



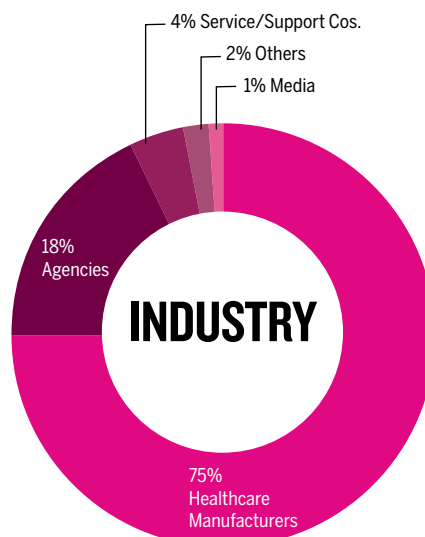
# 2016 MEDIA KIT



# 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 multi-platform mix of news and analysis, case studies, in-depth features, KOL forums and unbiased reporting of the life sciences industries for 50 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.

- BPA audited circulation
- 75% pharma/biotech/device diagnostics titles



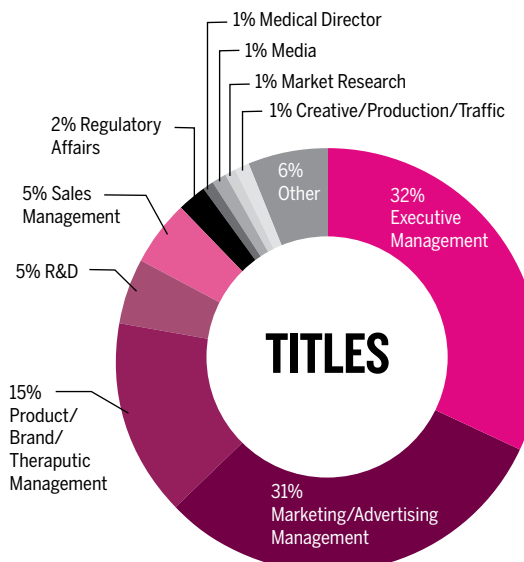
\*Percentages from September 2015 issue

# 16,412\*

**TOTAL CIRCULATION**

Healthcare Manufacturers	12,492
Advertising/Marketing Agency	2,933
Media Companies	118
Service/Support Companies (market research, government agencies, trade associations, CROs)	674
Other allied to the field	195
<b>TOTAL CIRCULATION</b>	<b>16,412</b>

Source: June 2015 BPA Statement



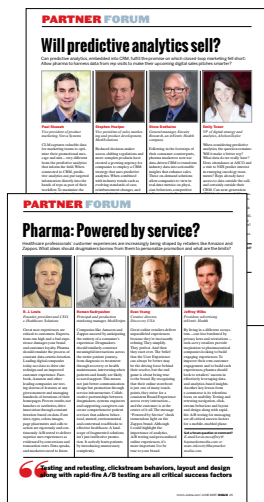
\*14,100 June 2015 total circulation

# COLLABORATIVE EDITORIAL FORUMS

## PARTNER FORUM

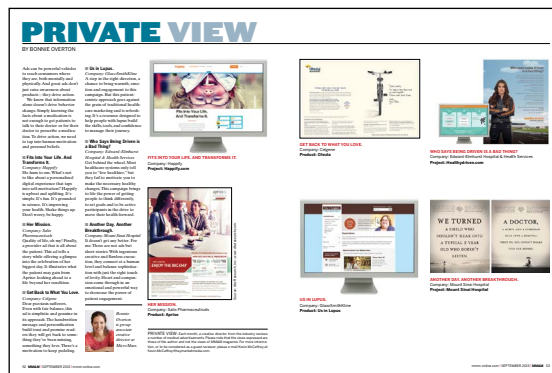
### ISSUE DATE TOPIC

January	Market Research
February	Specialty Pharma
March	Sales Force Enablement
April	Content Marketing
May	The Agency-Client Relationship
June	Clinical Trials
August	Emrs
September	Engaging The Hcps
October	Rare Diseases
November	In the Cloud
December	None



## PRIVATE VIEW

A gallery of creative assets from current campaigns in the market, the Private View is a place to check out what's new in health marketing.



