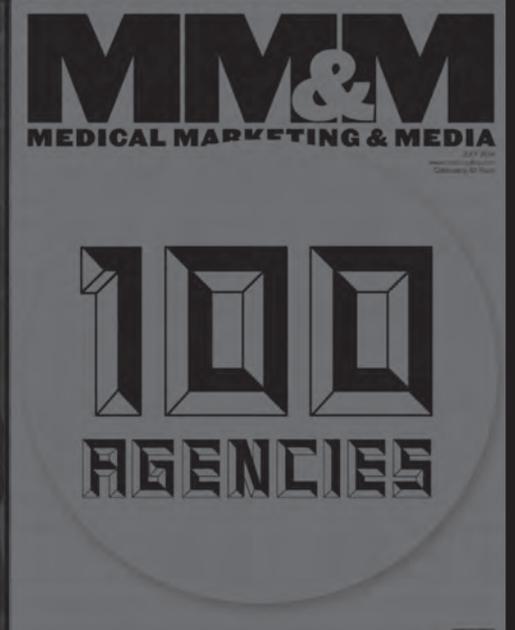




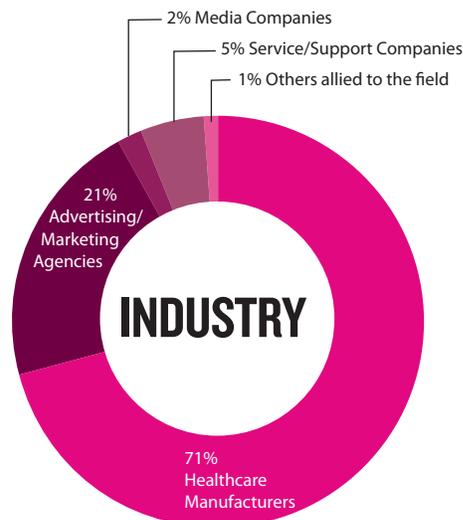
A central graphic for the 2017 Media Kit. It features a computer monitor, a smartphone, and a tablet, all displaying the MIM&amp;M logo and "MEDICAL MARKETING &amp; MEDIA". To the right, the text "2017 MEDIA KIT" is written in large, bold letters. A pink and white graphic element is on the left.



# CORE READERSHIP

*Medical Marketing & Media (MM&M)* is an award-winning media brand—first published in 1966—that has evolved beyond its flagship monthly print publication to also include a comprehensive website, e-newsletters, events, social media channels, an awards program and more. This go-to resource provides timely, balanced, relevant, original editorial content for an executive audience of leaders, thinkers, and decision-makers in healthcare marketing, including marketers from all the top healthcare manufacturers as well as their partner agencies, vendors and media outlets. With coverage provided by a seasoned editorial staff as well as industry experts, the focus is on producing a mix of news, analysis, commentary, features and special reports to provide the tools needed to make crucial decisions in the dynamic and complex healthcare market. *MM&M* is produced with independence and authority, and with the highest regard to editorial and design standards.

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



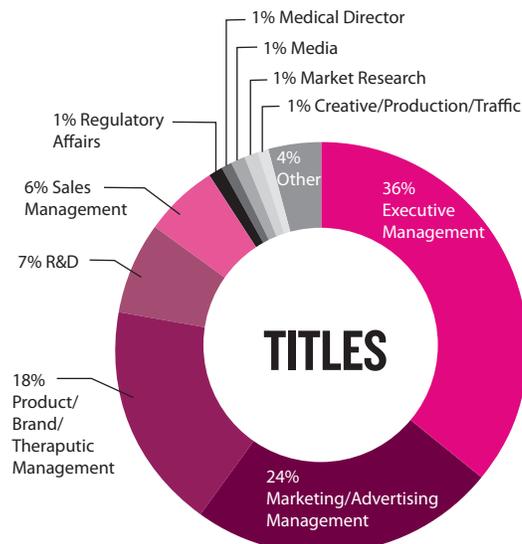
\*Percentages from May 2016 issue

# 16,412

## TOTAL CIRCULATION

Healthcare Manufacturers	11,574
Advertising/Marketing Agency	3,433
Media Companies	395
Service/Support Companies (market research, government agencies, trade associations, CROs)	766
Other allied to the field	244
<b>TOTAL CIRCULATION</b>	<b>16,412</b>

Source: June 2016 BPA Statement



# 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 2017 MM&M supplements are polybagged with a monthly issue of MM&M reaching over 16,400 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 2017 THE MM&M GUIDE TO CAREER DEVELOPMENT & WORKPLACE CULTURE**

