsorship includes:
50 words of text, URL, company logo

Leaderboard
(72x90)

The screenshot shows the top of "THE SPLASH by MM&M" newsletter. It features a banner at the top with the text "LEARN MORE Vaccines: The End of Illness" and "INSIGHT". Below this is the "the SPLASH from MM&M" header. The main content area includes a featured article titled "Keeping Pace with Patients" with a sub-headline "IN CHECK". There is also a "CLICK HERE" link for more information.

THE SPLASH by MM&M

Highlighting the lead feature of our monthly publication before it hits our subscribers' mailbox - making them aware that the issue is on its way but they can view a sneak peek of the cover story online first.

■ Principle Sponsorship includes:
Leaderboard (728 x 90)

■ Text Sponsorship includes:
50 words of text, URL, company logo



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ADVERTISING RATES

DIGITAL

ONLINE DISPLAY

Frequency	Leaderboard (728x90)	IMU (300x250)	Navigation Bar (980x30)
1 month	\$1,875	\$1,750	\$1,625
3 months	\$1,750	\$1,625	\$1,530
6 months	\$1,625	\$1,500	\$1,450
12 months	\$1,250	\$1,375	\$1,250

*25,000 minimum impressions guaranteed

ONLINE DISPLAY

Frequency	Page Peel (see specs)	Stationary Banner (950x90)	Stationary Side Bars (300x250 or 300x600)
1 month	\$4,450	\$2,344	\$4,375
3 months	\$3,850	\$2,250	\$4,200
6 months	\$3,455	\$2,156	\$4,025
12 months	\$3,291	\$2,065	\$3,850

INTERACTIVE/RICH MEDIA

Frequency	Prestitial (640x180)	Pushdown (980x418)	Skin (see specs)
1 week	\$2,100	\$1,600	\$4,300
2 weeks	\$2,040	\$1,540	\$3,800
3 weeks	\$1,980	\$1,480	\$3,400
4 weeks	\$1,800	\$1,300	\$3,000

NEWSLETTERS

Principle Sponsorship	MM&M NewsBrief (728x90, 300x250)	Weekly Digest (728x90, 300x250)	The Splash by MM&M (728x90)
1 month	\$4,500	\$6,300	\$2,400
3 months	\$4,300	\$5,900	\$2,250
6 months	\$4,000	\$5,600	\$2,000
12 months	\$3,800	\$5,300	\$1,850
Text ad only			
1 month	\$3,200	\$2,600	\$1,050
3 months	\$2,900	\$2,450	\$850
6 months	\$2,600	\$2,200	\$775
12 months	\$2,300	\$2,000	\$600

*MM&M NewsBrief deploys daily Monday-Thursday. One month equates to four newsletters/Weekly Digest deploys every Friday/The Splash deploys once a month.

MM&M AGENCY GALLERY

Type	Platinum	Gold	Silver
Annual rate	\$2,900	\$1,900	\$1,300



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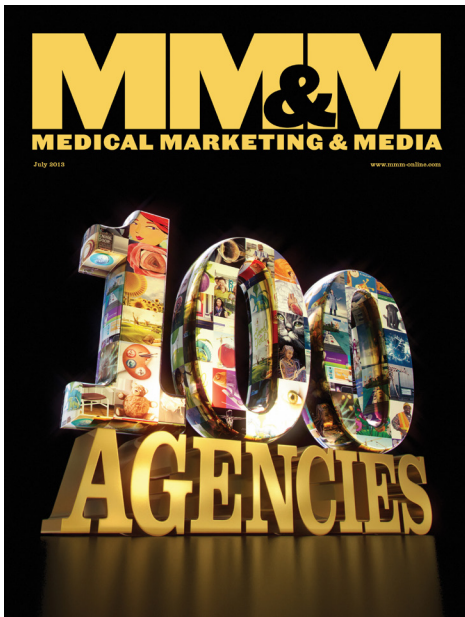
ONLINE AGENCY GALLERY

Brand your company and highlight your expertise and talent with an online listing in MM&M Agency Gallery!

MM&M-online.com averages over 74k unique visitors and 125k page views per month. We present several listing options, to enhance your company's online presence.

For all listings

Links within MM&M-online Home, News, Features pages and MM&M Newsbrief eNewsletter, providing corporate branding and driving traffic to the Agency Gallery



Be one click away from buying decisions of thousands of industry professionals turning to the MM&M Agency Gallery every day. Stand out in the areas that best define your capabilities and drive leads to your company.