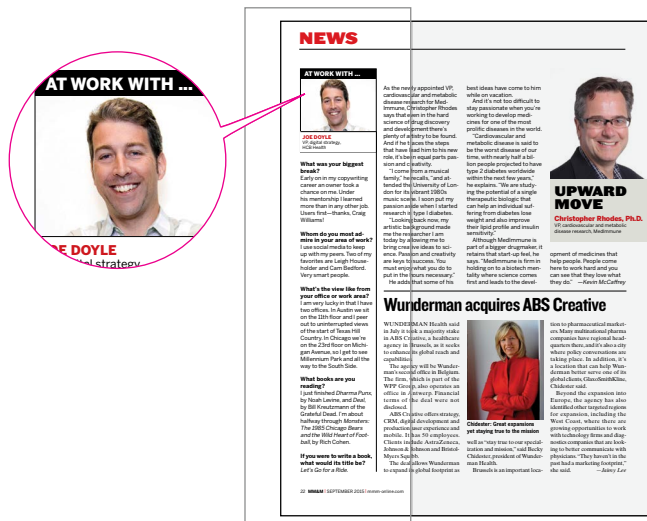
## VIEWPOINT

Opinion pieces from industry leaders across a range of health and pharmaceutical organizations, with an emphasis on timely and provocative insights



## AT WORK WITH

An informal and entertaining Q&A with health and pharma marketing professionals. The section gives us a glimpse into the day-to-day life of some of the industry's biggest names.



# SIGNATURE SUPPLEMENTS

MM&M produces three print supplements annually that address key trends, topics, innovations, technologies, insights and more that affect the healthcare marketing arena within the biopharma landscape. The 2016 MM&M supplements are polybagged with a monthly issue of MM&M reaching over 16,200 MM&M loyal subscribers.

### BRANDING & THOUGHT LEADERSHIP OPPORTUNITY FOR YOUR COMPANY

Advertisers will receive a 4-color, double-page spread within the Partner Companies Showcase section. This includes a full-page display ad alongside a full-page profile to communicate services, offerings and capabilities, company description, contact information and more. In addition, each company invited to answer to the specific Supplements editorial question to appear within the Partner Companies Showcase section.



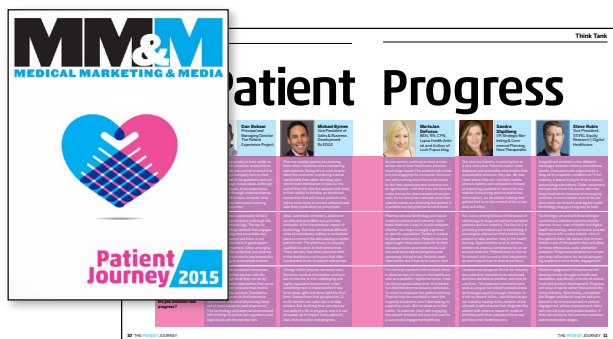
## MARCH 2016 ENGAGING HEALTHCARE AUDIENCES IN AN OMNICHANNEL WORLD

This stand-alone guide takes a deep dive into how health companies reach audiences across traditional and cutting-edge platforms. This guide will provide a cogent road map for embarking on and improving upon new and emerging multichannel strategies. A special advertiser section will showcase companies marshaling strategies across channels while delivering demonstrable results for pharma, biotech and medical device marketers. The supplement will be polybagged with the March issue of MM&M, which will also feature our groundbreaking Healthcare Marketers Survey, making this a compelling package covering the breadth of health marketing challenges and practices.



