



Media Kit 2025

# Our Mission & Positioning

## PharmaBoardroom: Shaping the Global Healthcare Conversation

We share insights from visionary leaders, policymakers, payers, and patient groups through unmatched, in-depth conversations.

Driven by the belief that innovation without access is meaningless, we are deeply committed to fostering a deeper understanding of the world's most dynamic markets and their local healthcare systems.

Inspired by our collaborators and committed to our audience, PharmaBoardroom amplifies local voices, highlights access gaps, and works with the leaders who ensure medicines reach those who need them most.

300+

Exclusive interviews with the global industry's leading lights published every year

70,000

Unique monthly visitors to PharmaBoardroom every month

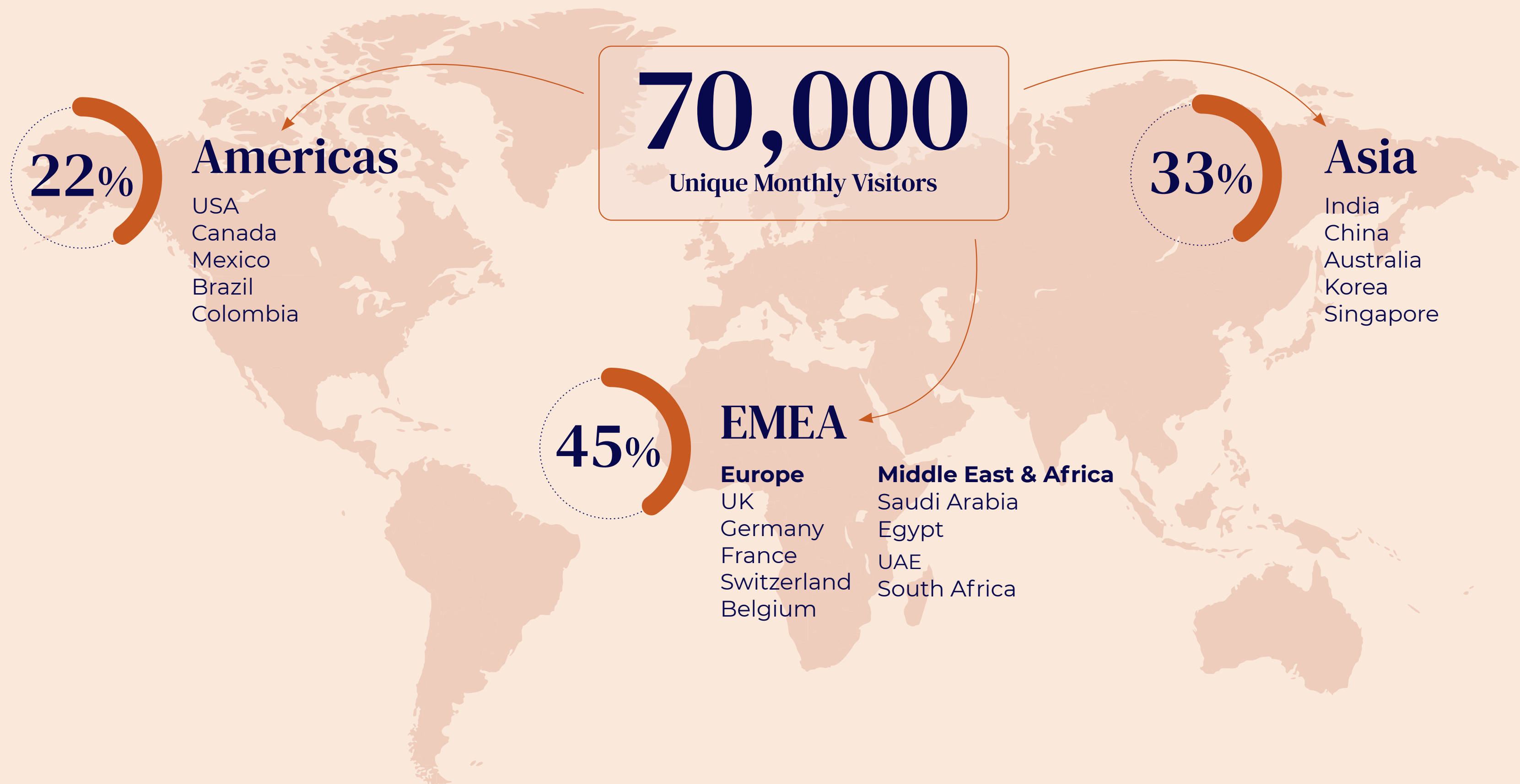
26,000

Members of our industry-focused proprietary emailing database



# Global Reach

Our audience is uniquely global, spread across all corners of the earth. We have a strong following in Europe and the US, as well as in Asia, Latin America and the Middle East and Africa. The international PharmaBoardroom community, built up over the past two decades, relies on us for comprehensive coverage of often-underrepresented regions.





## Newsletter

Every week, we bring our audience a handpicked selection of the best PharmaBoardroom website content via our email newsletters