In this exclusive standalone supplement, top big-pharma and agency execs share the strategies and tactics that have fueled growth and made their companies an A-list destination for the industry’s most coveted talent



**APRIL 2017 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 2017 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	\$15,705	\$15,077	\$14,473	\$13,893
Full Page	\$8,686	\$8,380	\$7,924	\$7,648
1/2 Page	\$6,321	\$6,133	\$5,823	\$5,545
1/4 Page	\$4,953	\$4,832	\$4,634	\$4,379
Strip Ad	\$4,080	\$3,907	\$3,713	\$3,315

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	1/9	2/8	3/15	4/12	5/10	6/8	7/11	8/15	9/13	10/11	11/9
Materials Due	12/9	1/16	2/13	3/20	4/17	5/15	6/14	7/17	8/21	9/18	10/16	11/3

\*all print are gross

# WEB PLACEMENTS

**177k**

**MONTHLY PAGE VIEWS**

**94k**

**MONTHLY VISITS**

**64k**

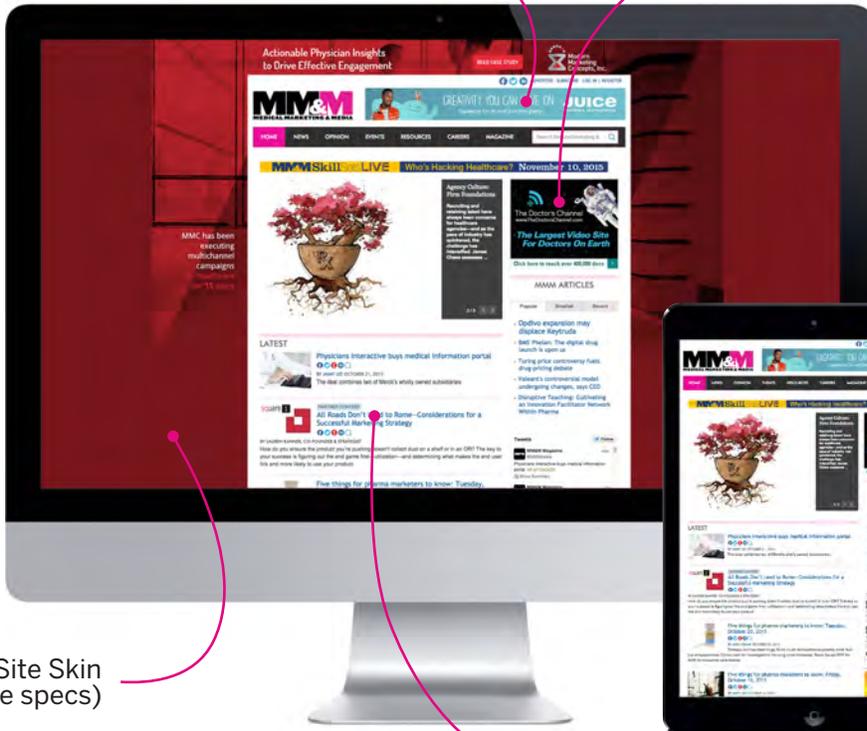
**MONTHLY UNIQUE VISITORS**

**18k**

**MOBILE IMPRESSIONS**

Leaderboard  
(728x90)

IMU  
(300x250)



Site Skin  
(see specs)

Partner Content  
(see next page)



Prestitial  
(640x480)



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



Page Peel  
(640x480)



Pushdown  
(980x418)

