

MM&M

SEPTEMBER 2017
www.mm&m.com

THE WAY TO RESCUE CLINICAL RESEARCH IS VIA...

SIMPLIFY. SIMPLIFY. SIMPLIFY.

- WEEDING OUT INEFFICIENCY FROM MEDIA MIX
- CHANGING LANGUAGE FROM "SUBJECTS" TO "HEROES"
- BETTER USE OF MARKETING TECHNIQUES
- MORE COMMUNICATION WITH PHYSICIANS
- SIMPLIFYING RESULTS WITH PATIENTS
- MORE COORDINATION WITH HEALTH SYSTEMS
- STOPPING THE FLOW OF TALENT AWAY FROM INDUSTRY
- SIMPLIFYING COMMUNICATION WITH PHYSICIANS
- APP-DRIVEN DATA COLLECTION
- MOBILE TRIAL RECRUITMENT
- MORE COMMUNICATION WITH HEALTH SYSTEMS



MM&M

OCTOBER 2017
www.mm&m.com



BANK SHOT

Salaries are up — by a lot — and marketers are enthusiastic about their career prospects. They might not even be that bothered by the industry's diversity problem, reams of evidence to the contrary notwithstanding.

2017 CAREER AND SALARY SURVEY

haymarket

MM&M

2018

MEDIA KIT

MM&M

AUGUST 2017
www.mm&m.com



HALL OF FEMME

2017

haymarket



THE MM&M BRAND

A LEGACY OF TRUST

As the media brand of record for pharma and healthcare marketing, MM&M delivers the most balanced, informative, and relevant coverage of our industry every day.

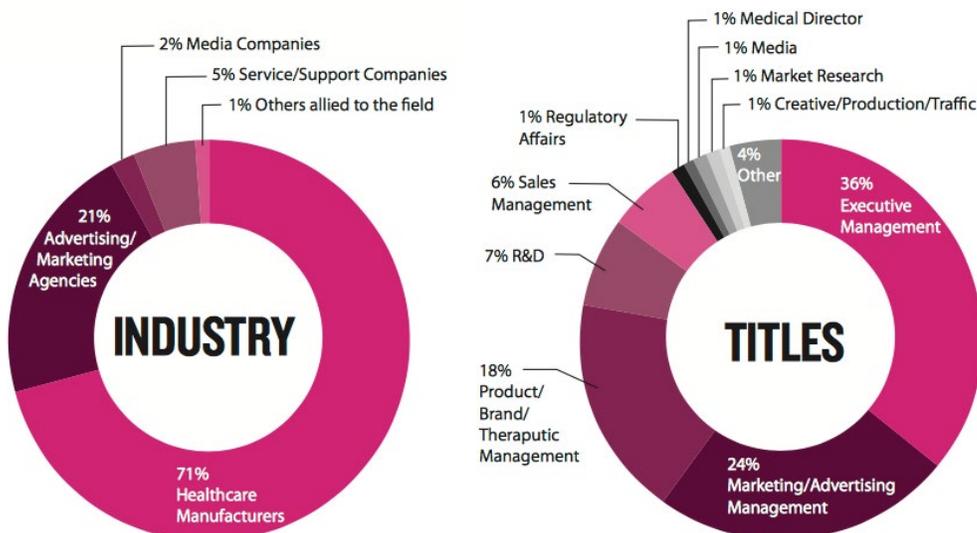
For over 50 years, MM&M has been the go-to resource for biopharma marketers. Today, MM&M continues to evolve to deliver diverse and in-depth content that meets their informational needs.

Whether in print, digital, social media, or live events, MM&M is committed to serving the medical community with need-to-know information and insight. Our discerning audience of healthcare and pharma professionals is comprised of thought leaders, influencers, and decision makers from the world's top healthcare manufacturers, agencies, and vendors. As such, MM&M provides the news, analysis, commentary, and tools that guide them through our complex healthcare market.

At a time when lines are blurring, when the pace of innovation is driving change at every corner of the market, when an expanding healthcare ecosystem appears vastly different than it did a decade ago, MM&M has never been more vital. Our focus has extended to cover new interactions while continuing to guide marketers in preparing for regulatory changes on the horizon.

As we continue to cover the traditional and non-traditional players, MM&M will lead the way for executives navigating the ever-evolving market and empower them to embrace change.