26,000

Active Subscribers

31%

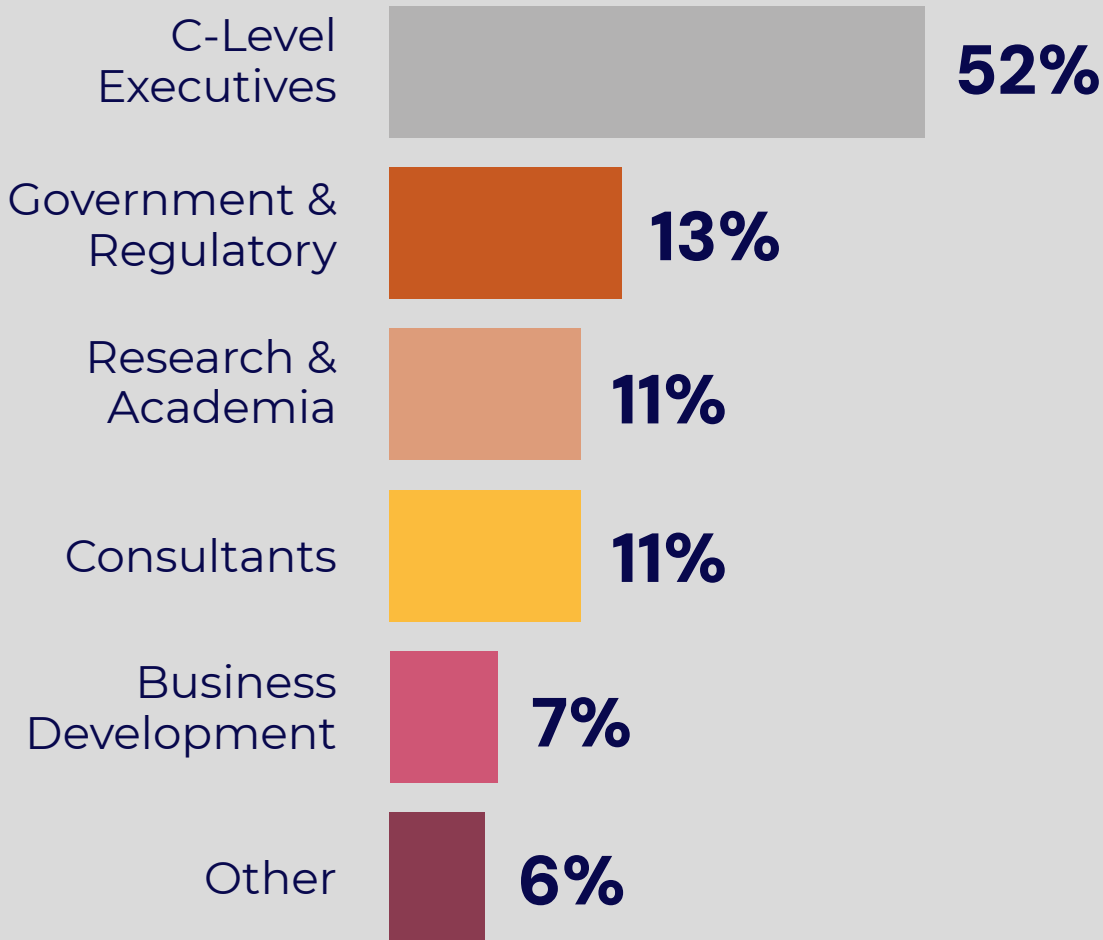
Newsletter open rate

4%

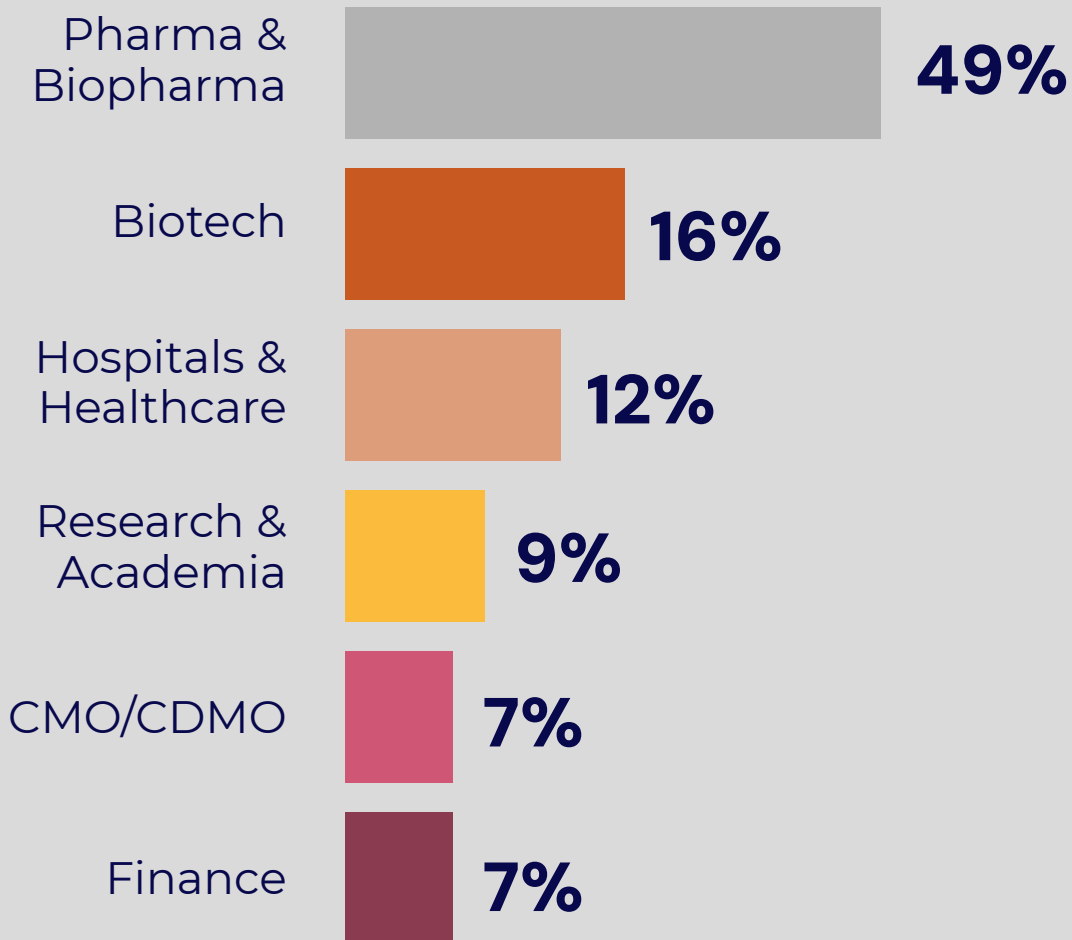
Newsletter click rate

Our 26,000-strong e-mail database boasts a host of industry movers and shakers, over 50 percent of whom are C-level executives. We bring this engaged yet time-constrained audience the content that matters to them, both through our weekly global newsletter as well as regular dedicated regional and thematic mailings.