3 OPTIONS AVAILABLE!

**OPTION A
Platinum Listing
\$2,900**

Full color logo, Company contact information, Company URL, Company description (Profile), Creative work showcased, Two corporate assets (White paper) with 50 word description and PDF for each, Company video or slide presentation, Social media URLs



**OPTION B
Gold Listing \$1,900**

Full color logo, Company contact information, Company URL, Company description (Profile), Creative work showcased



**OPTION C
Silver Listing \$1,300**

Full color logo, Company contact information, Company URL



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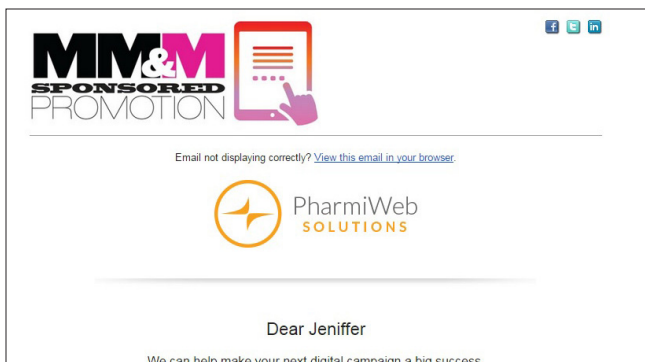
LEAD GENERATION

You want sales leads? We have multiple ways to deliver them. Don't pick just one – ask about our content syndication program which will utilize all appropriate lead generation products to guarantee you the most qualified, up-to-date, sales and/or marketing ready leads.



WHITEPAPER

Delivered to over 12,000* opt-in integrated marketers. This broadcast service enables companies to announce whitepapers, best practice guidelines, research results and other free literature in all sectors of integrated marketing.



SPONSORED PROMOTION

Delivered to over 18,000* marketers. Sponsorships available for email blast of special client promotions sent to Medical Marketing & Media's subscriber base. Promotion examples include, but not limited to: Webcasts, Trade Show Exhibition, Special Announcements, New Product Launches, Advertisements, Anniversaries, New Business wins, and Congratulatory messages.



TELEMARKETING

Our Telemarketing program utilizes our year-round circulation requalification efforts to target the most customized lead requests. Add proprietary questions to our ongoing circulation efforts to ensure you are only receiving what you deem an acceptable marketing or sales ready lead.

*Siverpop 2014 average

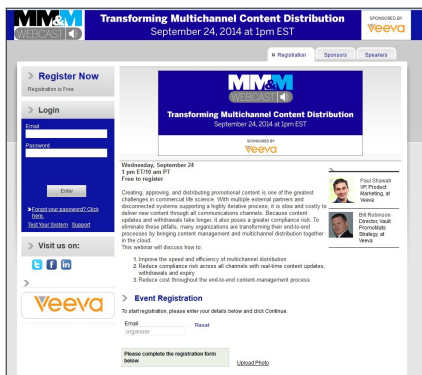


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LEAD GENERATION EVENTS

MEDICAL MARKETING & MEDIA webcasts are an authoritative and interactive marketing opportunity for advertisers, allowing you to communicate thought leadership to a captive audience. Led by a senior editor, webcasts feature the most respected marketing executives. Sponsoring a webcast develops leads culled from the Medical Marketing & Media audience in an educational and informative atmosphere. .



NEW IN 2015:

1. MM&M Sharktank – Geared toward an industry audience longing to connect with innovative organizations but not enamored with the traditional pitching process, we present MM&M Sharktank. In this new webcast format, three vendors/suppliers in a particular space present their business capabilities to a senior leader from a biopharma or device company, and the senior leader acts like the “shark,” grilling them on their contract worthiness. Winners take home an agreement to do work for the shark’s organization. Audiences get to watch new technology and services presented to a third party without having to worry about being hounded or getting stuck in a presentation. Potential topic areas: cloud computing, big data, predictive analytics, sales force platforms, sales force automation, any of the managed services (call centers or BPO vendors; IT; CRO or CSO). Editorial seeds discussion by asking readership for areas of interest or “questions you always wanted to ask” during a pitch.

2. MM&M 20/10 – This new option is an abbreviated version of the standard webcast model, featuring a 20-minute monologue by the sponsor and 10 minutes for audience questions. (The standard format features a 45-minute monologue followed by 15 minutes for Q&A.) With total run time reduced from an hour to a half-hour, MM&M 20/10 is ideally suited for conveying a single opinion on a hot-button topic area.

MEDICAL MARKETING & MEDIA takes responsibility for all webcast promotions, registrations, and on demand promotions afterwards. Your webcast is available on demand for a year after it runs. You will receive all registrant contact information and receive a personalized link to promote and host on demand.