THE MM&M AUDIENCE



Source: June 2017 BPA Statement

191k

ONLINE MONTHLY PAGE VIEWS

16.4k

PRINT SUBSCRIBERS

15k

FOLLOWERS ON SOCIAL MEDIA

PRINT

MM&M publishes 12 issues per year, giving our readers in-depth insights around pharma and healthcare's most pressing topics. 100% of our print readers are first year requesters, offering an engaged and active captive audience.



MM&M ESSENTIAL COVERAGE

Our signature issues — Top 100 Agencies, Hall of Femme, and The Pharma Report, to name a few — are known far and wide across the industry and we're continuing to build and invest in our print magazine.

Healthcare marketing professionals come to MM&M each month for the reporting of key trends, innovations, and technologies that affect healthcare marketing and that can't be found anywhere else.



DIGITAL

MM&M's legacy of informing professionals, breaking stories, and analyzing the industry's most important issues continues online at mmm-online.com with hourly updates, every day. With a growing digital footprint and new ways to tell stories, MM&M online is the most reliable, influential medical marketing brand today.



191k

MONTHLY PAGE VIEWS

68k

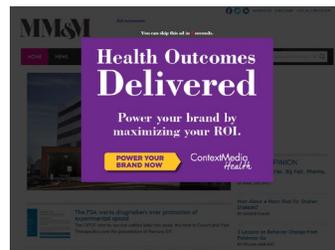
MONTHLY UNIQUES

100k

SESSIONS



Pushdown
(970x90 to 970x270)



Prestitial
(640x480)



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



Page Peel
(640x480)

NATIVE AND SOCIAL MEDIA

Content marketing is one of the most powerful tools to reach your audience and drive your business. Engage with marketers through content marketing that is seamlessly built into the visual design of MM&M online. Position your brand as a thought leader to a premium audience of pharmaceutical, biotech and medical device marketers. MM&M's native advertising offering gives you the spotlight.

PARTNER OPPORTUNITY: NATIVE

- Fixed placement on the MM&M homepage, for 7 days and a total of 21 days in high-profile promotional spotlights
- Content amplification through social media promotion (Facebook, Twitter, LinkedIn)



SOCIAL MEDIA

MM&M continues the conversation on Facebook, Twitter, and LinkedIn, where we engage our growing following. Meet our fans and be a part of the dialogue.



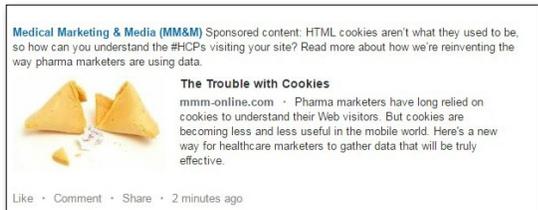
9.4K



2.3K

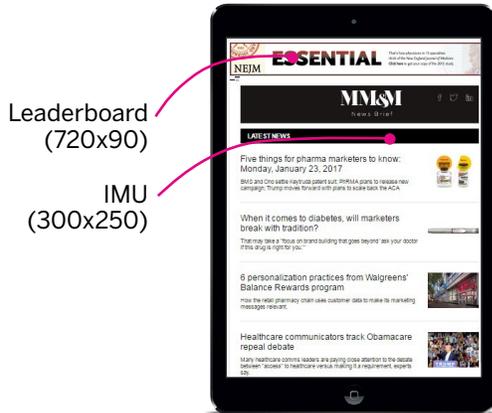


1.9K



NEWSLETTERS

Insights delivered straight to our readers' inboxes every day. Have your brand's messaging aligned with our most current news and trends with MM&M newsletters.



Leaderboard (720x90)

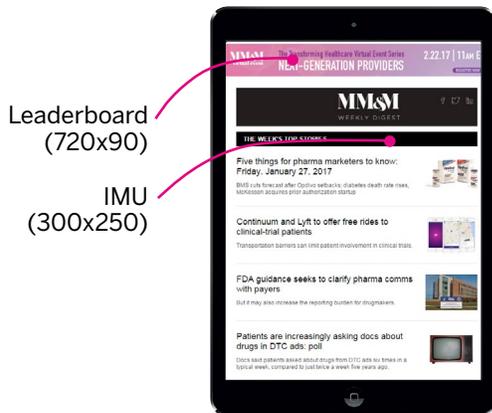
IMU (300x250)

MM&M NEWS BRIEF

The latest industry news coverage, breaking stories of the day, and expert analysis on all aspects of marketing. Delivered Monday through Thursday to 16.8k opt-in subscribers.