## APRIL 2016 GAME CHANGERS

Game Changers is 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 showcases 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.



## JUNE 2016 THE PATIENT JOURNEY

The Patient Report is a supplement to MM&M that, on an annual basis, pulls together the latest data, trends, insights, observations, opinions and tips for engaging with patients and making sense of consumer behavior in the healthcare space. It also features a special showcase of companies that specialize in patient engagement and healthcare consumers, rounding out an invaluable one-stop resource for healthcare marketers and communication executives.



# PRINT ADVERTISING RATES

## DISPLAY ADVERTISING

Frequency	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	\$4,000	\$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	\$25,000
Cover Tip	\$18,000
Belly Band	\$12,000
2nd Cover	add 25%
3rd Cover	add 15%
4th Cover	add 35%
TOC	add 15%
Editor's Desk	add 10%

## PRINT SCHEDULE

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Booking Deadline	12/7	1/13	2/11	3/16	4/14	5/10	6/13	7/12	8/16	9/15	10/11	11/4
Materials Due	12/11	1/19	2/17	3/22	4/20	5/16	6/17	7/18	8/22	9/21	10/17	11/10

\*all print are gross



# PRINT ADVERTISING SPECS

**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 True Type 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:**

Krassi Varbanov  
Production Manager  
114 West 26th Street, 4th Floor  
New York, NY 10001  
Telephone: 646-638-6018  
Fax: 646-638-6120

**E-mail compressed file to:**

krassi.varbanov@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**

- Host: us1-1.hostedftp.com
- Port: 22
- Username: Advertising
- Password: kg@Z}V=3D
- 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%).

## WEB PLACEMENTS

122.4k

MONTHLY  
PAGE VIEWS

80k

MONTHLY  
VISITS

58k

MONTHLY  
UNIQUE VISITORS

Leaderboard  
(728x90)

IMU  
(300x250)

Site Skin  
(see specs)

Partner Content  
(see next page)

Prestitial  
(640x480)

Pushdown  
(980x418)

Page Peel  
(640x480)

- Stationary Bottom Banner (950x90)
- Stationary Side Bar (300x600)

# CONTENT MARKETING AND NATIVE ADVERTISING

The following editorial newsletters are published by Medical Marketing & Media and are available for sponsorship. Sponsorships within the MM&M newsletters include Display sponsorships with leaderboard and IMUs as well as textbox banners ads.

**Native Advertising** on mmm-online.com gives you the opportunity of having your thought leadership content exposed to a premium audience of pharmaceutical, biotech and medical device marketers. Packages include prominent fixed placement in the MM&M home page, for 7 days, and a total of 21-days in high-profile promotional spots.

- MM&M also offers a range of ways for your brand to package and deliver your content, whether in email White Papers, ebooks, or sponsored promotion.
- MM&M's team can even help produce the content for you, in any format, and to your exact specifications.



		SPONSORED CONTENT TIER 1	SPONSORED CONTENT TIER 2
<b>CONTENT</b>	Creation	Client	Client
	Calendar	3 Week Consecutive Rotation	3 Week Consecutive Rotation
	Media Type	Article	Article
<b>DISTRIBUTION</b>	Native	Slot 3/Slot 10	Slot 3/Slot 10
	Social	Facebook/Twitter Share	Facebook/Twitter Share
	Display Placements	—	ROS 3 Weeks/Fixed Placement
	Display Creative	—	728x90 and 300x250
	Amplification	—	—
	Budget	—	—
		<b>\$3,000</b>	<b>\$7,000</b>



## NEWSLETTERS

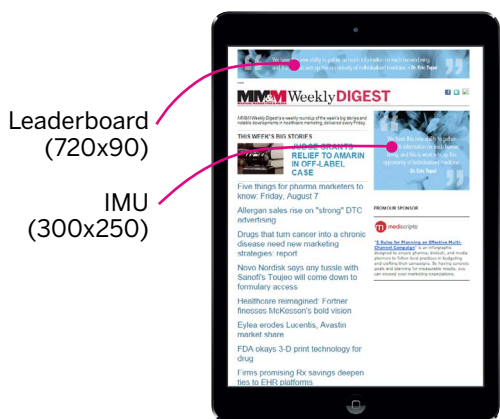
The following editorial newsletters are published by Medical Marketing & Media and are available for sponsorship. Sponsorships within the MM&M newsletters include Display sponsorships with leaderboard and IMUs as well as textbox banners ads.