FORMAT	CONTENT CREATION	MODERATOR	SPEAKER RECRUITMENT	SPONSORS OF SPEAKING OPPORTUNITY	OPTION TO PURCHASE WEBCAST FILE
Partner	MM&M and Sponsor	MM&M	MM&M and Sponsor	Sponsor speaks on panel	Yes
Vendor/Supplier	Sponsor	MM&M	Sponsor	Sponsor speaks on panel	Yes
MM&M Sharktank	MM&M and Sponsor	MM&M	MM&M and Sponsor	Sponsor speaks on panel	Yes
MM&M 20/10	MM&M and Sponsor	MM&M	MM&M and Sponsor	Sponsor one-on-one	Yes



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MM&M LEADERSHIP EXCHANGES ROUNDTABLE SPONSORSHIPS

MM&M Roundtable are a tremendous opportunity to interact with other industry thought leaders face-to-face and to be associated with the high-level expertise and insights that will appear in the magazine (and a “Leadership Exchange UNCUT!” ebook*) when the highlights of the discussion are published.



**THE AGENCY-CLIENT
RELATIONSHIP**

Six industry execs candidly discuss the challenges and opportunities of the agency-client relationship

Sponsored by **ICCLOWE**

MM&M brings together a minimum of 6-8 healthcare industry professionals to participate within an editorial roundtable discussion. Participants can include healthcare manufacturers, pharma marketers, biotech, device/diagnostic and other leading industry executives to discuss and analyze critical issues affecting our industry.

HIGH-LEVEL ENGAGEMENT & BRANDING OPPORTUNITY FOR SPONSORS

- Deliver insight on key healthcare trends within an KOL environment
- Demonstrate expertise
- Share thought leadership

Before the event: Sponsor collaborating directly with MM&M editorial team to narrow down topic and a list of panel candidates, that MM&M will take into consideration when pulling together the group of individuals who will make up the final roundtable panel. The final decision on panelists to join the roundtable remains with MM&M.

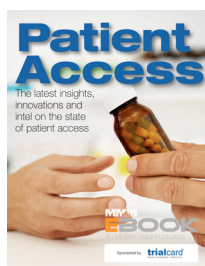
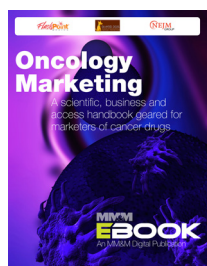
During Event: Sponsor to attend and participate In closed-door Roundtable with one seat at the table

After the event: MM&M will produce a 4 or 5 page editorial analysis piece that will run within our monthly publication. Sponsor to receive full page display advertisement within the print and digital edition of MM&M, aligned with roundtable editorial. Sponsor to receive a PDF the editorial piece to be used in their own marketing efforts creating enduring material for your investment.



2015 MEDIA KIT MMM-ONLINE.COM

eBooks



WHAT IS AN EBOOK?

MM&M's eBook series delivers in-depth reviews of the market and trends, along with practical advice, within specific topic areas of health-care marketing. In 2015, MM&M will continue to produce thought-provoking content on the topics that continue to change the industry landscape. Content marketing has become increasingly popular, as a result— and eBooks are an essential part of a comprehensive content marketing mix.

An eBook provides more content than a whitepaper, but less than a book. MM&M sponsored eBooks are a compilation of content that include several articles or whitepapers on a related theme, executive interviews, and more. They provide an in-depth look at a particular topic, are relevant to a group of targeted prospects or customers, and are designed to engage, educate, entertain and generate leads. eBooks are free to readers in exchange for their contact information and an excellent source of engaged leads.

MM&M EBOOKS ARE DISTRIBUTED VIA:

- Email:** Exclusive email blasts
- Newsletters:** NewsBrief and Weekly Digest
- Website:** Ads, text links and eBook library
- Social Media:** Twitter, LinkedIn & Facebook

THE OPTIONS:

MM&M eBooks, Co-Sponsorships

- MM&M creates content
- Client supplies Full Page ad + Company logo
- Max at 5 sponsors per MM&M eBooks
- Cost: \$6,000 (includes 75 leads)

Custom Content Creating – Exclusive Sponsor

- Sponsor supplies brief
- MM&M creates eBook within 6 weeks
- Approximately 8-10 pages
- \$8,500 + CPL (based on # of leads)

THE BENEFITS:

- Thought Leadership:** Show your expertise and educate our audience in your chosen field
- Leads:** Leads guarantee from downloads
- Branding:** Company name and logo on cover and option for full page ad within the ebook
- Shelf-Life:** MM&M ebooks are archived for 12 months at mmm-online.com

*COST:

Total Leads	CPL	Total Cost
100	\$65	\$6,500
200	\$55	\$11,000
300	\$48	\$14,500

*All rates Net and based on standard filters. Additional criteria will affect rates.