### By Function



### By Industry





As industry networking increasingly shifts to digital platforms, our 12,000-strong LinkedIn community is a vital asset. We maintain an active presence on the platform, regularly posting our top interviews, articles, reports, and datasets, as well as a weekly newsletter of our most engaging content. This provides a crucial channel both to interact with our audience and for them to interact with each other.



## Ranked 3

In LinkedIn engagement compared to other pharma industry media platforms

## Ranked 2

In LinkedIn follower growth last year compared to other pharma industry media platforms



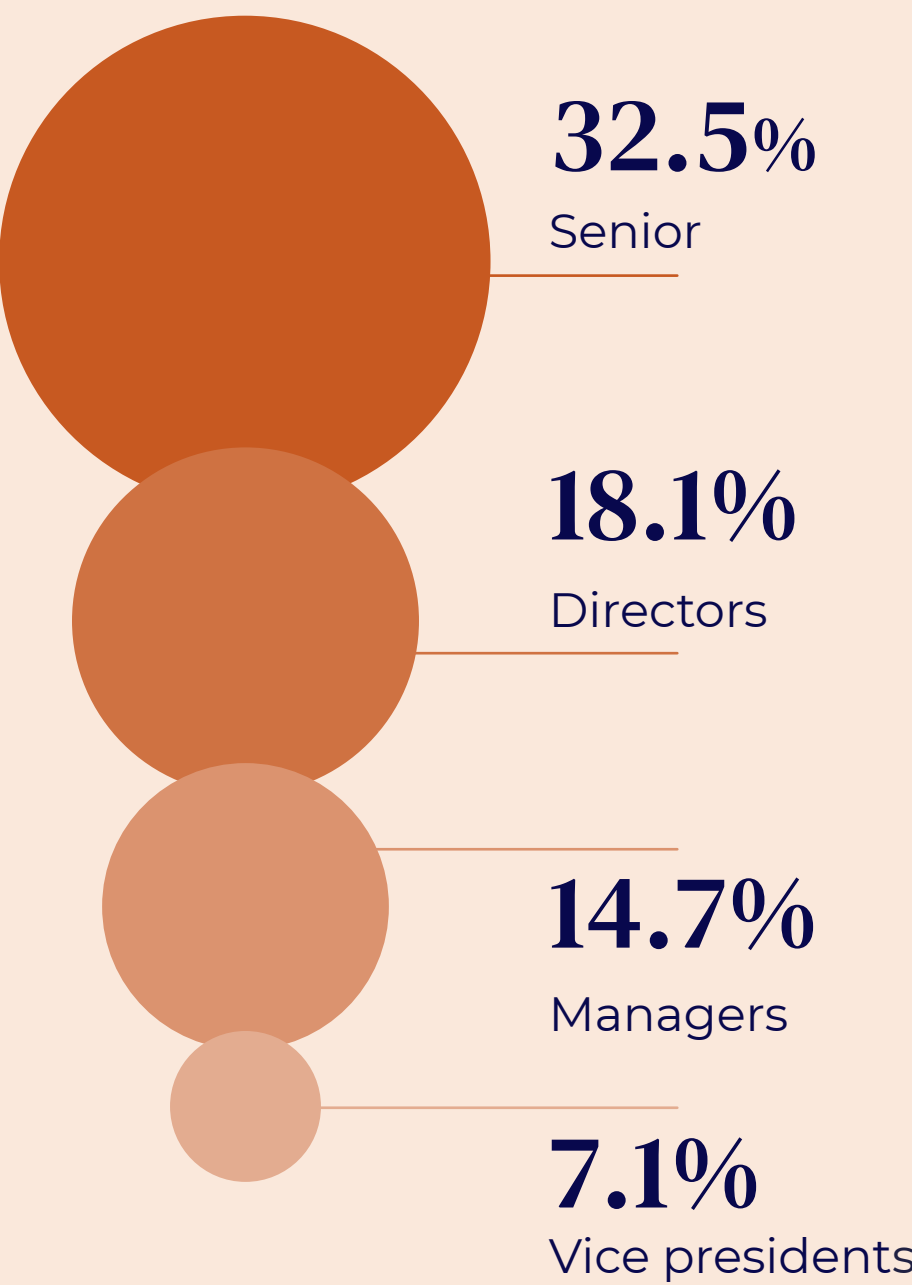
65%

Of our followers work at a senior level within their companies (director, manager, VP, CEO)