### MM&M NEWS BRIEF

Delivered Monday through Thursday each week reaching 14,000 opt-in subscribers promoting the latest industry news coverage and expert analysis on all aspects of marketing, including breaking stories of the day.

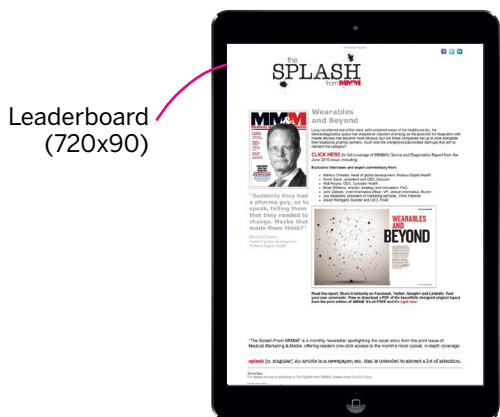
- Principle Sponsorship includes: Leaderboard (728 x 90) & IMU (300 x 250) display banner ad in each Newsbrief sponsored for that day of the month. Includes live URLs provided by Sponsor.
- Text Sponsorship includes: Company Logo, headline, 50 words of text and designated URL provided by Sponsor to appear in each Newsbrief sponsored for that day of the month.
- Each sponsorship equates to 4 MM&M Newsbriefs/month as a part of the campaign



### MM&M WEEKLY DIGEST

A Weekly recap of ground-breaking top stories of the week delivered every Friday to over 15,000 opt-in MM&M subscribers.

- Principle Sponsorship includes: Leaderboard & IMU display banner ad in each Weekly Digest. Includes live URLs provided by Sponsor.
- Text Sponsorship includes: Company Logo, headline, 50 words of text and designated URL provided by Sponsor to appear in each Weekly Digest.
- Each sponsorship equates to 4 MM&M Weekly Digests/month as a part of the campaign



### THE SPLASH BY MM&M

Delivered monthly to 9,000 subscribers, Splash, highlights the lead feature of our monthly publication before it hits our subscribers' mailbox, making them aware that the issue is on its way and offering a sneak peek of the cover story, digital first!

- Principle Sponsorship includes: Leaderboard (728 x 90)
- Text Sponsorship includes: 50 words of text, URL, company logo and URL



# ONLINE ADVERTISING RATES

## DIGITAL

### ONLINE DISPLAY

Frequency	Leaderboard (728x90)	IMU (300x250)	Double IMU (300x600)	Navigation Bar (980x30)
1 month	\$1,932	\$1,803	\$3,300	\$1,800
3 months	\$1,803	\$1,674	\$3,100	\$1,750
6 months	\$1,674	\$1,545	\$2,900	\$1,650
12 months	\$1,288	\$1,417	\$2,650	\$1,450

\*27,000 minimum impressions guaranteed

### ONLINE DISPLAY

Frequency	Page Peel (see specs)	Stationary Bottom Banner (950x90)	Stationary Side Bar (300x600)
1 month	\$4,450	\$3,500	\$4,375
3 months	\$3,850	\$3,200	\$4,200
6 months	\$3,455	\$3,000	\$4,025
12 months	\$3,291	\$2,650	\$3,850

