

PRINT



EVENTS



ONLINE



MOBILE

MM&M

MEDICAL MARKETING & MEDIA

News and Information...Hourly, Daily, Weekly, Monthly

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Advertising & Marketing Sponsorship Overview

MM&M recently celebrated its 46th year of providing fresh insights and perspectives to its readers – through its comprehensive portfolio of print, digital, thought leadership programs and events.



PRINT

Display
Licensing & Reprints
Custom Publishing
Sponsored Surveys
Impact Advertising:

- Cover Tips
- Bellybands
- Gatefolds
- Mock Covers

Skill Set
2013 Game Changers



DIGITAL

Run of site ads on mmm-online
MM&M News Briefs
MM&M Weekly Digest
The Splash by MM&M
e-Books
Agency Gallery
Interactive Ad Unit
Mobile Site Sponsorship
MM&M In-Depth Videos
Microsites
Podcasts



EVENTS

MM&M Awards
KOL Roundtables
Virtual Events
Webinars
Custom Events
Live Workshops



SPECIAL ISSUES

Career & Salary Survey
Interactive Guide
Mobile Guide
Top 100 Agency Issue
Ad Recall Issues (2) May & December



MM&M Circulation*: **Active, Engaged & Committed**

Healthcare Manufacturers	10,950
Advertising / Marketing Agency	2,691
Media Companies	397
Service/Support Companies (market research, Government agencies, trade associations, CRO's)	137
Others allied to the field	314
TOTAL CIRCULATION:	14,489

- 100% 1st year requestors – Only healthcare marketing journal in the industry
- 75% key decision-makers within pharma, biotech and medical device marketing

*June 2012 BPA Statement



MM&M Reader Highlights

- MM&M has the most timely information
- MM&M has the most relevant information
- MM&M is the most credible
- MM&M has the most prestigious Pharmaceutical Awards Program

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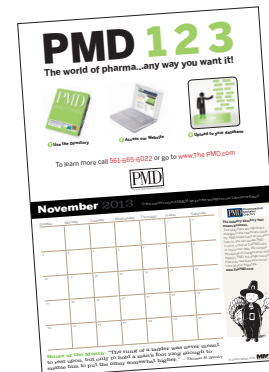
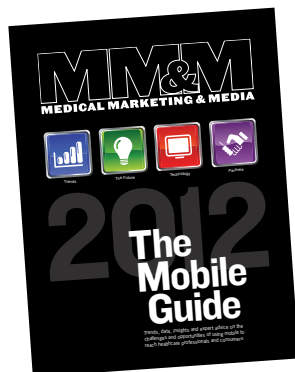
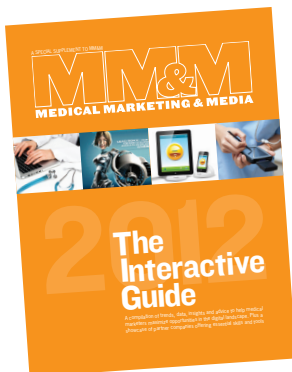
- **80%** of survey respondents read at least 3 out of 4 issues of MM&M.
- **55%** of survey respondents find MM&M the most useful publication for their job
- **40%** would only read only one publication – MM&M
- **74%** Save some or All issues of MM&M
- **The July issue of MM&M is the highest retained issue for subscribers**