PARTNER OPPORTUNITY

- Principle Sponsorship: Leaderboard (728x90) & IMU (300x250) display banner ad in each News Brief sponsored for that day of the month; includes live URL provided by sponsor
- Text Sponsorship: Logo, headline, 50 words of text and live URL to appear in each News Brief sponsored for that day of the month
- Each sponsorship provides 4 News Brief placements per month



Leaderboard (720x90)

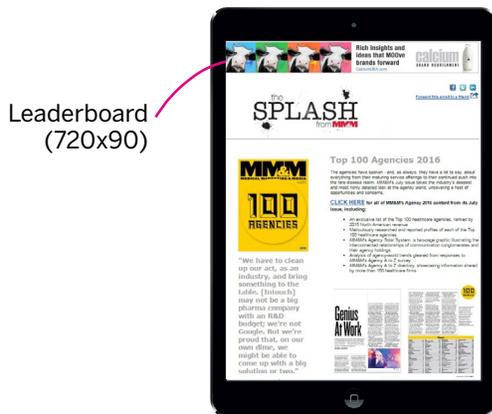
IMU (300x250)

MM&M WEEKLY DIGEST

A weekly recap of our ground-breaking top stories. Delivered every Friday to 18.6k opt-in subscribers.

PARTNER OPPORTUNITY

- Principle Sponsorship: Leaderboard & IMU display banner ad in each Weekly Digest; includes live URL provided by sponsor
- Text Sponsorship: Logo, headline, 50 words of text and live URL to appear in each Weekly Digest
- Each sponsorship provides 4 Weekly Digest placements per month



Leaderboard (720x90)

THE SPLASH BY MM&M

Unveiling the cover story feature of our monthly publication before it hits our subscribers' mailbox. Delivered monthly to 13k subscribers.

PARTNER OPPORTUNITY

- Principle Sponsorship: Leaderboard (728 x 90) display banner ad
- Text Sponsorship: Logo, headline, 50 words of text and live URL
- Each sponsorship provides 1 deployment per month at 100% SOV

ONLINE AGENCY GALLERY

Enhance your company's messaging, client creative work, and more through the MM&M Agency Gallery, where industry professionals turn to everyday. This special feature is exclusively for the healthcare agency sector and includes a dedicated page to define your brand expertise, talent, and capabilities.

PARTNER OPPORTUNITY: AGENCY GALLERY

- Several levels of company branding based on commitment level
- Branding within MM&M News Brief newsletter



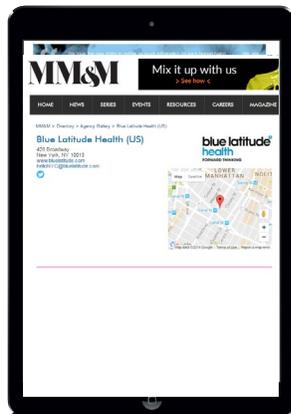
PLATINUM LISTING

- Logo
- Company contact information
- Company URL and social media links
- Company description (profile)
- Creative work showcased
- Two corporate assets/whitepapers with 50 word description and PDF for each
- Company video or slide presentation



GOLD LISTING

- Logo
- Company contact information
- Company URL
- Company description (profile)
- Creative work showcased



SILVER LISTING

- Logo
- Company contact information
- Company URL

LEAD GENERATION: ELECTRONIC CONTENT

Connect your brand's solutions with our audience through customized lead gen opportunities. From our content syndication program to sponsored email, we tailor each package that will best highlight your brand's business solutions, product offers, or announcements.

MM&M WHITE PAPER

A platform for companies to announce whitepapers, best practices, research results, and other free literature. Partners receive a minimum 50-lead guarantee and your White Paper will stay live online until the campaign has been fulfilled. Delivered to over 12K opt-in integrated marketers.

MM&M White Paper

4INFO

Unscramble your cofnusoio 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 algorithms and dashboards, 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 "best practices" 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

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MM&M SPONSORED PROMOTION

An effective way to highlight special client promotions including webcasts, trade show exhibition, special announcements, new product launches, advertisements, anniversaries, new business wins, and congratulatory messages. Partners receive a minimum 50-lead guarantee. Delivered to over 20K healthcare marketers.