44%

Of our followers work in the pharma industry

## 12,000 subscribers on LinkedIn



# Our Industry Partners



PharmaBoardroom is proud to count on the support of the global biopharmaceutical industry's leading companies



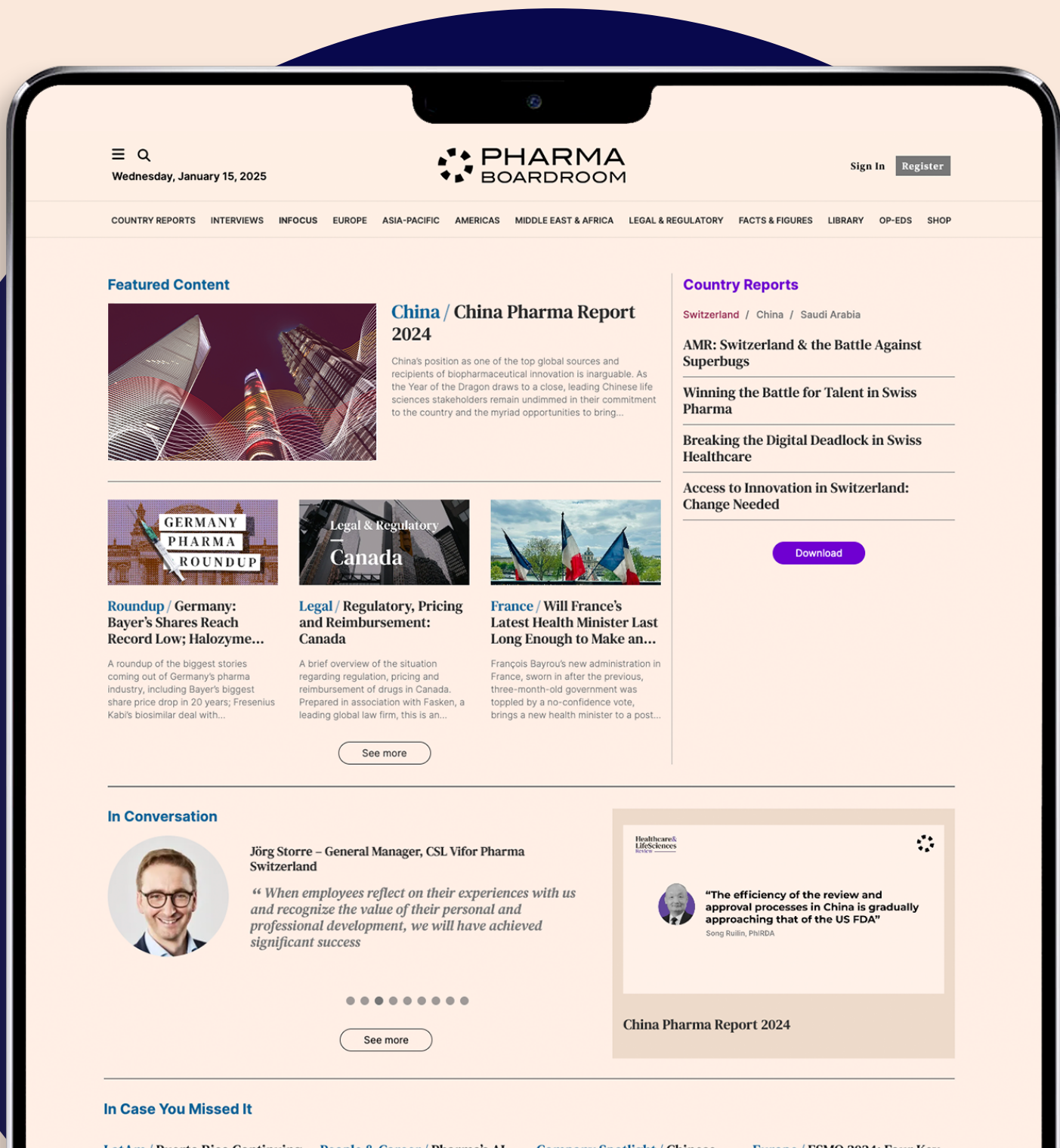
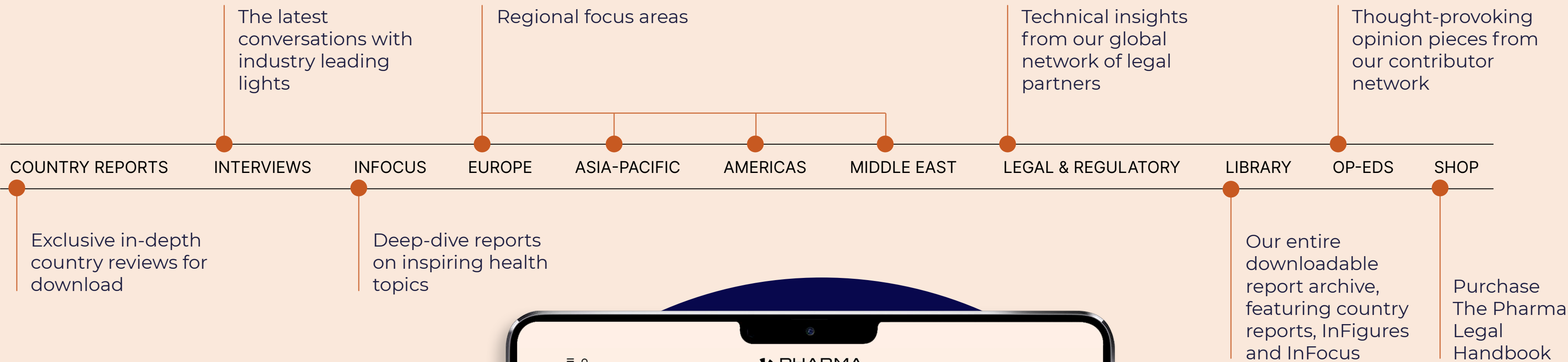
## Content Partners