MM&M

MM&M 2013 Editorial Calendar

ISSUE DATE	SECTION	TOPIC	SPACE CLOSE	MATERIAL CLOSE	ISSUE DATE	SECTION	TOPIC	SPACE CLOSE	MATERIAL CLOSE
January	Cover Story Therapeutic Focus (with Clinical Corner) Partner Forum	MM&M All Stars Report Cardiovascular Specialty Pharma	12/4	12/10	July	Cover Story Special /Additional Coverage Bonus Distribution	Top 100 Agency Profiles Agency A - Z Directory Digital Pharma West	6/7	6/12
February	Cover Story Special/Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum Bonus Distribution	Patient Education/Marketing Managed Markets/Non Personal Promotion Orphan Drugs/Rare Diseases Data Management ePharma East	1/7	1/11	August	Cover Story Special /Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum	BioTech Report Big Data/Managed Markets Oncology Reaching HCP's	7/8	7/12
March	Cover Story Special/Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum Bonus Distribution	Big Data/Market Research Professional Ad Report/Specialty Pharma Metabolic Products Non - Personal Promotion PMRG Annual National Conference	2/5	2/11	September	Cover Story Special /Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum	Patient Education/Marketing Professional Ad Report/R&D and Marketing Women's Health Gamification	9/8	9/14
April	Cover Story Special / Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum Bonus Distribution	The DTC Report Clinical Trials Management/Rare Diseases Respiratory Diseases Device & Diagnostics DTC National	3/6	3/12	October	Cover Story Special /Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum Bonus Distribution	Career & Salary Survey 2013 Recruitment/Retention & Career Paths Vaccines Managed Markets Digital Pharma East	9/6	9/12
May	Cover Story Special / Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum Bonus Distribution AD RECALL STUDY	The Pharma Report Loyalty Programs/Co-Pay Cards Training & Education Rheumatology Social Media HBA Woman of the Year Luncheon	4/8	4/12	November	Cover Story Special /Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum	Sales Force Report Agency - Client Relationships/CRM Neurology Cloud Based Marketing	10/9	10/15
June	Cover Story Special/Additional Coverage Therapeutic Focus (with Clinical Corner) Partner Forum	Devices & Diagnostics Mobile Apps/Direct Marketing Infectious Diseases Patient Trial Recruitment	5/8	5/14	December	Cover Story Special /Additional Coverage Partner Forum AD RECALL STUDY	2014 Outlook The Pipeline Report 2013/Data Management Patient Marketing/Education	11/5	11/11



MM&M: Power of Print

Readers can rely on MM&M to deliver information, trends and news each month in these regular Departments:

MONTHLY DEPARTMENTS

News
Professional Marketing
Med Ed Report
Professional Media
Digital Media
Consumer Marketing
Marketing Research
Agency Business
Washington Insider
Viewpoint
Headliner
Private View
People
Back Talk



PARTNER FORUM

A think tank of four (4) experts tackle industry specific issues in each monthly addition of MM&M. 2013 Partner Forums:

- Specialty Pharma
- Data Management
- Non-Personal Promotion
- Devices & Diagnostics
- Social Media
- Patient Trail Recruitment
- Reaching HCP's
- Gamification
- Managed Markets
- Cloud Based Marketing
- Patient Marketing / Education

LEADERSHIP EXCHANGE

Pharma execs, agency partners and other experts discuss timely topics at a live roundtable session. 2013 Leadership Exchange:

- Loyalty Programs
- R&D, Clinical Trials & Marketing
- Social Media
- Big Data/Market Research



Thought Readership for 46 YEARS

MM&M: Power of Print

SKILL SETS

This is a new monthly advertiser section allowing you to showcase your services and offerings plus contact details aligned with respective monthly editorial coverage. 2013 Skill Sets:

February

- Managed Markets
- Non-Personal Promotion

March

- Specialty Pharma
- Professional Media

April

- Clinical Trials Management
- Rare Diseases

May

- Loyalty Programs / Co-Pay Cards
- Training & Education

June

- Mobile Apps
- Direct Marketings

August

- Big Data
- Managed Markets

September

- Professional Ad Report
- R&D and Marketing

October

- Recruitment & Training

November

- Agency / Client Relationships
- CRM

December

- CROs
- Data Management



Roundtable Programs: Leadership Exchange

MM&M Roundtable program in 2013 will focus on* :

- Loyalty Programs
- Clinical Trial Solutions
- Navigating Social Media
- Big Data/Market Research

*other topics will be considered

MM&M brings together a minimum of 6 - 8 healthcare industry professionals to participate within each editorial roundtable discussion. Participants include healthcare manufacturers, agency executives, medical publishers, marketing research and other leading industry executives to discuss and analyze critical issues affecting our industry.

This is an exceptional occasion to:

- Showcase expertise
- Provide insight
- Deliver thought leadership

Prior to the roundtable MM&M will host a networking hour breakfast or luncheon to allow sponsors to mingle and network with roundtable attendees.

Each Roundtable can have exclusive or co-sponsored sponsorship.



Roundtable Programs: Leadership Exchange

ROUNDTABLE SPONSORSHIP CONTINUED

Before the event

Inclusion within promotional activities up to the event. Invites for attendance include mention of the sponsor(s). MM&M will supplement the invitation list with our subscriber base. Sponsor(s) can suggest prospective clients to invite to the event but the final decision rest with the editorial team.