MM&M PROMOTION

trialcard Access. Activation. Advancement.
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 | 919-415-3341 | www.trialcard.com

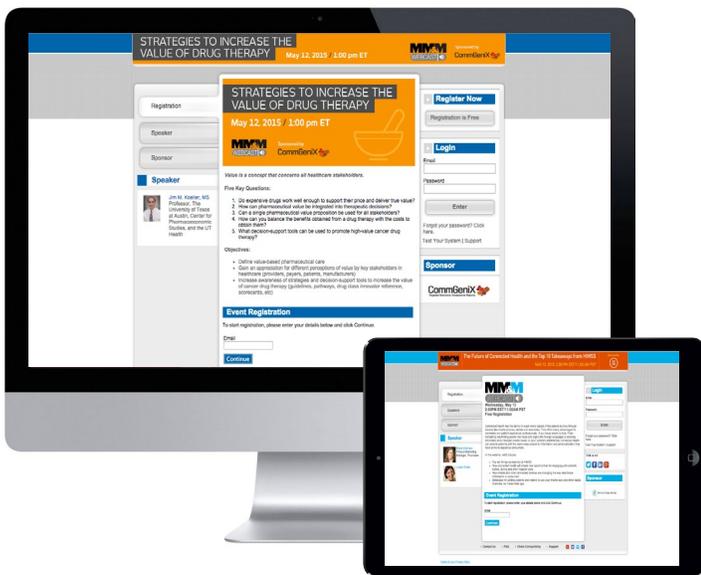
*Additional leads can be purchased on a CPL basis

LEAD GENERATION: WEBCAST

Your content, our marketing and delivery. MM&M offers full service, high-quality video opportunities to broadcast your expertise within the industry. Webcasts are not just an effective vehicle for promoting your brand's thought leadership; webcasts offer the perfect opportunity to generate valuable leads.

PARTNER OPPORTUNITY: WEBCASTS

- MM&M to manage webcast promotion, on-demand promotion post-taping, and registrant data collection
- Webcast will be available on-demand for one year



PARTNER WEBCASTS

Share your thought leadership with an audience that seeks expert insights. Led by a senior editor, webcasts feature respected marketing executives in an educational, informative atmosphere.

MM&M 20/10

Do a deep dive into a specific area or hot-button top. The 20/10 is an abbreviated webcast offering a 20 minute monologue by the sponsor and 10 minute Q&A session with the audience.

CUSTOM WEBCAST

Based on our partner's objectives, our team will develop a custom webcast. MM&M will source a featured speaker and partner can provide speaker to participate. The webcast consists of a 60 minute audio/slide presentation webcast and 10 minute audience Q&A session (duration can be adjusted upon request). MM&M Editorial will moderate introduction, Q&A, and close.

| FORMAT | CONTENT CREATION | MODERATOR | SPEAKER RECRUITMENT | SPONSORS WITH SPEAKING OPPORTUNITY | OPTION TO PURCHASE FILE |
|------------|------------------|-----------|---------------------|------------------------------------|-------------------------|
| Partner | Sponsor | MM&M | Sponsor | Yes | Yes |
| MM&M 20/10 | Sponsor | MM&M | Sponsor | Sponsor One-On-One | Yes |
| Custom | MM&M and Sponsor | MM&M | MM&M and Sponsor | Yes | Yes |

LEAD GENERATION: eBooks

MM&M's eBook series delivers in-depth reviews of the market, trends, and practical advice within specific areas of healthcare marketing. By going deep into a particular topic, MM&M will target only the most relevant prospects to effectively engage, educate, entertain and, of course, generate valuable leads.