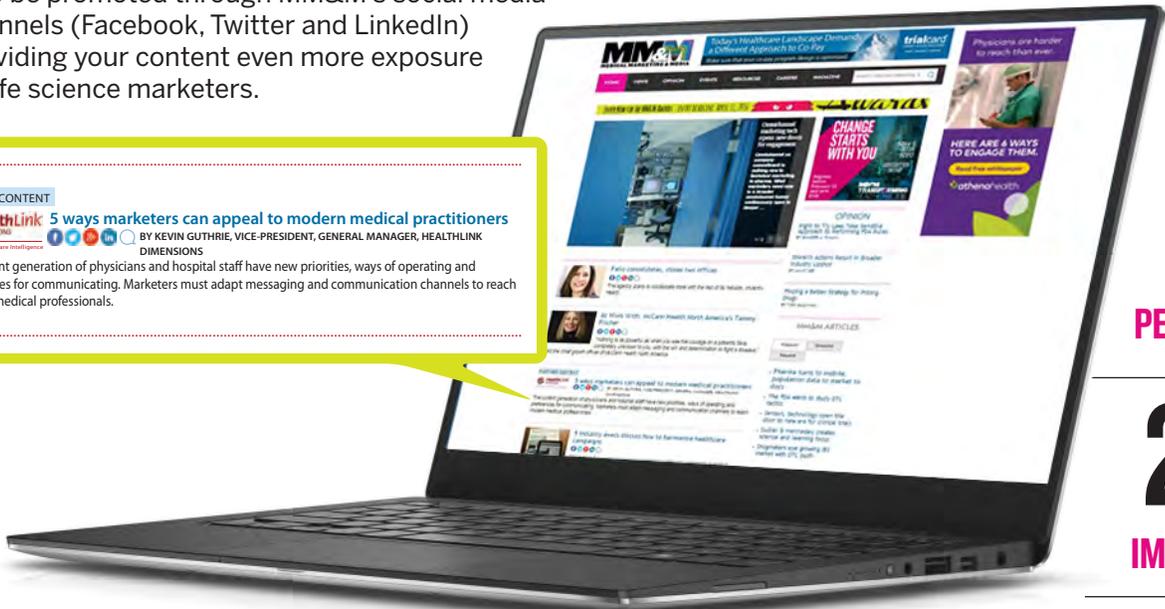
# CONTENT MARKETING AND NATIVE ADVERTISING

MM&M's content marketing and native advertisement campaigns 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. In addition to the content being available through MM&M's website homepage the campaigns will also be promoted through MM&M's social media channels (Facebook, Twitter and LinkedIn) providing your content even more exposure to life science marketers.

**PARTNER CONTENT**

**HealthLink** 5 ways marketers can appeal to modern medical practitioners  
BY KEVIN GUTHRIE, VICE-PRESIDENT, GENERAL MANAGER, HEALTHLINK DIMENSIONS

The current generation of physicians and hospital staff have new priorities, ways of operating and preferences for communicating. Marketers must adapt messaging and communication channels to reach modern medical professionals.



**78**  
**CLICKS**  
**PER CAMPAIGN**

**23k**  
**IMPRESSIONS**

**0.33%**  
**CTR**

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.

**BY EVYER DUINE**  
 Health insurance provider Blue Cross Blue Shield Rhode Island drove engagement, leads, and conversion through its segmented campaigns.

**Five things for pharma marketers to know; Thursday, May 19, 2016**

**Novartis plans new trials for Entresto, U.S. spending on mental health topped \$201 billion in 2013; the FDA approves Roche's immunotherapy drug**

**Industry criticizes FDA's proposed DTC studies**  
 Pharma companies took issue with the methodology for the FDA's proposed studies of advertising tactics.

**THE TROUBLE WITH COOKIES**  
 Pharma marketers have long relied on cookies to understand their Web visitors. But cookies are becoming less and less useful in the mobile world. Here's a new way for healthcare marketers to gather data that will be truly effective.

EMAIL NEWSLETTERS

## SOCIAL MEDIA FOLLOWERS

Posts through Social Media

**LINKEDIN:**  
 1,459

**FACEBOOK:**  
 1,953

**TWITTER:**  
 8,296

Sponsored content: The changing client-agency relationship...how do agencies adapt? [bit.ly/1TELgPC](http://bit.ly/1TELgPC)

**Medical Marketing & Media (MM&M)** Sponsored content: HTML cookies aren't what they used to be, so how can you understand the #HCPs visiting your site? Read more about how we're reinventing the way pharma marketers are using data.

**The Trouble with Cookies**  
 mmm-online.com · Pharma marketers have long relied on cookies to understand their Web visitors. But cookies are becoming less and less useful in the mobile world. Here's a new way for healthcare marketers to gather data that will be truly effective.

Like · Comment · Share · 2 minutes ago

**Medical Marketing & Media (MM&M)**

Sponsored content: Medicine is an ever-changing field, and so are the people responsible for making buying decisions for health institutions. How can healthcare marketers adapt to the shifting priorities and new preferences of the modern medical professional?

**5 ways marketers can appeal to modern medical practitioners**  
 The current generation of physicians and hospital staff have new priorities, ways of operating and preferences for communicating. Marketers must.