### INTERACTIVE/RICH MEDIA

Frequency	Prestitial (640x180)	Pushdown (980x418)	Site Skin (Home Page Only)
1 week	\$2,100	\$1,600	\$3,500
2 weeks	\$2,040	\$1,540	\$3,150
3 weeks	\$1,980	\$1,480	\$2,650
1 month	\$7,200	\$5,200	\$2,100

### NEWSLETTERS

Principle Sponsorship	MM&M NewsBrief (728x90, 300x250)	Weekly Digest (728x90, 300x250)	The Splash by MM&M (728x90)
1 month	\$4,590	\$6,426	\$2,400
3 months	\$4,386	\$6,018	\$2,250
6 months	\$4,080	\$5,712	\$2,000
12 months	\$3,876	\$5,406	\$1,850

#### Text ad only

1 month	\$3,264	\$2,652	\$1,050
3 months	\$2,958	\$2,499	\$850
6 months	\$2,652	\$2,244	\$775
12 months	\$2,346	\$2,040	\$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.

### WEBCAST

Partner Webcast	Vendor Webcast	20/10 Webcast
\$13,500	\$12,500	\$11,500

### MM&M AGENCY GALLERY

Type	Platinum	Gold	Silver
Annual rate	\$3,000	\$2,500	\$1,500

**CONTACT:** Doreen Gates, 267.477.1151, [doreen.gates@haymarketmedia.com](mailto:doreen.gates@haymarketmedia.com)

# ONLINE AGENCY GALLERY

Brand your company and highlight your expertise, talent and capabilities with an online listing within the MM&M Agency Gallery!

MM&M-online.com averages over 74k unique visitors and 135k page views per month. We deliver several cost-effective agency listing options to further enhance your company's brand, messaging, client creative work and more at a dedicated page solely for the healthcare agency sector.



### For all listings

Live links placed throughout the Homepage and feature pages at mmm-online.com, along with branding within the daily MM&M Newsbriefs to drive further traffic to the MM&M online 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

### 1) PLATINUM LISTING \$3,000

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



### 2) GOLD LISTING \$2,500

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



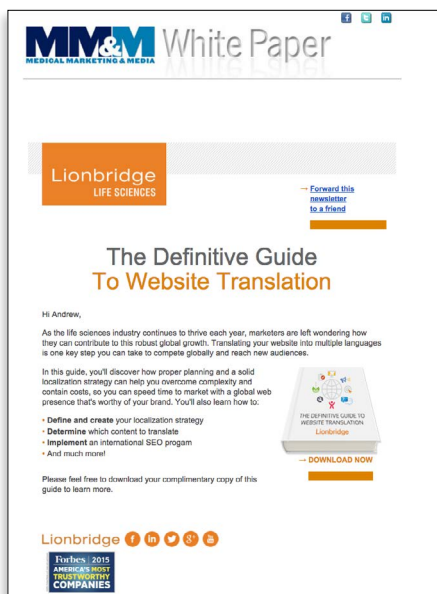
### 3) SILVER LISTING \$1,500

Full color logo, Company contact information, Company URL



# 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.



## MM&M WHITEPAPER

Delivered to over 12K 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. The MM&M White Paper channels offer a minimum 50-lead guarantee as a part of the campaign and will archive your White Paper online until the campaign has been fulfilled.