During the event

Sponsor(s) to attend and participate in roundtable with one seat (per sponsor) at the table

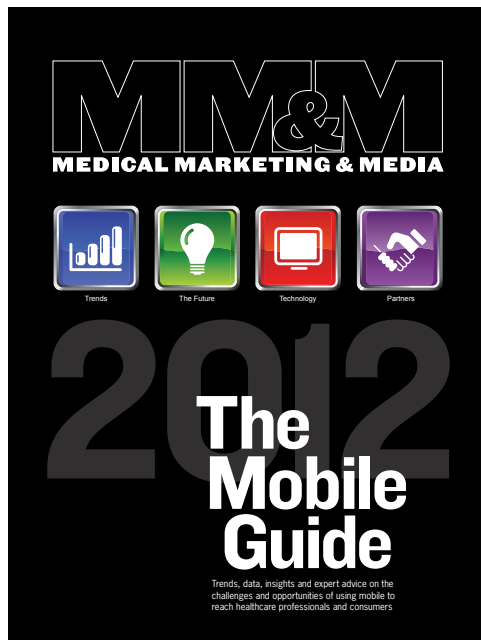
After the event

MM&M will produce a 3 or 4 page editorial piece that will run within our monthly publication. The editorial will take the form of an analysis piece. The publication date of this editorial piece will be determined by MM&M's editorial department. In addition to the editorial placement, sponsor(s) will receive a reprint PDF of the editorial piece to be used in their own marketing efforts. The reprint can include a full page advertisement of the sponsor's message.



Print Supplement: June 2013 Mobile Marketing Guide

Trends, data, insights and expert advice on the challenges and opportunities of using mobile to reach healthcare professionals and consumers. Annual showcase of mobile marketing partner companies in this keepsake issue.



Critical information. Respected source. On-demand.

Find out how to put your product information into the hands of physicians

The Oncologist

Company Profile
Published by AlphaMed Press, *The Oncologist* is the premier independent oncology journal in the Americas of research and clinical practice. *The Oncologist* is designed specifically for the busy practitioner, focusing on medical and practical issues for physicians concerned with cancer patient care. The Journal's peer-reviewed articles feature the practice of oncology and facilitate the introduction and application of new medical advances.

AlphaMed Press and *The Oncologist* are fully committed to providing the information and solutions needed in the mobile environment and making this format possible. Special content is available to reach practitioners for iPad, iPhone, Android and Kindle Fire. Keeping global experts and their research accessible and on the go, we've signed to change companies, performance, and ultimately patient outcomes.

The Oncologist App
The Oncologist iPad App for the iPad allows an entire issue of critical journal content, including articles of critical articles in oncology. Additionally, each integrated rich media feature, the journal's critical content is dramatically enhanced by visual aids, as well as a library of content from various sources, images and transcripts of important oncology experts. By offering the best of *The Oncologist* and *The Oncologist* on their own terms — between patients during their commutes.

Also this dynamic platform gives subscribers the ability to connect with authors like never before. *The Oncologist* App offers an industry exclusive feature: the ability to connect with authors on platforms on the complete spectrum of oncology, pharmaceutical companies, disease state and trends.

FAST FACTS

Address: 100 Boulevard Street, Suite 300, Irvine, CA 92618
Phone: (714) 261-0100
Fax: (714) 261-0111
Email: info@alpha-med.com

Website: www.alpha-med.com
Site: www.theoncologist.com

These resources enable the user to navigate and interact with product specific multimedia content including efficacy data, images, video, clinical and MOA. It also allows clinicians to digitalize activity, capture data and create engagement.

Services and Offerings
AlphaMed Press partners with clients to build a comprehensive, interactive marketing program to optimize exposure and engagement.

- Brand and business card interactive ads
- Open up product information directly connected to the app
- Content of distribution
- Biographic analysis

The Oncologist

- Company Profile (Total word count: 375)
- Core Capabilities
- Case Studies/Highlights
- Services and Offerings
- FAST FACTS

Digital: Website/Advertising

As the trusted media source serving the pharmaceutical marketing community, www.mmm-online.com is the “go to” destination for medical & pharma marketers. The site is kept up-to-date with latest industry news, features and real time analysis by our senior editorial team.