MM&M ONLINE.COM

# NEWSLETTERS

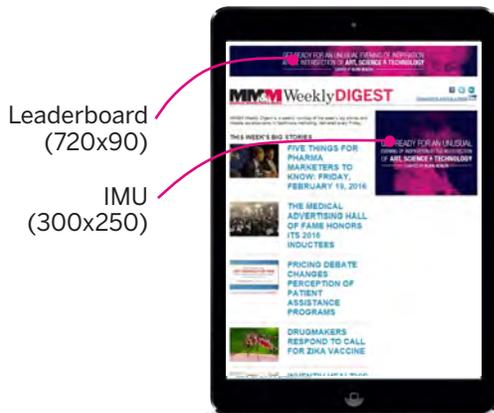
The following editorial newsletters are published by Medical Marketing & Media and are available for sponsorship. Sponsorships within the MM&M newsletters include display sponsorships with leaderboard and IMUs as well as textbox banners ads.



## MM&M NEWS BRIEF

Delivered Monday through Thursday each week reaching 15,000 opt-in subscribers promoting the latest industry news coverage and expert analysis on all aspects of marketing, including breaking stories of the day.

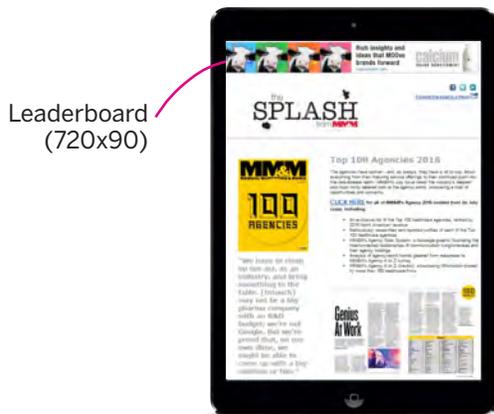
- Principle Sponsorship includes: Leaderboard (728 x 90) & IMU (300 x 250) display banner ad in each Newsbrief sponsored for that day of the month. Includes live URLs provided by Sponsor.
- Text Sponsorship includes: Company Logo, headline, 50 words of text and designated URL provided by Sponsor to appear 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 16,000 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 11,000 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
- Sponsorship equates to 1 MM&M "The Splash" deployment



# DIGITAL RATES: ONLINE, ELECTRONIC & NATIVE ADVERTISING RATES

## DIGITAL

### ONLINE DISPLAY

Frequency	Leaderboard (728x90)	IMU (300x250)	Expandable IMU Size Non-Expanded (300 x 250)/ Max Size Expanded (600 x 250)	Double IMU (300x600)	Navigation Bar (980x30)
1 month	\$2,009	\$1,875	\$2,062	\$3,432	\$1,872
3 months	\$1,875	\$1,741	\$1,915	\$3,224	\$1,820
6 months	\$1,741	\$1,607	\$1,768	\$3,016	\$1,716
12 months	\$1,548	\$1,474	\$1,621	\$2,756	\$1,508

\*28,000 minimum impressions guaranteed

### ONLINE DISPLAY

Frequency	Page Peel (see specs)	Stationary Bottom Banner (950x90)	Stationary Side Bar (300x600)
1 month	\$4,628	\$3,640	\$4,550
3 months	\$4,004	\$3,328	\$4,368
6 months	\$3,593	\$3,120	\$4,186
12 months	\$3,423	\$2,756	\$4,004

### INTERACTIVE/RICH MEDIA

Frequency	Prestitial (640x180)	Pushdown (980x418)	Site Skin (Home Page Only)
1 week	\$2,184	\$1,664	\$3,640
2 weeks	\$2,122	\$1,602	\$3,276
3 weeks	\$2,059	\$1,539	\$2,756
1 month	\$7,488	\$5,408	\$2,184

### NEWSLETTERS

Principle Sponsorship	MM&M NewsBrief (728x90, 300x250)	Weekly Digest (728x90, 300x250)	The Splash by MM&M (728x90)
1 month	\$4,820	\$6,619	\$2,520
3 months	\$4,605	\$6,199	\$2,363
6 months	\$4,284	\$5,883	\$2,100
12 months	\$4,070	\$5,568	\$1,943

### Text ad only

1 month	\$3,362	\$2,732	\$1,082
3 months	\$3,047	\$2,574	\$876
6 months	\$2,732	\$2,311	\$798
12 months	\$2,416	\$2,101	\$618

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

### NATIVE ADVERTISING & CUSTOM CONTENT CAMPAIGN

Branded (MM&M Content)	Client Content	Custom Content (MM&M to Produce)	Partner Webcast	20/10 Webcast	Podcast	Custom Webcast
Available for Quote	\$6,500 per month	Available for Quote	\$13,500	\$12,500	\$5,000	Available for Quote

