

2025 MEDIA GUIDE

Reaching professionals in the
Pharmaceutical segments
spanning **pharmaceutical,**
drug discovery and **medtech**
industry business news

PHARMACEUTICAL
PROCESSING WORLD

DRUG
DELIVERY

Business News

DRUG
DISCOVERY & DEVELOPMENT[®]

WTWH
Media LLC



PHARMACEUTICAL NETWORK

Pharmaceutical Processing World: Covering the news developments and technologies behind pharmaceutical and medical biotech manufacturing.

Drug Delivery Business News: Where medtech meets pharma. Stay up-to-date with daily coverage of the latest trends & research in drug delivery.

Drug Discovery & Development: Covering the pharmaceutical and medical biotech industries, with news about innovation, drug safety, preclinical and clinical trials.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
- Content Syndication
- Lead Generation
- Content Development
- Marketing Services

TABLE OF CONTENTS



Audience Marketing

Online Display
High-Impact Display – Flex
High-Impact Display – Prelude
First-Party Audience Targeting
Audience Extension
Remarketing / Retargeting Campaigns
Editorial e-Newsletter Sponsorship
CoBranded e-Newsletters
Partner Promotion – Sponsor HTML
Partner Promotion – Single Offer
Supplied Content



Lead Generation

Fully Managed Content Syndication
Webinars



Content Studio

Content Campaign Programming
Content Development (Print Content)
Content Development (Digital Content)
Voices/Views



Editorial

2025 Planning Guide
Pharma 50
Print Specifications



Marketing Services

Social Media Management
PPC Management: Google Ads
Video Production Services

PHARMACEUTICAL NETWORK AUDIENCE

WEBSITE

141,090+
PAGE VIEWS

The Pharmaceutical Network averages nearly 90,635 monthly users and over 141,090 pageviews.

Sites include:

drugdeliverybusiness.com
pharmaceuticalprocessingworld.com
drugdiscoverytrends.com

SOCIAL

23,495+
FOLLOWERS

Over 23,495+ Social followers across all platforms. The Pharmaceutical Network has a highly-engaged social media audience.



NEWSLETTER REACH

57,400 Subscribers

The combined e-newsletter reach of the Pharmaceutical Network exceeds over 57,400 online subscribers.

SURROUNDING PHARMACEUTICAL PROFESSIONALS WITH INFORMATION ON THEIR TERMS

PHARMACEUTICAL PROCESSING WORLD

Pharmaceutical Processing World provides industry professionals with news, analysis and information on the cutting-edge technologies involved in drug manufacturing. Our editorial focuses on the critical issues affecting the pharmaceutical industry, ranging from outsourcing and contract development to smart manufacturing. In addition, the publication covers analysis related to the pharmaceutical industry, including new product introductions, drug pricing trends and regulatory news.