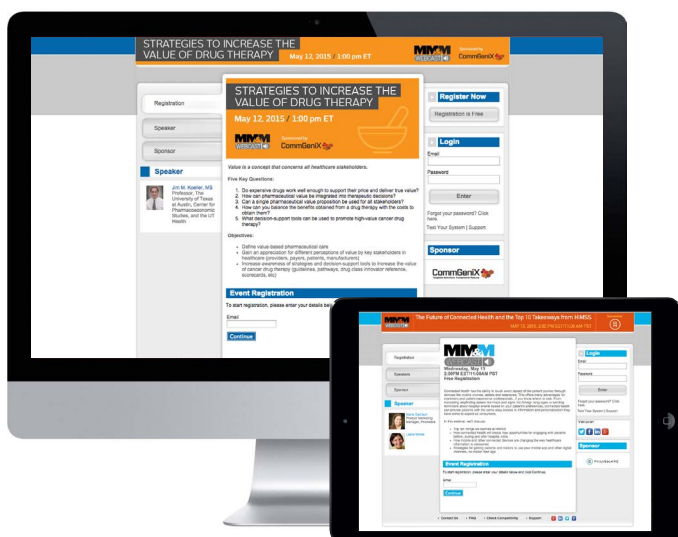
## SPONSORED PROMOTION

Delivered to over 20K marketers. Sponsorships available for email blast of special client promotions sent to Medical Marketing & Media's subscriber base. MM&M Sponsored Promotion examples include, but are not limited to: Webcasts, Trade Show Exhibition, Special Announcements, New Product Launches, Advertisements, Anniversaries, New Business wins, and Congratulatory messages. The MM&M Sponsored Promotion channels offer a minimum 50-lead guarantee as a part of the campaign.

\* Additional leads can be purchased on a CPL basis!

# LEAD GENERATION EVENTS

**MM&M 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.



## MM&M 20/10

Delivered to over 12K 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. The MM&M White Paper channels offer a minimum 50-lead guarantee as a part of the campaign and will archive your White Paper online until the campaign has been fulfilled.

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.

## YOUR CONTENT, OUR MARKETING AND DELIVERY

MM&M 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 WITH SPEAKING OPPORTUNITY	OPTION TO PURCHASE WEBCAST FILE
Partner	MM&M and Sponsor	MM&M	MM&M and Sponsor	Yes	Yes
Vendor/Supplier	Sponsor	MM&M	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



# LEADERSHIP EXCHANGES ROUNDTABLE SPONSORSHIPS

MM&M's Leadership Exchange Roundtables bring together industry thought leaders face-to-face to discuss important issues and relevant topics of concerns to marketing professionals. The 8- 10 participants will include client-side marketers and high-level thought leaders within the biopharma industry to discuss, analyze critical issues affecting our industry.



MM&M  
LEADERSHIP  
EXCHANGE

## HIGH-LEVEL ENGAGEMENT & BRANDING OPPORTUNITY FOR SPONSORS

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

**Before Event:** Sponsor collaborating directly with MM&M editorial team to narrow down topic and a "wish list" list of panel candidates. 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

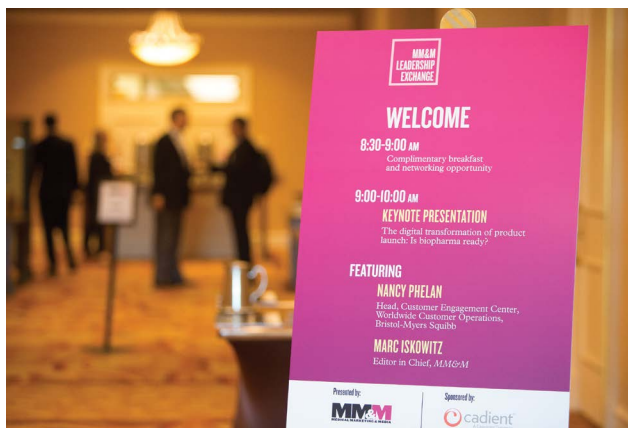
**After Event** (Sponsorship Options):

## PRINT RECAP

MM&M will produce a feature-length 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.

## eBOOK RECAP

MM&M will produce a Leadership Exchange eBook which synthesize the best insights into a digestible and attractive format surrounding the content at the live event. Sponsor branding include on front cover of the eBook along with a Full Page ad. The eBook will then be deployed to over 45,000 MM&M opt-in email subscribers with a lead-capture component delivering all leads to Sponsor. The Leadership Exchange eBook will be hosted for 12 months at 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 healthcare marketing. In 2016, 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.