### THOUGHT LEADERSHIP & LEAD GENERATION EVENTS

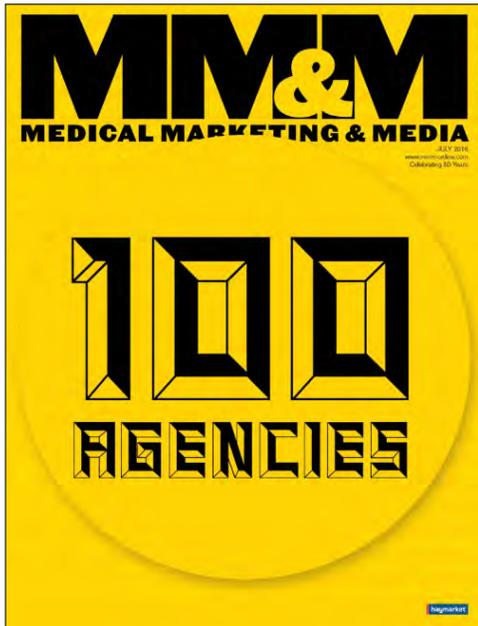
### MM&M AGENCY GALLERY

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

**CONTACT:** Doreen Gates, 267.477.1151, 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 \$3,500

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 \$3,000

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

### 3) SILVER LISTING \$2,000

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 White Paper**  
MEDICAL MARKETING & MEDIA

**4INFO**

**Unscramble your confusion to make mobile measurable.**

If you're confused about mobile ad measurement, who could blame you? There is no shortage of attribution approaches and metrics, or companies claiming some new campaign measurement methodology, analysis or insight. Even with the latest algorithm and dashboard, at the end of the day, how do you know whether your mobile campaigns are really working?

Get the Definitive Guide to Mobile Measurement.

- ✓ Understand today's mobile measurement landscape
- ✓ Cut through assumptions, claims and presumed "absolute's" about various measurement approaches
- ✓ See how campaign metrics inform the consumer path-to-purchase
- ✓ Explore how to measure what matters most to the C-suite

Download the Definitive Guide to Mobile Ad Measurement, and take a huge next step toward more effective mobile campaign attribution.

**DOWNLOAD**

in | | | | | @2015 4INFO. All rights reserved.

## 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.

**MM&M SPONSORED PROMOTION**

**trialcard** Access. Acquisition. Adherence. MARKET ACCESS SOLUTIONS

**Is your co-pay program delivering the best possible results?**

Let TrialCard conduct a complimentary optimization analysis of your co-pay support program.

**Download Our Program Optimization Case Study Now**

Leverage the expertise of our co-pay design strategists to help ensure that your program is optimized to meet the demands of today's changing healthcare landscape.

**OFFER DESIGN**  
Maximize profitability, reduce abandonment, and drive adherence by having the ideal mix of terms and benefit amount.

**PRESCRIBER TARGETING**  
Make sure you are targeting your most profitable HCPs.

**GEOGRAPHIC OPTIMIZATION**  
Make sure your program accommodates payer variability.

Contact us now to learn more about our complimentary optimization analysis.

Mark Droke, VP Sales | mark.droke@trialcard.com | 910-415-3341 | www.trialcard.com

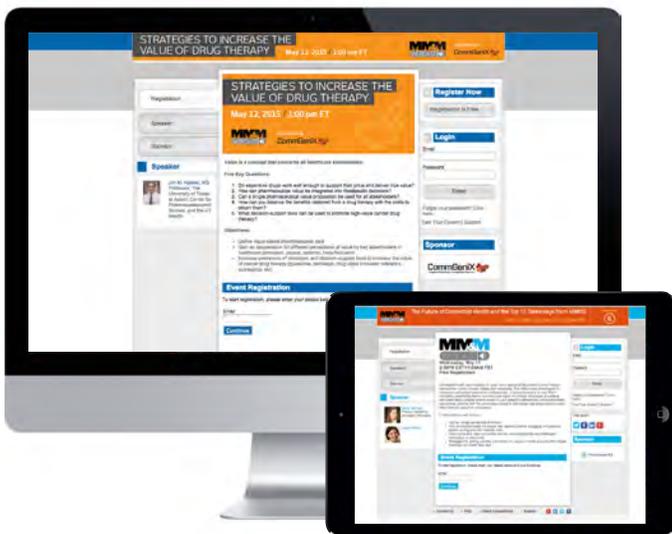
## SPONSORED PROMOTION

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 & THOUGHT LEADERSHIP EVENTS

**MM&M PARTNER 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

This is an abbreviated webcast format, featuring a 20 minute monologue by the sponsor and 10 minute Q&A session with the audience. (The standard format featuring a 45 minute monologue followed by a 15 minutes for Q&A.) With an abbreviated 30 minute run time, MM&M's 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.

