

Advancing process solutions

Pharmaceutical Technology

EUROPE

Supplement to Pharmaceutical Technology 2009 media planner

Editorial calendar

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Month	FEATURE Classical	FEATURES Biopharmaceutical	REGULARS Spotlight on	REGULARS Technology Update
Jan	Drug delivery Ingredients	Disposable equipment	Outsourcing/Contract organisations/counterfeiting	Packaging and labelling equipment
Feb	PAT/QbD Surface science	Vaccines	Emerging markets Regulatory issues	Laboratory equipment
March	Laboratory equipment	Process development	Regulations and compliance Environment USA	Aseptic equipment IT
April	Formulation	Viruses Intellectual property	Outsourcing R&D	Process control and automation
May	Automation innovation IT	Validation Patents	Biosimilars Outsourcing Nanotechnology	Analytical equipment
June	APIs/Ingredients Validation	Cell culture	Counterfeiting Excipients Regulatory issues	Tableting and chemical /Excipients/Raw materials
July	Controlled release Dosage forms	PAT/Validation	Antibodies Drug delivery Outsourcing	Pumps and valves Processing equipment
Aug	ANNUAL BUYERS' GUIDE			
Sept	APIs/Ingredients Contract services	Supply chain	Outsourcing Drug delivery	Packaging and labelling equipment
Oct	Drug delivery Excipients	Formulation	Asia Clinical trials	Mixers, dryers and centrifuges
Nov	Manufacturing equipment	Ingredients/Dosage forms	Stem cells	Process control and automation
Dec	Aseptic equipment/ technology	Manufacturing report	Process validation and compliance	Analytical equipment

REGULARS Columns	Bonus Distribution	EXTRA	Supplements & Added Value	Advert deadline
Editor's Comment International columnists, News Bio news, Talking Point, Inside Out	Informex Pharmapack	Product reviews Event showcases Event reviews Exclusive interviews Case Studies		4-Dec
	MDT			16-Jan
	PITTCO INTERPHEX CLEANROOMS Europe		Advert study free to advertisers Outsourcing Supplement	12-Feb
	ACHEMA Exipient Fest (Puerto Rico) Bio Europe Sping		ACHEMA Guide	11-Mar
	ACHEMA BIO (US)			16-Apr
	Excipient Fest ChemSpec Europe Interphex Japan		Drug Delivery Supplement	14- May
	Controlled Release Society International Congress of FIP			11-Jun
All events until August 2010				16-Jul
	CPhI Worldwide/ICSE ILMAC	Product reviews Event showcases Event reviews Exclusive interviews Case Studies	CPhI/ICSE Guide Ingredients and Formulation Supplement	13-Aug
	CPhI Worldwide/ICSE			10-Sept
	AAPS PharmTech (Russia) BIO Europe Autumn		Packages and Labelling Equipment Supplement	15-Oct
			Corporate Profiles	12-Nov

PTE Rate card 2009 (€)

DISPLAY Colour	1x	3x	6x	9x	12x	24x
Full Page	7261	6753	6390	6245	5954	5809
2/3 Page	6535	5881	5554	5228	4901	4574
1/2 Page	5081	4573	4319	4065	3811	3557
1/3 Page	3991	3592	3393	3193	2993	2794
1/4 Page	3270	2943	2780	2616	2453	2289

Special position charges (€)

Outside back cover	1077	Full page rate plus positional rate listed
Inside front cover 1 (pg 2)	824	Full page rate plus positional rate listed
Inside front cover 2 (pg 3)	746	Full page rate plus positional rate listed
Inside front cover/Table Of Contents (pg 4)	746	Full page rate plus positional rate listed
Inside back cover	621	Full page rate plus positional rate listed
1/2h next to 2nd Table Of Contents (pg 7)	331	Full page rate plus positional rate listed
Page 8	497	Full page rate plus positional rate listed
1/2v From The Editor comments (pg 9)	331	Full page rate plus positional rate listed
Page 11 opposite news	414	Half page rate plus positional rate listed
Close to relevant edit	331	Add this cost to whatever size ad you choose
Preferred position - full page	373	Full page rate plus positional rate listed
Preferred position - fractional size	290	Add this cost to whatever size ad you choose

Special products (price on application) (€)

	1x	3x	6x	9x	12x	24x
Belly band	*	*	*	*	*	*
Barn door	*	*	*	*	*	*
External tip on	*	*	*	*	*	*
Internal tip on	*	*	*	*	*	*

Classified

	6x	12x
Super Maxi Box	6526	4895
Maxi Box	5274	3955
Mini Box	3834	2876
Line Listing	778	583
Additional Lineage	392	294
Web Showcase	*	*

Directory enhancements

	>5	5 to 10	<10
Red Bold Listing	55	49	43
Logo	552	*	*

Inserts

	Up to 20g
< 5000 (cost per '000)	787
> 5000 (cost per '000)	661
Full circulation (cost per '000)	437

Recruitment

	1x
Full Page	5092
1/2 Page	3311
1/4 Page	2289

Custom ezine publishing*

WEB

Weekly eAlerts

	1x	3x	6x	12x
Lead Sponsor Banner	1412	1342	1285	1130
Lead Sponsor Skyscraper	1246	1184	1134	997
Footer Banner	997	947	907	798
Profile	867	807	755	694

Online

	Homepage	Editorial	Products	Events
Banner (for 3 month period)	3549	2635	2609	2609
Skyscraper (for 3 month period)	2660	1977	1958	1958
Button (for 3 month period)	1327	986	976	976
ClickVISION™	*	*	*	*
Podcasts	*	*	*	*
Webcasts/Web Seminars	*	*	*	*
White Paper Lead Generation	*	*	*	*

* Please contact your Pharm Tech Europe Sales representative for further information

Advanstar Ad sizes

Keep live matter 10mm from all sides

	Non-bleed	Bleed	Trim size
Two page spread	336 x 241	400 x 273	394 x 267
Full page	171 x 241	203 x 273	197 x 267
2/3 page	114 x 241	133 x 273	130 x 267
1/2 Island	114 x 178	133 x 187	130 x 194
1/2 page vertical	86 x 241	105 x 273	102 x 267
1/2 page horizontal	171 x 117	203 x 137	197 x 133
1/3 page vertical	54 x 241	73 x 273	70 x 267
1/3 square	114 x 117	133 x 137	130 x 133
1/4 vertical	86 x 117	105 x 137	102 x 133



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