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 PROMOTED WITH A MULTICHANNEL APPROACH

**Email:** Exclusive email blasts

**Newsletters:** MM&M NewsBrief and The Weekly Digest by MM&M

**Website:** ROS ads and archived within the eBook library

## THE OPTIONS:

### MM&M eBooks: Co-Sponsorships

- MM&M creates content
- Sponsor branding within eBook (Full Page ad)
- Branding on cover page and all promotional emails (logo)
- A 150-word commentary from the Co-Sponsor will be included as a sidebar in a special section of the eBook, including photo/headshot of Author
- 75 Leads

### MM&M Custom eBooks: Exclusive Sponsor

- Produced on Demand within 6 weeks
- Content based on brief agreed between editorial team and sponsor
- Content may include sponsor's quotes, case studies, data and more
- MM&M responsible for entire creation, design, distribution of eBook
- 175 Leads

### MM&M Editorial eBooks: Exclusive Sponsor

- Produced by MM&M editorial team
- Topics cover marketing strategies such as omnichannel trends, email marketing, Big Data, content marketing and more (see Editorial Calendar)
- Sponsor branding within eBook (Full Page ad)
- Branding on cover page and all promotional emails (logo)
- Published on mmm-online.com eBook Resource Page
- 150 leads

## THE BENEFITS:

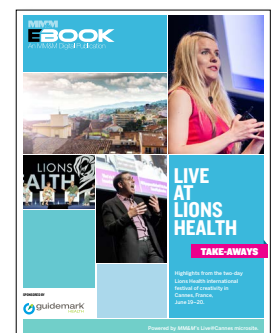
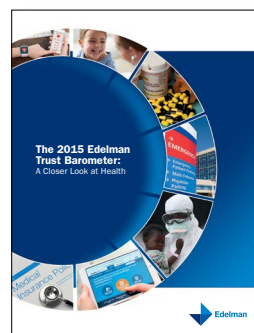
**Thought Leadership:** Show your expertise and educate our audience in your chosen field

**Leads:** Leads guaranteed from downloads

**Branding:** Company name and logo on cover along with full page ad

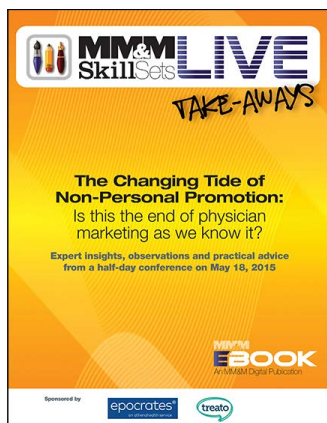
**Shelf-Life:** MM&M ebooks are archived for 12 months at mmm-online.com

\*COST: Additional leads can be purchased on a CPL basis. Ask your Account Manager for details



# SKILLSETS LIVE

**MM&M SKILLSET LIVE'S** series continue into 2016 by delivering content of the highest quality for an intimate audience of healthcare marketers. In addition to NYC, MM&M has taken its SkillSets Live events on the road making stops in New Jersey, Boston, and Philadelphia (and more to be announced!) The successful format is designed to encourage interaction between the audience and the speakers.



Each MM&M SkillSets Live event will be half-day events, comprising presentations and discussions focused on specific disciplines within pharmaceutical/healthcare marketing and communications.

Prominent speakers from across the industry will share their insights, observations, best practices

and advice with a live audience of pharma brand managers/marketers, agency professionals and healthcare media executives. The goal is to provide attendees with a platform to increase their knowledge in key areas of healthcare marketing and communications and to provide a forum for networking and sharing information.

MM&M's goal is to provide attendees with a platform to increase their knowledge in key areas of healthcare marketing and communications and to provide a forum for networking and sharing information.

MM&M's commitment to continue the key take-aways and findings from the live event and extends the content reach through dissemination of the MM&M SkillSets Live "Take-a-Ways" eBook which synthesizes the best insights from the sessions into a digestible and attractive format offering summary and analysis of presentations of the live event.