## MM&M CUSTOM WEBCAST

MM&M creates specifically based on the Sponsor's brief and secures 'Featured Speaker'. Sponsor can provide speaker to participate. Regular format is a 60 minute audio/slide presentation webcast with approx 10 minute audience Q&A portion at the end, but this can also vary at the sponsor's request. MM&M Edit moderates intro, Q&A, and close

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
MM&M 20/10	MM&M and Sponsor	MM&M	MM&M and Sponsor	Sponsor One-On-One	Yes
Custom	MM&M and Sponsor	MM&M	MM&M and Sponsor	Yes	Yes

# MM&M TRANSFORMING HEALTHCARE VIRTUAL EVENT SERIES

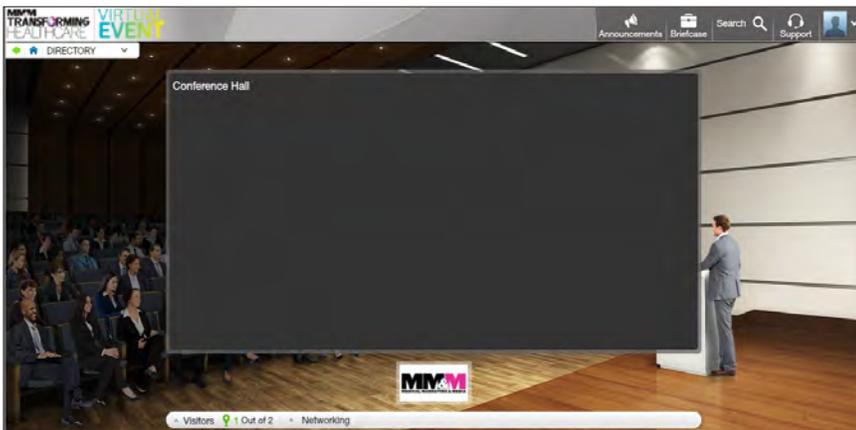


## THE 2015 MM&M TRANSFORMING HEALTHCARE CONFERENCE

marked our first spring conference, and it was centered around the theme of “going beyond the pill” - an extremely timely topic as this industry known for manufacturing pills, biologics and medical devices is grappling with how to reinvent themselves to become more service- and value-oriented. We gathered a broad mix of people in the room to discuss this theme, and our attendees responded very positively. Based on the success of the live conference in 2015 and 2016, we decided to take the next step by launching The Transforming Healthcare Virtual Event Series. This series of smaller virtual events delves more deeply into some of the topics introduced in the Transforming Healthcare live conference but in a safe, engaging and education virtual environment.

## LATE JANUARY- THE “TRANSFORMING HEALTHCARE” VIRTUAL EVENT SERIES:

**Next-Generation Providers:** The next set of physician leaders has a very different definition of work-life balance (a point of contention for older docs), clinical technology (EHRs have changed the way many interact with patients), and other areas of doctoring than their forebears. As this is the main group on whom healthcare marketers will need to focus future energies, industry needs to understand them and think like they do or will not be able to engage with, or effectively market to, this group. We'll provide a primer and show some of the methods biopharma is having most success with.



# 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.



## 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](http://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 2017, 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:

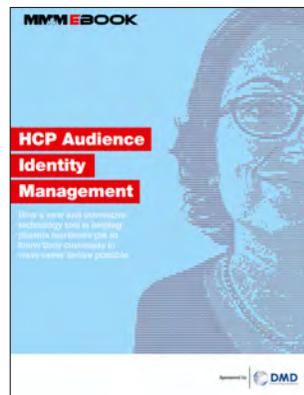
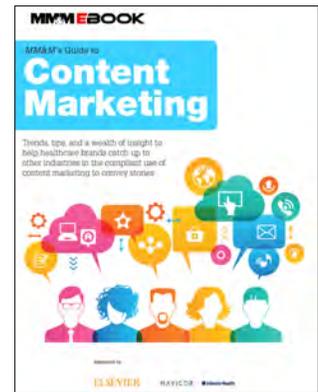
### MM&M eBooks: Co-Sponsorships

- 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



## 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

**CONTACT:** Doreen Gates, 267.477.1151, doreen.gates@haymarketmedia.com

# LIVE EVENTS

## TRANSFORMING HEALTHCARE CONFERENCE

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

**When:** May 2, 2017

**Time:** Full-day conference with networking breaks throughout the day

True transformation in healthcare requires innovation, collaboration, AND engagement from the HCP community. As pharma works to diligently nurture their relationship with the HCP community, pharma marketers are in a unique position to take charge of this transformation journey and provide HCPs with the education and resources they need to enhance the quality of care. This year at Transforming Healthcare, we take the notion of “going beyond the pill,” a step ahead of wearable’s and devices and explore ways to create more connectivity and trust between pharma and HCPs- all for the good of the patient.