Leaderboard 728 x 90 px

Navigation Banner 980 x 30 px

Large Box IMU 300 x 250 px

■ Promote your company around www.mmm-online.com content, including daily news stories, contributed articles, and news archives. Advertising is delivered across all the main sections and pages of the MM&M website.

■ **Average Unique Visitors:** 51K / month

■ **Average Page Views:** 90K / month

■ **Ad Units:** Leaderboard (728 x 90) & IMU (300 x 250)

Minimum Impressions: 25K

***CPM:** \$65/month

Total Investment: \$1,625

*CPM= Cost per thousand



Digital-Interactive Ad Units: Unique Branding Real Estate

WELCOME AD PRESTITIAL

MM&M averages 51,000 unique page views on our comprehensive website www.mmm-online.com. Exclusive sponsorship over this unit for a full month and “welcome” all MM&M readers to our site on a weekly basis. You will be the first image that MM&M readers see when going to our site from any portal including direct access, newsletter sponsorships, etc.

Investment: \$5,900 / month

PUSHDOWN

The pushdown is also featured on the home page of the www.mmm-online.com. The Pushdown “pushes down” MM&M editorial content and opens to display the corporate messaging featured within the ad unit. This will be another touch point to continue reaching your core audience through various media outlets. MM&M will also be able to provide stats for the position allowing analyze the program’s success.

Investment: \$3,850

PAGE PEEL

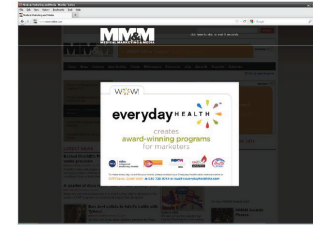
This position provides a unique opportunity to engage and pique the interest of the MM&M online reader. The page peel is present on the home page of www.mmm-online.com and includes two elements: a dog ear (teaser) and page peel (complete ad). The page peel is revealed when rolling over the teaser. Attract the attention of the reader, build brand awareness and make a distinct mark on the MM&M reader through this unit.

Investment: \$4,450

MICROSITES

MM&M will create a new channel on mmm-online.com that will reflect the MM&M brand and contain a new editorial product (cobranded as an MM&M product offering) sponsored by your company.

- Microsite will be a resource for information, opinion and advice in pharmaceutical marketing, medical devices & diagnostics and biotech marketing.
- Microsite section is a perfect vehicle to enhance your thought leadership among pharma marketers by providing an independent forum to deliver their insights, research and updates
- Display advertising within the microsite



Digital eNewsletters: MM&M Newsbrief

The MM&M News brief is a trusted resource to keep the medical marketing community up-to-date with the latest news, articles, stories, and people moves from the healthcare and communications sector. Delivered daily (Monday through Thursday), the MM&M Newsbrief is an effective media platform to communicate your marketing message to 9,000+ pharma and medical marketing professionals. We've expanded our newsletter in 2012 to benefit our readers with the latest information from the industry.



Leaderboard 728 x 90 px

Skyscraper 120 x 600 px

■ **Principle Sponsorship includes:** Leaderboard (728 x 90) & Skyscraper (160 x 600) every Monday, Tuesday, Wednesday or Thursday for the full month
Investment: \$3,500 / month

■ **Text Sponsorship includes:** 50 words of text, URL, company logo every Monday, Tuesday, Wednesday or Thursday for the full month
Investment: \$1,500 / month

AVERAGES BY DAY	OPEN RATE	CTR
Monday	22.70%	21.70%
Tuesday	23.50%	17.30%
Wednesday	22.50%	19.80%
Thursday	23.00%	16.20%



Digital eNewsletters: **Weekly Digest**

New in 2012, the MM&M Weekly Digest is a weekly roundup of the week's big stories and notable developments in healthcare marketing, delivered every Friday.

The screenshot shows the layout of the MM&M Weekly Digest email newsletter. At the top left is a small image of the New England Journal of Medicine cover. To its right is a red banner with the text: "REACH CARDIOLOGISTS in one of the most important medical journals for cardiology. CLICK HERE for more information." Below this is the MM&M logo with "Weekly DIGEST" in large pink letters. Underneath the logo are social media icons for Facebook, Twitter, and LinkedIn. A short paragraph describes the newsletter as a weekly roundup of healthcare marketing stories. A section titled "THE WEEK'S BIG STORIES" lists several articles with blue hyperlinks. At the bottom left is a "FEATURED MM&M AWARDS 2012 SPONSOR" box for "The Oncologist" journal, including a description of the journal. On the right side of the newsletter is a vertical red sidebar with the text: "Get the impact of a cardiology journal for a very competitive price." and a small thumbnail image of the journal cover with a "CLICK HERE for more information" link.