PharmaBoardroom partners with the industry's top professional associations and advocacy groups to share the most pressing issues in healthcare today





# What's on PharmaBoardroom?





# Sponsored Content



## BRANDED OPPORTUNITIES

We provide a host of branded content opportunities, with the ability to integrate video, infographics, and special positioning on our website homepage

## Sponsored Interview/ Article

Banner + In Collaboration with + Logo

## Customized Video

## + Homepage Banner



# Healthcare & Life Sciences Review



These detailed country-specific reports deliver up an engaging mix of insight, opinion and market intelligence straight from the corporate boardrooms of regulators, payers and industry executives. Healthcare & Life Sciences Review bridges the gap between local realities and global trends.



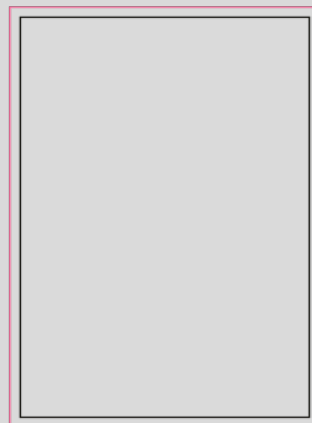
**Over 60 Markets Covered**

**Leadership & Opinion**

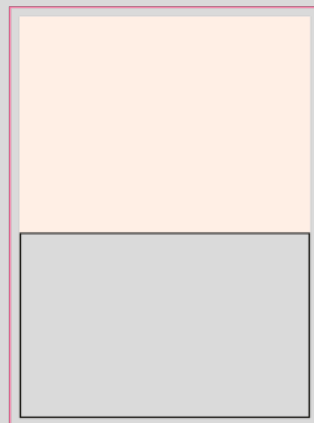
**Exclusive Interviews**

**Market Infographics**

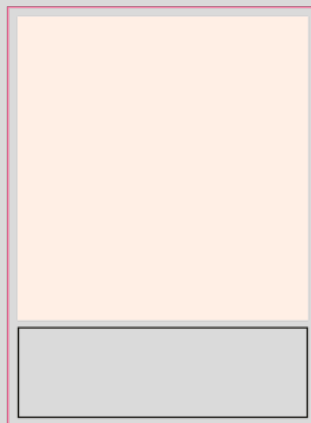
## BRANDED OPPORTUNITIES



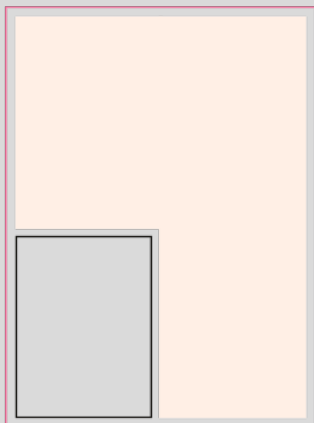
Full Page



Half Page



Third Page



Quarter Page



Exclusive thematic reports introducing some of the industry's hottest therapeutic areas and technological innovations. Based on exclusive conversations and thought leadership pieces with expert researchers, policymakers, executives, and interest groups, InFocus promotes awareness and shapes future-defining policies and strategies.

BRANDED OPPORTUNITIES

Sponsored Edition

Specific Articles



## Industry Trends

InFocus highlights key emerging trends and brings together insights from the most relevant policymakers, executives and interest groups

## Leadership

InFocus gathers these key opinion leaders' views in the form of thought leadership pieces or direct interviews

## Global Audience

These reports are promoted to our global audience to raise awareness, shape opinion, and ultimately influence future policy and strategy



# InFigures

InFigures are exclusive curated reports bringing together the most important healthcare and pharma data from selected geographies. These reports cover everything from countries' healthcare systems to macroeconomics, epidemiological profiles, pharma markets, manufacturing, M&A, and much more.