# MM&M TRANSFORMING HEALTHCARE 2016



# MM&M AWARDS

## CELEBRATING EXCELLENCE IN HEALTHCARE MARKETING COMMUNICATIONS



Join Us in October in New York City for the 14th 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 5 years, MM&M has SOLD OUT in attendance with over 900 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.

Each year, we strive to make this program better and relevant to the changing landscape within the healthcare marketing arena. In 2017 we will continue with our expanded number of categories. Partnership includes a full year of branding up to the event and post-event with the various multichannel MM&M has to offer to reach this prestigious readership.

### TRADITIONAL SPONSORSHIP OPPORTUNITIES INCLUDE

(but not limited to)

- Exclusive sponsorship of category(ies) of your choice
- Table of 10 with front-of-the-room position
- Sponsor branding leading up to, during and post-event
- Sponsor presenting Winner on stage of selected category sponsored
- MM&M Newsletters "A Word from our Sponsor" advertisement
- MM&M Awards dedicated microsite surrounding the MM&M Awards
- Sponsor branding via Full Page ad within the Book of the Night given out after the event and polybagged with the November print issue of MM&M
- Sponsor branding with the Digital Edition of the Book of the Night to be deployed to 40k MM&M subscribers after the event.
- And much more



### NON-TRADITIONAL SPONSORSHIP OPPORTUNITIES\*

(Include all of the above)

- PhotoBooth Sponsor of the Evening
- Social Media Sponsor of the Evening
- Cocktail of the Evening Sponsor
- Wifi & Digital Guest Directory Sponsor
- Champagne Give-a-Way Sponsor



# MM&M HALL OF FEMME EVENT

## CELEBRATING SENIOR WOMEN IN HEALTHCARE MARKETING COMMUNICATIONS

HALL OF FEMME  
MEDICAL MARKETING & MEDIA

The MM&M Hall of Femme honors the most-senior female leaders throughout the biopharma, medical device and agency sectors of the healthcare industry who have made a significant impact in marketing and communications in the past year. Accomplished and results-driven, these women have navigated internally, reached across silos, and led teams to maximize value for their organizations. The inaugural event on June 9, 2016 featured a Summit & Awards Program, where attendees meet the 2016 Breakthrough Women, hear the first-person narratives behind their achievements, and attend educational sessions that explore the issues most relevant to female leaders working in healthcare marketing today.



### SPONSORSHIP OPPORTUNITIES INCLUDE (BUT NOT LIMITED TO):

- Panel Member Sponsorship
- Mimosa Bar During Awards Breakfast
- Photobooth Sponsorship
- Digital Partner
- Luncheon Roundtable Sponsor



# MM&M CUSTOM CONTENT LAB

## WHAT WE OFFER

- Branded Content
- Native Advertising
- eBooks
- Custom Newsletters
- Surveys
- Video
- Microsites
- Events
- Face-to-Face
- Online
- Experiential
- Social Media

**MM&M'S CUSTOM CONTENT LAB** expertly crafts your story-in digital or print, social media, video, or face-to-face interaction. Through these custom channels MM&M will amplify your message to MM&M's audience of senior level healthcare & pharma marketers, advertising & marketing agency senior executives and media company marketers.



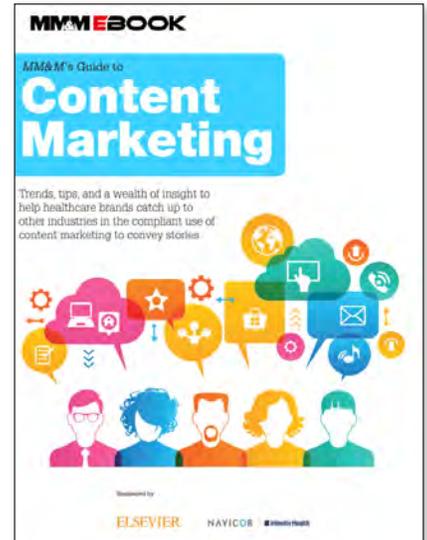
Native Advertising



Face-to-Face



Video



eBook

# CANNES LIONS 2017 PARTNERSHIP OPPORTUNITIES



**MM&M** successfully launched the Haymarket cabana at Cannes Lions 2016, and our 2017 attendance provides even more partner opportunities! With a firm presence at Lions Health, a two day event within Cannes Lions targeted towards the healthcare communications industry, MM&M will be providing key event and editorial programs for partners looking to leverage their participation by:

- Providing the chance to build awareness via our content, networking activities and targeted promotional programs within our cabana
- Giving partners the ability to leverage their participation at Cannes Lions via our editorial amplification packages
- Offering partners a permanent meeting location for them and potential clients to connect in distinctive ways



Haymarket's beach cabana is located in a prime location for the entire week of Cannes Lions. It is designed to not only host content, but includes a networking and exhibit space, Wi-Fi, phone charging and tech capabilities for our brands, partners and visitors and is THE go-to destination throughout the week.