← **Leaderboard** 728 x 90 px

← **Skyscraper** 120 x 600 px

■ **Principle Sponsorship includes:**
Leaderboard (728 x 90) & IMU (300 x 250)
Investment: \$6,000 / month (4 Fridays)



Digital eNewsletters: **Splash**

New in 2012, The Splash by MM&M 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 online first.

INTRODUCING THE OPPOSITE OF FALSE. **TRUE** The healthcare agency, reimagined. [CLICK HERE](#) A Harte-Hanks Company

the **SPLASH** from **MM&M**

[f](#) [t](#) [in](#) **LinkedIn**

MM&M MEDICAL MARKETING & MEDIA
CHECKMATE

After a flat 2011, paychecks rise slightly in 2012

Pharma industry job cuts haven't stopped. The good news is that, for those still in the game, average salaries are up marginally and job satisfaction remains high. With industry still in the throes of the patent cliff, these are encouraging signs. Our survey found some surprises, too:

More respondents chose work culture as their number one consideration over pay—a complete reversal of 2011

[CLICK HERE](#) for other findings from the 26th MM&M Career & Salary Survey appearing in the October 2012 issue, including:

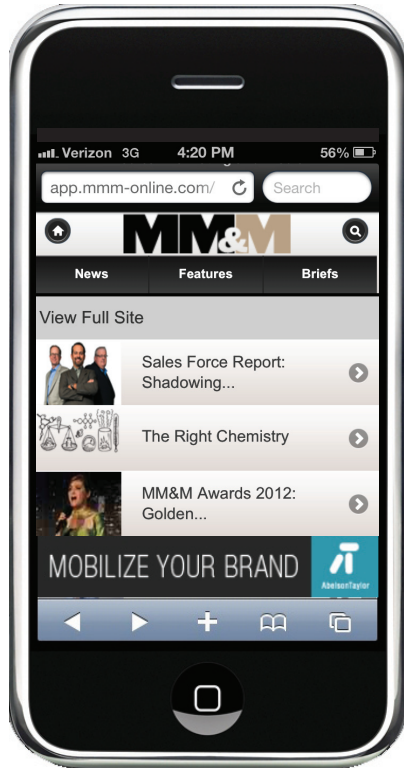
- Charts on average pharma industry salary from 2007-2012; average salary by employer type, as well as by gender, market sector and company size; advancement prospects by employer, and the percent of those seeking a new job by type of employer

Leaderboard 728 x 90 px

■ **Principle Sponsorship includes:**
Leaderboard (728 x 90)
Investment: \$1,500

Mobile Sponsorship: app:mmm-online.com

Reach a targeted, on-the-go audience through an exclusive sponsorship opportunity that enables you to attach your brand to MM&M's popular mobile-optimized content service.



FREQUENCY	
1 Month	\$1800
3 Months	\$1500
6 Months	\$1200
12 Months	\$1000

Mobile Ad Unit 216 x 36 px



Education Programs: **Webcasts**

MM&M WEBCAST: Editorial, Partner or Vendor

MM&M Webcasts are an authoritative and interactive marketing opportunity for advertisers, allowing you to demonstrate thought leadership to a captive audience. Webcasts deliver unique content directly to the desktops of qualified business leads. MM&M webcasts can be developed, promoted and hosted within 6 weeks of booking. All webcasts will come with a detailed promotional package and timeline.

EDITORIAL WEBCAST

Content & Creation:

- The editorial webcast is created by the MM&M editorial team.
- A senior MM&M editor moderates the discussion.

Panel Participants:

- MM&M responsible for panel recruitment
- Sponsor not part of panel recruitment

Sponsor's Speaking Opportunity:

- Recognition as the webcast sponsor and included in the Q&A.
- Sponsor is allotted 10 minutes at the end of the discussion to address the audience & demonstrate thought leadership

Investment: \$15,000

Notes:

- Program guests and topics subject to change. MM&M reserves the right to select host
- Sponsor understands it has no control prior review over editorial content presented in each webcast segment

PARTNER WEBCAST

Content & Creation:

- The editorial webcast is shaped by both the MM&M editorial team and Sponsor.
- A senior MM&M editor moderates the discussion.