AUDIENCE REACH

Newsletter Reach

- Over 26,900 digital subscribers

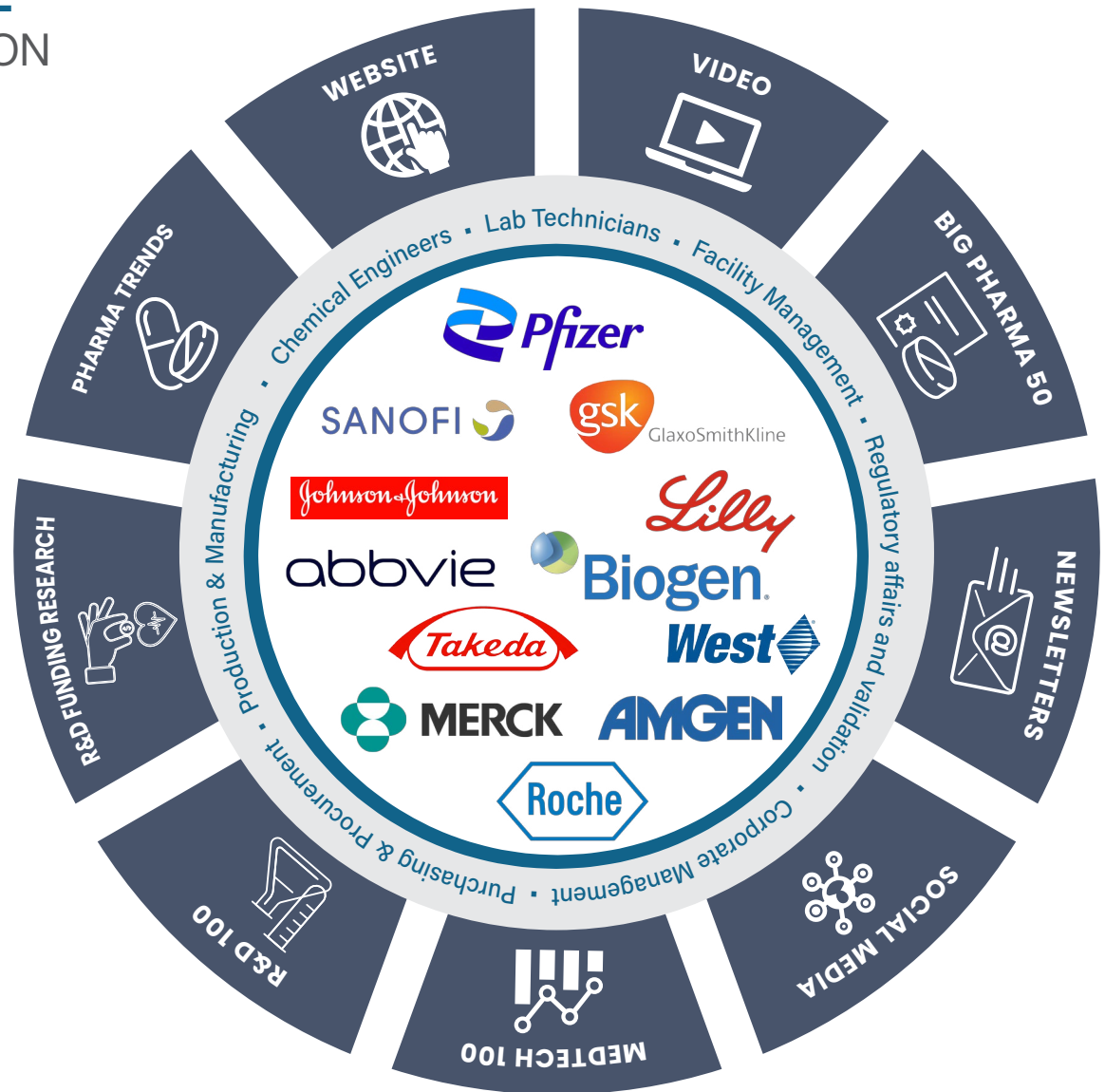
Monthly Website Traffic

- 15,545+ monthly pageviews
- 10,990+ monthly users

Social Media Audience in Industry –

Total Social Reach: 5,390+

- Facebook
- X
- LinkedIn



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

SURROUNDING DRUG DISCOVERY PROFESSIONALS

WITH INFORMATION ON THEIR TERMS

DRUG DISCOVERY & DEVELOPMENT[®]

Drug Discovery and Development covers strategies and technologies related to pharmaceutical research and development and drug formulation. We report on innovative drug introductions and promising pipeline candidates from Big Pharma and smaller players, as well as relevant preclinical and clinical trial developments. *Drug Discovery & Development* serves the pharmaceutical, biopharmaceutical, and biotechnology industries, contract research organizations, government laboratories, universities, hospitals and medical centers, and other industries within the life science marketplace. We also publish the annual Pharma 50 feature, which provides insights on the largest drug companies, their R&D spending, best-selling drugs and drug-development candidate pipeline.