# LICENSING, REPRINTS & EPRINTS

## ENHANCE YOUR CONTENT – WITH MM&M’S CUSTOM REPRINTS

Created with high standards and competitively priced, MM&M articles can be reprinted in their original form or customized to meet your specific requirements. Choose between reprints and e-prints (electronic PDFs) or combine both mediums for a unique and cost-effective way to market your products, services or solutions. MM&M reprints are ready for distribution at conferences or events, in media kits, direct mailings or corporate displays.

LICENSE & REPRINTS	HALF-PAGE	1-PAGE	2-PAGE	4-PAGE	6-PAGE	8-PAGE	10-PAGE
Hard Copy Reprints (200 hard copies)	\$460	\$576	\$715	\$852	\$950	\$1,350	\$1,980
Electronic Marketing & Web License (printable)	\$1,859	\$2,302	\$2,705	\$3,159	\$3,268	\$3,938	\$5,319
Full Marketing License (includes e-print & 500 hard copies)	\$1,150	\$1,439	\$1,786	\$2,128	\$2,374	\$3,374	\$4,951
Full Marketing License (includes e-print & 1,000 hard copies)	\$1,607	\$1,659	\$2,054	\$2,455	\$2,801	\$4,149	\$5,846
Plaque	\$788	\$824	\$921	–	–	–	–



### HARD COPY REPRINTS

- 4-color, 100 lb stock.
- Single or double-sided reprints can be customized to include your company logo and contact details
- Minimum Quantity: 200

### ELECTRONIC MARKETING & WEB LICENSE

- MM&M produces and delivers a printable, ready-to-use PDF of the article, which the purchasing company can host on its website, send to clients via e-mail, disk or on a CD.
- This option is ideal for e-mail marketing and PR campaigns.

### FULL MARKETING LICENSE

- MM&M produces and delivers a non-printable, ready-to-use PDF of the article, which the purchasing company can host on its website, send to clients via e-mail, disk or on a CD.
- Includes a minimum 500 hard copy reprints. Desired quantity should be stated in a single order.

### PLAQUE

- 12" x 15" (Cherry, Oak or Black Matte-base) plaque with personalized engraving.
- Includes proofing, formatting, production and shipping.



# COMPLETE MARKETING PARTNER

For 50 years, Medical Marketing & Media has been the most trusted and leading source for news, trends and information for marketers within the life sciences industry. Ask your Account Manager how MM&M can be your complete marketing Partner by aligning your brand within this historically trusted environment.

PRODUCT	BRAND BUILDING	LEAD GENERATION	THOUGHT LEADERSHIP	EDUCATION	RELATIONSHIP BUILDING
<b>PRINT</b> Display Advertising Skill Set Showcases	✓		✓		
<b>ELECTRONIC</b> White Paper Sponsored Promotion	✓	✓	✓	✓	
<b>ROS ads</b> Native Advertising Agency Gallery Profiles	✓	✓			
<b>NEWSLETTERS</b> Newsbriefs (M-Th) Weekly Digest (F) The Splash (Monthly)	✓	✓			
<b>CUSTOM EBLASTS</b> Client Supplied HTML "On Behalf Of"	✓	✓			
<b>WEBINARS</b> Editorial (Paid) Partner Webcast (Collaborate) Vendor Webcast 20/10 (30 minutes)	✓	✓	✓	✓	
<b>LIVE EVENTS/CONFERENCES</b> Transforming Healthcare Conf. MM&M Awards Skill Sets Live	✓		✓	✓	✓
<b>CUSTOM EVENTS</b> Roundtable Breakfast Session + Roundtable	✓		✓	✓	✓
<b>CLIENT CUSTOM CONTENT</b> Surveys White Paper (creation) Native Advertising (creation) Customer Event Coverage	✓	✓	✓	✓	
<b>LISTS, REPRINTS &amp; WEB LICENSING, PMD</b> Data Licenses	✓			✓	