Epidemiological  
Snapshots



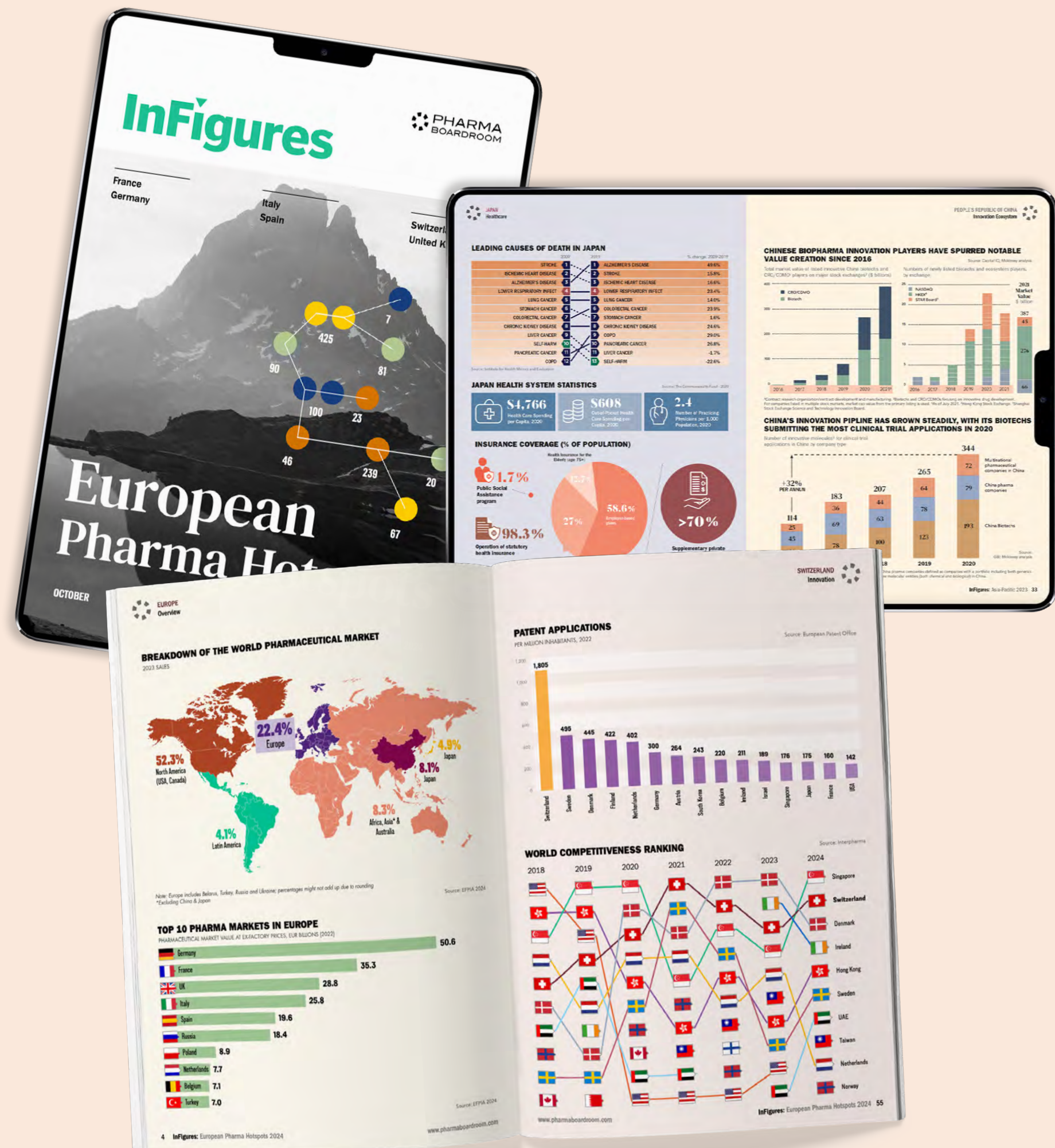
Company  
Rankings



Healthcare System  
Overviews



Financing and  
M&A Trends





# The Pharma Legal Handbook



## The Pharma Legal Handbook

An essential guide to the legal and regulatory environment for pharmaceutical companies worldwide. With more than 40 countries available, The Pharma Legal Handbook is a must-have for a company operating in those countries or looking to enter the pharmaceutical market

## Market Access & Health Technology Assessment

Comprehensive country specific market access and health technology assessment (HTA) guides, developed in collaboration with leading local law firms. These handbooks are a must-have for any company operating in those countries or looking to enter the pharmaceutical market.

## Our Partners



FASKEN



CALAVROS LAW FIRM  
FILOS • BABINIOTIS • KLOUKIN



FANGDA PARTNERS  
方達律師事務所

/Carey

P / R / K  
ATTORNEYS AT LAW

Baker  
McKenzie.



Gorrissen Federspiel

NISHIMURA  
& ASAHI

...and many more



# Editorial Calendar Highlights 2025

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February

**Healthcare & Life Sciences Review Mexico**

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March

**InFocus Alzheimer’s Disease**

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April

**Healthcare & Life Sciences Review Saudi Arabia**

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May

**InFigures Asia-Pacific**

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June

**Healthcare & Life Sciences Review Puerto Rico**

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July

**InFigures Middle East & Africa**

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August

**InFigures Central & Eastern Europe**

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September

**Healthcare & Life Sciences Review Hong Kong**

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November

**Healthcare & Life Sciences Review China**

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# Contact us

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February  
**Healthcare & Life Sciences Review Mexico**

March  
**InFocus Alzheimer’s Disease**

April  
**Healthcare & Life Sciences Review Saudi Arabia**

May  
**InFigures Asia-Pacific**

June  
**Healthcare & Life Sciences Review Puerto Rico**

July  
**InFigures Middle East & Africa**

August  
**InFigures Central & Eastern Europe**

September  
**Healthcare & Life Sciences Review Hong Kong**

November  
**Healthcare & Life Sciences Review China**