



## MM&M Thought Leadership Platforms

**MM&M WEBCAST:** Editorial, Partner or Vendor (engage thought leaders through an educational media platform)

### Editorial webcast

The editorial webcast is created by the MM&M editorial team. Sponsor the webcast and be included in the Q&A.

**Investment:** \$15,000

### Partner Webcast

The partner webcast is shaped by both the MM&M editorial team and your company. Both parties would be involved in the Q&A session.

**Investment:** \$13,500

### Vendor Webcast

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

**Investment:** \$12,500



**MM&M VIDEO SPONSORSHIPS:** (video interview with a senior member of our editorial team)

Sponsor a video to have a “dialogue” with a senior member of our editorial team. The video would be promoted to our readership on our site and can include a pre-roll video for additional exposure. MM&M would hold all rights to the content.

**Investment:** \$6,000 / video sponsorship



### PODCAST

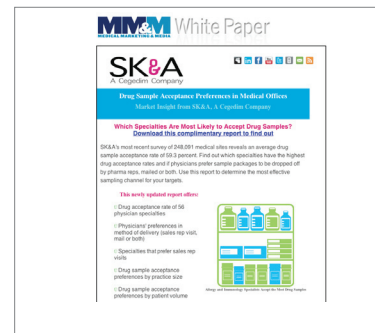
Digital media consisting of audio between a member of the editorial team. Two options available – interview or product showcase. Podcast are downloaded from [www.mmm-online.com](http://www.mmm-online.com) & available 24/7

**Investment:** \$5,000



**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





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### **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



### **MM&M ROUNDTABLES: (A unique editorial opportunity to bring together thought leaders and brand managers on topics important to your company)**

MM&M brings together a minimum of 4 - 8 pharmaceutical and medical marketing professionals to participate within each editorial roundtable discussion.

Following each roundtable, 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.

**Investment:** \$25,000



### **CO-SPONSORED MM&M ROUNDTABLES: (smaller peer conversation with various companies and organizations)**

MM&M brings together a group of healthcare marketing professionals participating in a co-sponsored roundtable discussion.

2013 Topics:

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

MM&M will produce a 3 or 4 page editorial piece following the discussion to be published within an upcoming issue of MM&M.



\*all rates are net

**FOR CONTRACT DETAILS CONTACT**

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