## SPONSORSHIP PACKAGE INCLUDES (but not limited to):

- Sponsor Branding before, during and post-event
- Sponsor to speak for 30 minutes (followed by a 10-minute Q&A at the end of the session), on a topic mutually agreed upon by Sponsor and the MM&M editorial team.
- Sponsor to participate within Panel discussion, moderated by Marc Iskowitz, Editor in Chief, at end of the event with active participation with Q&A and key insights highlights surrounding the event with attendees.
- Branding within SkillSets Live "Take-a-ways" eBook (Full Page ad and logo branding on front cover)
- 200 Lead guarantee: All leads from eBook download provided to Sponsors

\*Note: Speaking sponsorships are capped at 3 per event. Availability to participate is on a first-come first-serve basis



## EVENTS

### TRANSFORMING HEALTHCARE CONFERENCE

**Where:** Midtown East Convene  
(Third Avenue), New York, NY

**When:** May 5, 2016

**Time:** Full-day conference followed by dinner ceremony celebrating the MM&M 2016, Top 40 Transformers in Healthcare

**Silo-busting. Innovating. Collaborating.** It will take all of this, and more, for pharma to Transform itself from a manufacturer of chemical or biologic cures to a provider of healthcare services that enable better health outcomes. What does “going beyond the pill” actually mean? We explore the organizational, technological and promotional challenges inherent in this transition, such as partnering with health neophytes, harnessing technologies that allow deeper engagement with patients, and adopting a new commercial mindset to serve, not sell.

One-day event aiming to foster deeper collaboration between marketers and pharma, biotech and medical device colleagues. That evening, MM&M will be celebrating the honorees of the MM&M 2016 Top 40 Healthcare Transformers at a dinner ceremony to shine a light on their accomplishments.

\*Sponsorship opportunities available.  
(Pricing Range: \$6.5 - \$25k)



## MM&M TRANSFORMING HEALTHCARE



# MM&M AWARDS

## CELEBRATING EXCELLENCE IN HEALTHCARE MARKETING COMMUNICATIONS

**MM&M**  
*Awards*  
**2016**

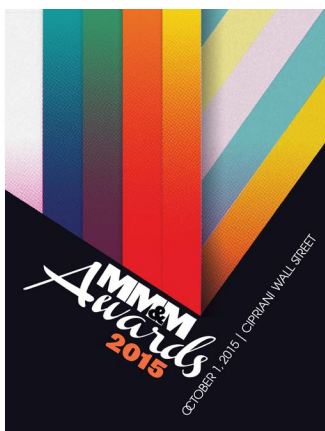
Join Us in October in New York City for the 13th Annual MM&M Awards where we'll celebrate excellence in all facets of healthcare marketing and communications within the life sciences industry. Historically for the last 4 years, MM&M has SOLD OUT in attendance with over 700 attendees each year. MM&M is praised for its nomination process due to its utmost independence and authority and is the gold standard in which to judge excellence. With over 100 judges, the MM&M Awards are the result of deep analysis and expertise amongst esteemed panels of leaders and thinkers representing a wide variety of disciplines and backgrounds within healthcare marketing communities.

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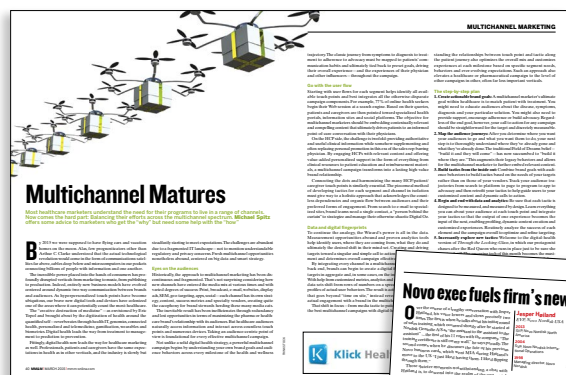
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