

MM&M



MM&M Game Changers:

Game Changers will be a special supplement to *MM&M*, with a focus on innovation and future trends in the healthcare marketing and communications arena. A special advertiser section will showcase companies, whose innovative practices, initiatives, platforms, technology and other offerings have helped shape the pharmaceutical, biotech and medical device landscape. As in other dynamic industries, these visionaries enable the industry to

approach marketing and sales on an entirely different level in a short period of time. Game Changers will be published and distributed with the April 2015 issue of *MM&M* and will also be available online as a digital edition inclusive of live links back to your company's designated URL.

This special supplement will also have bonus distribution at the DTC National Convention in Washington, DC, April 7-9 and the MM&M Transforming Healthcare Conference in New York, NY, April 30th.

Editorial

A robust section of editorial content will explore many of the evolving and future trends affecting the industry, from advances in digital technology and data/analytics capabilities to shifts in marketing strategy.

Placement Details

Advertisers will receive a 4-color, double-page spread within the Game Changer Company Showcase section. This includes a full-page display ad alongside a full-page listing to communicate services and offerings, company description, contact information and an example of its work. In addition to the supplied information, each advertiser will provide an answer to the question: "What will be the game-changing trend over the next five years?" Maximum word count for each Company Showcase will be 375 words in total (including a maximum of 100 words to answer the question).

4-color, double-page spread: \$7,200 (Net)

Ad Close: February 27, 2015

Text/Logo Due: March 4, 2015

Display Ad Due: March 5, 2015

For advertising opportunities, contact: Doreen Gates at 267-477-1151, doreen.gates@haymarketmedia.com or Tamika Hart at 646-638-6152, tamika.hart@haymarketmedia.com
Send all materials to Ada.Figueroa@haymarketmedia.com

An annual supplement focused on innovation in healthcare marketing, including an advertiser showcase of "game-changing" companies

Full Company Name

Company Profile

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Services and Offerings

- Digital promotion
- Interactive marketing
- Multi-channel marketing
- software & interface
- Field-sales integration (iPad / tablets)
- Active eLearning

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Core Capabilities

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LOGO HERE

Address 800 Madison Plaza, 3rd Floor, Parsippany, NJ 07054 **Phone** 212-777-7777
Website www.your-company.com **New Business Contact** John Smith, Chief
Innovations Officer, john.smith@company.com or 212-777-7777
Year Founded 1999 **Employees** 50 **Holding Company** Company Name
Sample Clients Company Name **Office Locations** City, State



What will be the game-changing trend over the next five years?

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ACTUAL PAGE SIZE: 8.25 X 10.875

Production Specs: Please provide text for agency description for the categories listed above as a Microsoft Word file. The type will be formatted by MM&M according to the template shown above. Logo must be supplied as a 300 DPI JPEG or Illustrator EPS file (CS6 or below). Word count must not exceed 375. A maximum of 3 proofs will be provided for artwork submitted on deadline. Artwork that is late will receive a proof as a courtesy with no changes allowed. Please inquire with your sales representative in regards to category substitutions if needed.