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COLLABORATIVE EDITORIAL FORUMS

SKILL SETS

JANUARY

- Point-of-Care Mktg
- Health Literacy

MARCH

- Multichannel Marketing
- Mobile Marketing

APRIL

- Rare Diseases
- E-Sampling

MAY

- EHRs
- Engaging HCPs

AUGUST

- Cloud Marketing
- Market Research

SEPTEMBER

- Professional Ad Report
- Social Engagement

OCTOBER

- Non-Personal Promo
- Tech Platforms

PARTNER FORUM

- Managed Markets
- Agency-Client Relations
- Electronic Health Records
- MLR Topics
- Social Media
- Non-Personal Promotion
- Sales Force Report
- Reaching HCPs
- Clinical Trials
- Point of Care
- Data & Analytics



SkillSets

A monthly showcase of companies offering expertise, experience and services within specific areas of the industry. In this edition:

- Data Management



IMS Health

MASTER DATA MANAGEMENT

Master Data Management (MDM) is the ability to collect a single version of the truth for key information, systems and to synchronize that across an enterprise. IMS Health offers a suite of MDM capabilities including software services, managed implementations, and technical solutions for managing master information and providing full-scale customer support.

As the healthcare industry continues to evolve, managing data is becoming increasingly more critical. IMS Health offers an increased focus in joining data right. IMS Health has a long history of joining clients with specific MDM solutions in areas of strategic, governance, data harmonization, data reworking and enrichment services.

Client benefits from the depth of our knowledge and experience to:

- Strategy development and implementation
- Data governance and data quality
- Data integration and analysis
- Information lifecycle management
- Information quality management and risk/loss
- Data harmonization

We are uniquely qualified and work with many of the leading professional and medical device companies to integrate and manage master sets of healthcare information data (MDM), and managing master information from its source through distribution, manufacturing and clinical practice to advance drug production and compliance.

THE BENEFITS

- A successful Master Data Management program.
- Proven capabilities for your combined track.
- Apply a single source of clean data to your enterprise.

ADVERTISER SECTION

COMPANY

imshealth
SOLUTIONS

Address: One IMS Drive, Plymouth Meeting, PA 19068
 Phone: 610-261-3333
 Website: www.imshealth.com
 Email: sales@imshealth.com
 Office Locations: Parsippany, New Jersey; Seattle, Washington; Phoenix, Arizona

PARTNER FORUM

Has risk information run rampant?

Do you think there's too much risk information in DTC ads and why? What other obstacles lie in the path of effective social media?



Amy Whitehead
VP of Marketing, IMS Health



Andy Miller
Senior Director, IMS Health



Richard Dink Felt
Chief Executive, IMS Health



Michael Rymer
VP of Marketing, IMS Health

White: The FDA updates its guidance on DTC advertising for pharmaceuticals. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

Miller: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

Felt: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

Rymer: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

When consumers don't get a response from traditional channels, they know the quickest response will come from a simple tweet

PARTNER FORUM

Is guidance stifling social media?

Do you think there's too much risk information in DTC ads and why? What other obstacles lie in the path of effective social media?



Jay Williams
Senior Director, IMS Health



Philip Stone
Senior Director, IMS Health



Joe Davis
Senior Director, IMS Health



Michelle Powers
Senior Director, IMS Health

Williams: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

Stone: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

Davis: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

Powers: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

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PARTNER FORUM

Is data the key to trial recruitment?

Do you think there's too much risk information in DTC ads and why? What other obstacles lie in the path of effective social media?



Matt Evans
Senior Director, IMS Health



Joe Daniels
Senior Director, IMS Health



Mark Brinkman
Senior Director, IMS Health



Dag Carter
Senior Director, IMS Health

Evans: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

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Brinkman: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

Carter: The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads. The new guidance is intended to reduce the amount of information that is included in DTC ads.

We need to build community around the growing number of patients who are becoming engaged in their own health



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THE COMPLETE MARKETING PARTNER

	BRAND BUILDING	LEAD GENERATION	THOUGHT LEADERSHIP	EDUCATION	RELATIONSHIP BUILDING
Display Advertising	✓		✓		
White Paper	✓	✓	✓	✓	
Website	✓	✓			
Newsletters	✓	✓			
Custom eBlasts	✓	✓			
Webinars	✓	✓	✓	✓	
Conferences	✓		✓	✓	✓
Custom Events	✓	✓	✓	✓	✓
Custom Surveys	✓	✓	✓	✓	
Lists, Reprints & Web Licensing	✓			✓	
MM&M Skill Sets Live	✓	✓	✓	✓	✓