



# MM&M 2014 Thought Leadership Platforms

## **MM&M WEBCAST:** Engage thought leaders through an educational media platform

### **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.

### **Vendor Webcast**

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



## **MM&M IN-VISION VIDEOS:** (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.



## **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



### **CONTACT INFORMATION**

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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



### MM&M eBooks

MM&M's new series of eBooks delivers in-depth reviews of the market and trends, along with practical advice, within specific topic areas of healthcare marketing. Sponsor recognition on front cover along with Full Page creative within eBook. The MM&M eBooks are electronically deployed to over 40k MM&M subscribers offering a lead-gen component to this thought leadership channel.



### MM&M LEADERSHIP EXCHANGES

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.

New in 2014, expand your reach and offer detailed coverage of the sponsored roundtable via a lead-gen eBook deployed to the MM&M community.



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