Panel Participants:

- Sponsor responsible for panel recruitment

Sponsor's Speaking Opportunity:

- Sponsor participates in panel discussion, enabling the opportunity to demonstrate thought leadership
- MM&M editorial team also involved in the Q&A session

Investment: \$13,500

Notes:

- Program guests and topics are a collaboration of MM&M and Sponsor.
- Sponsor understands it has control of editorial content presented in each webcast segment

VENDOR WEBCAST

Content & Creation:

- A senior MM&M editor will make the introduction and oversee the webcast.
- MM&M directs and hosts the webcast but will not participate in the content discussion

Panel Participants:

- Sponsor is responsible for panel recruitment

Sponsor's Speaking Opportunity:

- The vendor webcast is an opportunity for you to have creative control on the messaging, speakers, and content.

Investment: \$12,500

Notes:

- Program guests and topics decided by sponsor.
- Sponsor understands it has control of editorial content presented in webcast segment



Education Programs: **Thought Leadership** **Video Sponsorship**

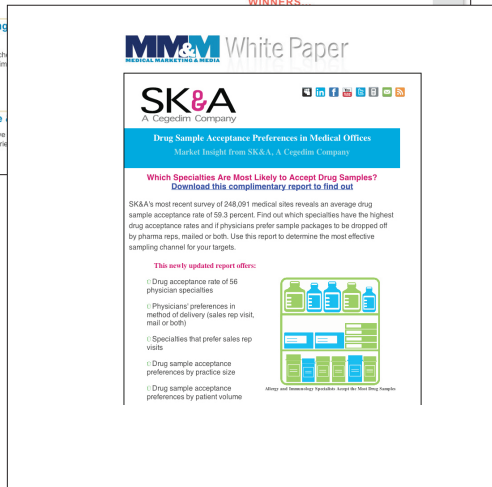
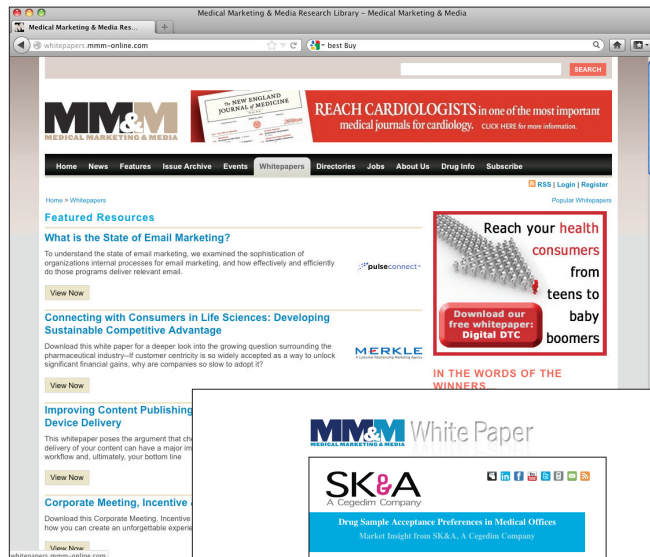
INDEPTH

Video dialogue with a senior member of our editorial team to deliver insight, expertise and demonstrate thought leadership. The video would be promoted to our readership on mmm-online.com our site and a pre-roll video can be added for additional exposure. Sponsors of the MM&M In-Depth videos receive the 5-7 minute video for exclusive rights for its own marketing purposes. MM&M would hold all rights to the content.

Investment: \$6,000/video sponsorship



Education Programs: **KOL White Paper**



Medical Marketing & Media Resource Center (Leads delivered weekly through targeted KOL email promotion)

- List up to 3 white papers, research/analyst reports, case studies, webinar links and update as needed directly within the White Paper section of the MM&M website
- \$45 Cost Per Lead/download of your company's White Paper/Asset
- Lead report weekly by MM&M
- Minimum lead start of 50 (\$2,250) – All North American leads
- White Paper Library actively promoted throughout our website and via weekly email distribution to 10,000 + recipients

MM&M KOL White Paper (reach over 10K key management buyers through bespoke emails)

The KOL white paper is designed to share white papers and research with 10,000+ key marketing professionals. It is a highly effective means of driving traffic back to your website, generating leads and drive awareness of your brand.