PARTNER OPPORTUNITY: eBooks

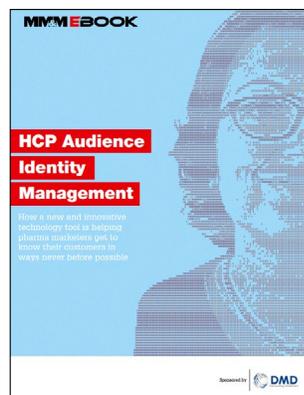
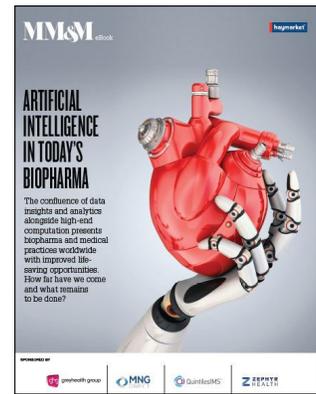
- Sponsor a compilation of content including articles, whitepapers, executive interviews, and more
- eBooks are free to readers in exchange for their contact information; leads guaranteed from downloads
- Multichannel promotion includes exclusive eblasts, placement in MM&M News Brief and Weekly Digest newsletter, ROS banners on site, and placement within our eBook Library for one year.

EBOOK CO-SPONSORSHIP

- MM&M creates content
- Full page ad placement within eBook
- Logo on cover page and all promotional emails
- A 150-word commentary from co-sponsor will be included as a sidebar in "Partner Perspectives" section, includes photo/headshot of author
- Guaranteed 75 leads

CUSTOM EBOOK EXCLUSIVE SPONSORSHIP

- Produced on-demand within 6 weeks
- Content curated in agreement of MM&M editorial team and sponsor
- Content may include sponsor's quotes, case studies, data, and more
- MM&M responsible for creation, design, distribution of eBook
- Guaranteed 175 leads**



*Additional leads can be purchased on a CPL basis

**Any leads past 175 will be available for purchase on a cost per lead (CPL) basis

MM&M CUSTOM CONTENT LAB

Our Content Lab expertly crafts your story, shares it across selected multimedia channels, and amplifies your message to an audience of senior level healthcare and pharma professionals within marketing, media, agency, and brands.

WHAT WE OFFER

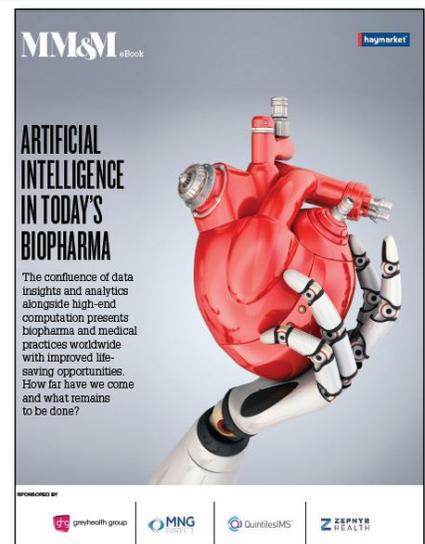
In a nutshell? Editorial expertise and collaboration. Whatever the project, you'll have access to, and input from, our chief and senior level editors, industry thought leaders in their own right.

You'll also have access to our extended Content Lab team of design, multimedia, marketing, and events experts who collaborate with our partners to build their custom package – for print, digital, social media, video, live, or something entirely out of the box – and ensure ROIs are met at each stage of the campaign.

GET TO THE HEART OF YOUR STORY

Choose from our select group of products. We can produce the content for your brand, in any format, to your specifications. Or we can make your existing content go further. Either way, we amplify your message to our premium audience to stellar results.

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



EVENTS

MM&M will seamlessly integrate your brand into the right conference, the right networking session, the right industry celebration. Whether you're in the market for traditional opportunities (sponsor branding, award presenting, category sponsorship, panel participation) or more out-of-the-box activations (sponsor of the official afterparty, cocktail of the evening, social media, PhotoBooth), our dedicated team will pair your objectives with the perfect, customized experience.

MM&M TRANSFORMING HEALTHCARE

New York City, May 2018

True transformation in healthcare requires innovation, collaboration, and engagement from the HCP community. At MM&M's Transforming Healthcare, we take the notion of "going beyond the pill" a step ahead of wearables and devices. We'll explore ways to create more connectivity and trust between pharma and HCPs, all for the good of the patient.



MM&M HALL OF FEMME

New York City, June 2018

Honoring 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. Accomplished and results-driven, these women have navigated internally, reached across silos, and led teams to maximize value for their organizations. 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.



MM&M AWARDS

New York City, October 2018

The industry's definitive awards for excellence in healthcare marketing and communications. In front of a sold-out crowd of 900, MM&M celebrates our industry's most esteemed leaders and thinkers representing all disciplines and backgrounds within healthcare marketing communities.