- HTML mailer sent to 10,000 + qualified medical marketers
- A URL link to the WP download registration page on your website

Investment: \$2,250 / insertion



Education Programs: Podcasts

MM&M PODCASTS

MM&M Podcasts provide the MM&M community with a short and concise presentation on a relevant topic as it relates to the healthcare community. Sponsoring an MM&M podcast allows you to align your corporate messaging with a significant topic within the industry. Sponsors will be acknowledged within the webcast “This MM&M podcast brought to you by xyz”.

- 8- 10 minutes duration
- Exclusively sponsored
- Podcasts available for download on **www.mmm-online.com**. Clients can host the podcasts on their site
- Full promotional schedule included



Live Event: **MM&M Awards 2013**

MM&M AWARDS

The 10th Annual MM&M Awards are judged with the utmost independence and authority, using an esteemed panel of leaders and thinkers representing a wide variety of disciplines and backgrounds within the healthcare marketing community. Each year, we strive to make this program better and more relevant. For 2012, we have expanded the number of categories to include two new Awards for mobile apps and we'll be making updates for the 2013 awards as well.

Partnership includes a full year of branding leading up to the event with inclusion in daily MM&M Newsletters, banners, a full table at the event as well as announcing the winner in your category sponsorship.

MM&M AWARDS PARTNERS PACKAGE

- Table for 10 at the event
- Category sponsor
- Brand awareness leading up to the invite via
 - MM&M Newsletters
 - Exposure of MM&M Awards microsite with multimedia components
 - Ads highlighting the awards
- And much more

Investment: \$14,500

MM&M AWARDS SPONSORS PACKAGE

- Table of 4 at the event
- Category sponsor
- Brand awareness leading up to the event
 - MM&M Newsletters
 - Exposure on the MM&M Awards microsite with multimedia components
 - Ads highlighting the awards

Investment: \$7,500



**SAVE
THE DATE:
October 2**

**MM&M
Awards
2013**



Virtual Event: Future of Pharma

VIRTUAL EVENTS

MM&M's virtual conference events include cutting-edge leaders, thinkers and visionaries in healthcare marketing who come together to discuss and share strategies, observations and insights within this ever-changing industry. It's also a forum to foster live, interactive dialogue between delegates, speakers and sponsors.

Our purpose-built digital environment is designed to emulate the most valuable experiences of a physical conference, but allows speakers, delegates and sponsors to participate remotely, at their convenience – and for FREE. Presentations can also be streamed at a later date. The online space features an exhibit hall of virtual booths, where delegates can chat with exhibitors, download information and watch presentations.

2013 Date: Spring 2013



Virtual Event: Future of Pharma Sponsorship

PLATINUM SPONSORSHIP

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/post-show emails.
- 30 minute Vendor Webcast moderated by a member of the editorial team
- Followed by a 10 minute Q&A
- Booth on the show floor
- Personalized booth on the show floor with your company colors & customized design (4 options available)
- Video / animated greeting for all visitors to your booth
- Communicate directly with booth attendees through live chats & instant messaging
- Unlimited literature and thought leadership items within your booth
- Following the event you will receive a lead report of all attendees plus a lead report of all booth attendees

GOLD SPONSORSHIP

- Featured placement of sponsor logo in all marketing materials: invites, event microsite and reminder/announcement/post-show emails.
- Sponsor of 40 minute MM&M editorial webcast
- Branding within the webcast
- Sponsor introduction at the beginning of the webcast
- Participation in the 10 minute Q&A
- Booth on the show floor
- Personalized booth on the show floor with your company colors & customized design (4 options available)
- Video/animated greeting for all visitors to your booth
- Communicate directly with booth attendees through live chats & instant messaging
- Unlimited literature and thought leadership items within your booth
- Following the event you will receive a lead report of all attendees plus a lead report of all booth attendees

BOOTH SPONSORSHIP

- Booth on the show floor
- Personalized booth on the show floor with your company colors & customized design (4 options available)
- Video/animated greeting for all visitors to your booth
- Communicate directly with booth attendees through live chats & instant messaging
- Unlimited literature and thought leadership items within your booth
- Following the event you will receive a lead report of all booth attendees



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