EVENTS

Our industry is in the midst of profound change, one marked especially by technological innovation. MM&M brings the latest on tech and data in the healthcare market to life with informative, interactive events. We'll delve deep into the numbers and newest research, translating complex data into clear narratives that marketers can apply to their everyday work.

MM&M TREND TALKS

New York City, March 2018

Upon the release of the 2018 MM&M Healthcare Marketers Trend Report, MM&M will be hosting #TrendTalks, an intimate, invite-only assembling of biopharma's top commercial executives ready to take action on our data and drive result-oriented discussions on anticipated industry challenges.



MM&M HEALTH DYNAMIC

San Francisco, February 2018

From advancements in multi-omics, IoT, and patient/consumer data to legislation affecting the healthcare system, disruptive change is underway up and down the life sciences value chain. Health Dynamic is designed to help navigate the waves of change in marketing, policy, and technology impacting healthcare. We'll explore case studies, Silicon Valley tech insight, and the essential info to keep you ahead of the curve.



MM&M FUTURETECH

Philadelphia, April 2018

As pharma marketers strive for meaningful connections with audiences, advertising is becoming less of an end-all, be-all brand-building tool. Marketing tactics, such as awareness-building and personalization via data, are growing more important. FutureTech offers a day of inspiring thought leadership and tactical solutions that shaping the commercial biopharma scene.

LICENSING, REPRINTS & EPRINTS

Enhance your content with custom reprints. 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 distribution-ready for 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

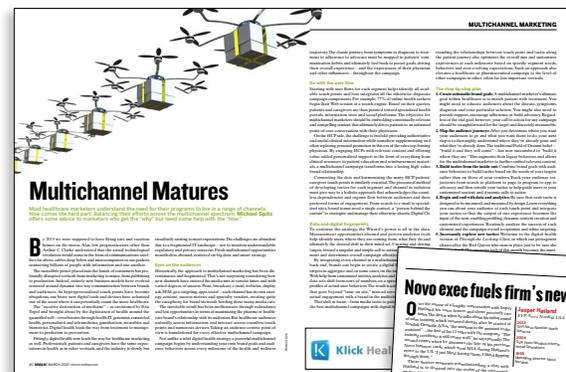
- MM&M produces and delivers a printable, ready-to-use PDF of the article, which the purchasing company can host on its website, send to clients via email, disk or on a CD
- This option is ideal for email marketing and PR campaigns

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 email, 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



PRINT RATES

DISPLAY ADVERTISING

| Frequency | 1x | 3x | 6x | 12x |
|--------------------|----------|-----------|----------|----------|
| Double Page Spread | \$15,705 | \$15,5077 | \$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 |

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% |

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. Get in touch to learn how we can put MM&M to work for your brand.

| PRODUCT | BRAND BUILDING | LEAD GENERATION | THOUGHT LEADERSHIP | EDUCATION | RELATIONSHIP BUILDING |
|---|----------------|-----------------|--------------------|-----------|-----------------------|
| PRINT Display Advertising Skill Set Showcases | ✓ | | ✓ | | |
| CLIENT CUSTOM CONTENT Surveys White Paper Native Advertising Customer Event Coverage Video | ✓ | ✓ | ✓ | ✓ | |
| LIVE EVENTS/CONFERENCES Transforming Healthcare MM&M Awards UpNext Trend Talks Health Dynamic FutureTech | ✓ | | ✓ | ✓ | ✓ |
| ELECTRONIC White Paper Sponsored Promotion | ✓ | ✓ | ✓ | ✓ | |
| ROS ads Native Advertising Agency Gallery Profiles | ✓ | ✓ | | | |
| NEWSLETTERS Newsbriefs (M-Th) Weekly Digest (F) The Splash (Monthly) | ✓ | ✓ | | | |
| CUSTOM EBLASTS Client Supplied HTML "On Behalf Of" | ✓ | ✓ | | | |
| WEBINARS Partner Webcast 20/10 | ✓ | ✓ | ✓ | ✓ | |
| CUSTOM EVENTS Roundtable Breakfast Session + Roundtable | ✓ | | ✓ | ✓ | ✓ |
| LISTS, REPRINTS & WEB LICENSING, PMD Data Licenses | ✓ | | | ✓ | |