AUDIENCE REACH

Newsletter Reach

- Over 26,000 digital subscribers

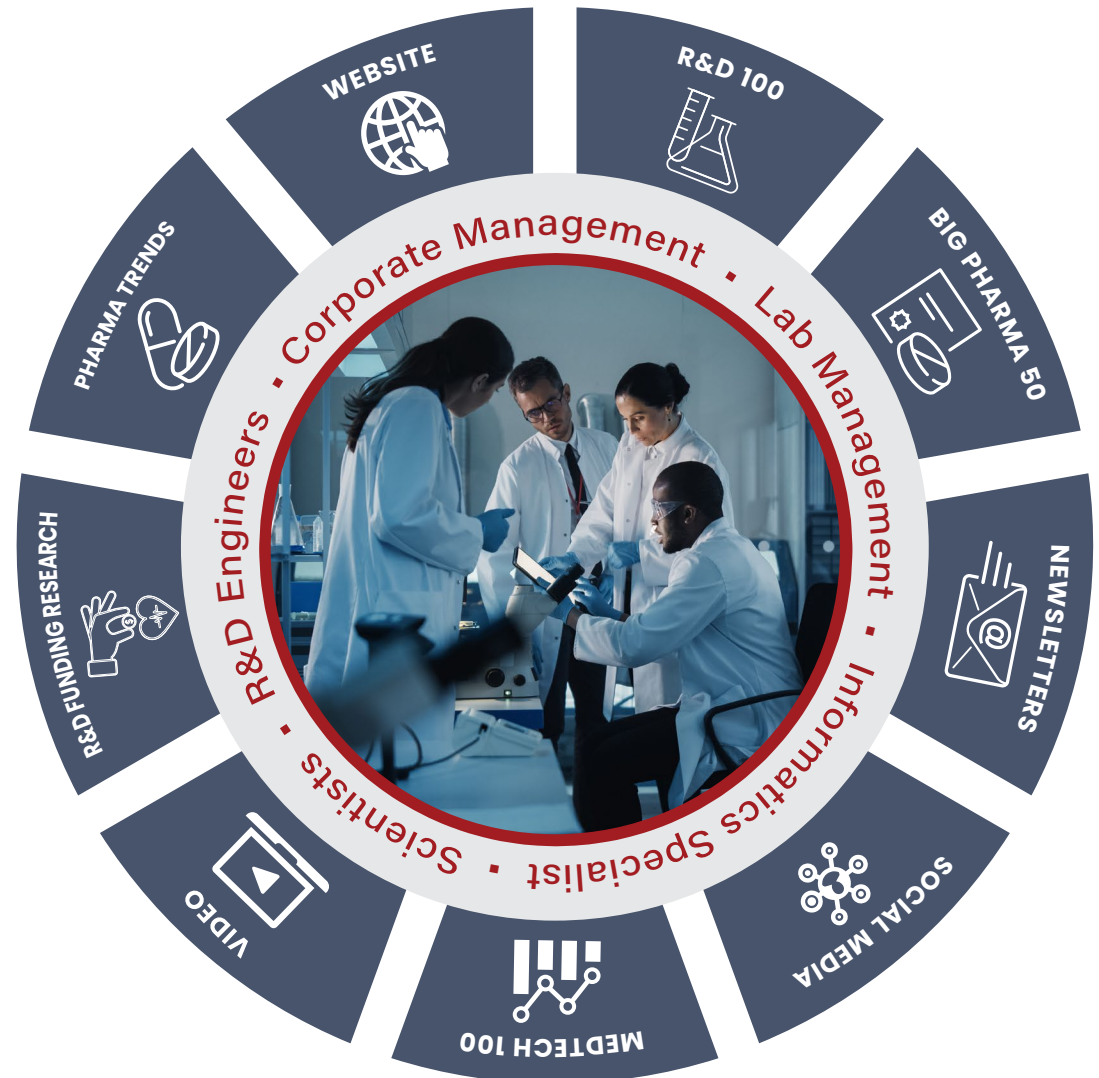
Monthly Website Traffic

- 85,755+ monthly pageviews
- 53,390+ monthly users

Social Media Audience in Industry –

Total Social Reach: 9,200+

- Facebook
- X
- LinkedIn



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

SURROUNDING DRUG DISCOVERY PROFESSIONALS WITH INFORMATION ON THEIR TERMS

DRUG DELIVERY Business News

Since 2016, *Drug Delivery Business News* has provided daily coverage of the latest drug-delivery trends and research, including topics such as combination products, diabetes-care devices, drug-eluting stents, auto-injectors, nanotechnology-based drug delivery and more.

AUDIENCE REACH

Newsletter Reach

- Over 4,500 digital subscribers

Monthly Website Traffic

- 39,785+ monthly pageviews
- 126,245 monthly users

Social Media Audience in Industry – Total Social Reach: 9,420+

- Facebook
- X
- LinkedIn



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250

\$70/CPM – Min 10K impressions per month.

- 970x250 – **\$90/CPM**

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

Contact your representative for more details.

WALLPAPER ADS – RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50

File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.



300x600



728x90



300x250



970x250



300x1000
Wallpaper Ad



640x480
Prestitial Ad - Desktop



300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Life Science Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

\$150/CPM

FILE TYPES

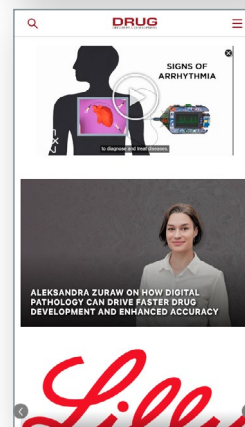
IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 4MB*.
- Resolution
 - 720p or 1080p
- Frame Rate
 - 24-30 fps
- Bitrate
 - Mobile Web: 800Kbps to 5000 Kbps
 - Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

\$150/CPM

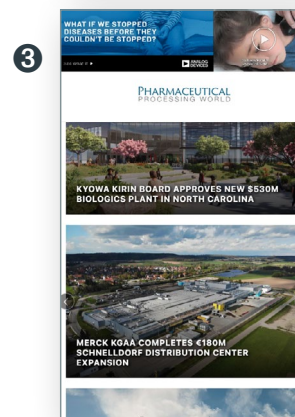
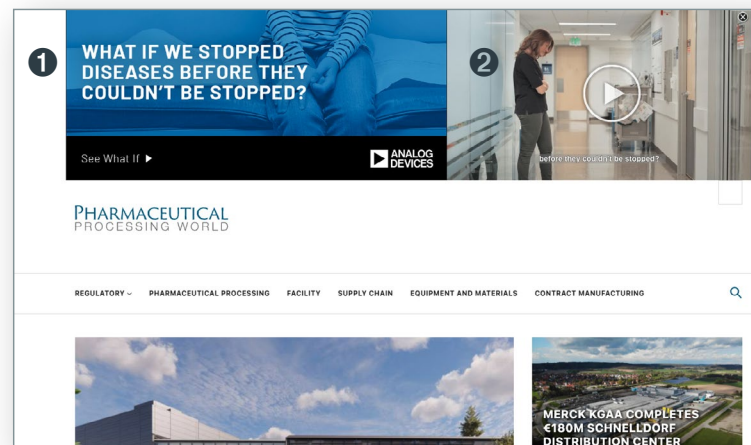
FILE TYPES

IMAGES

- Media Types
 - Image URL, GIF, JPG, BMP, PNG
- File Size
 - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
 - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

BACK TO
TOC

First-Party Audience Targeting

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

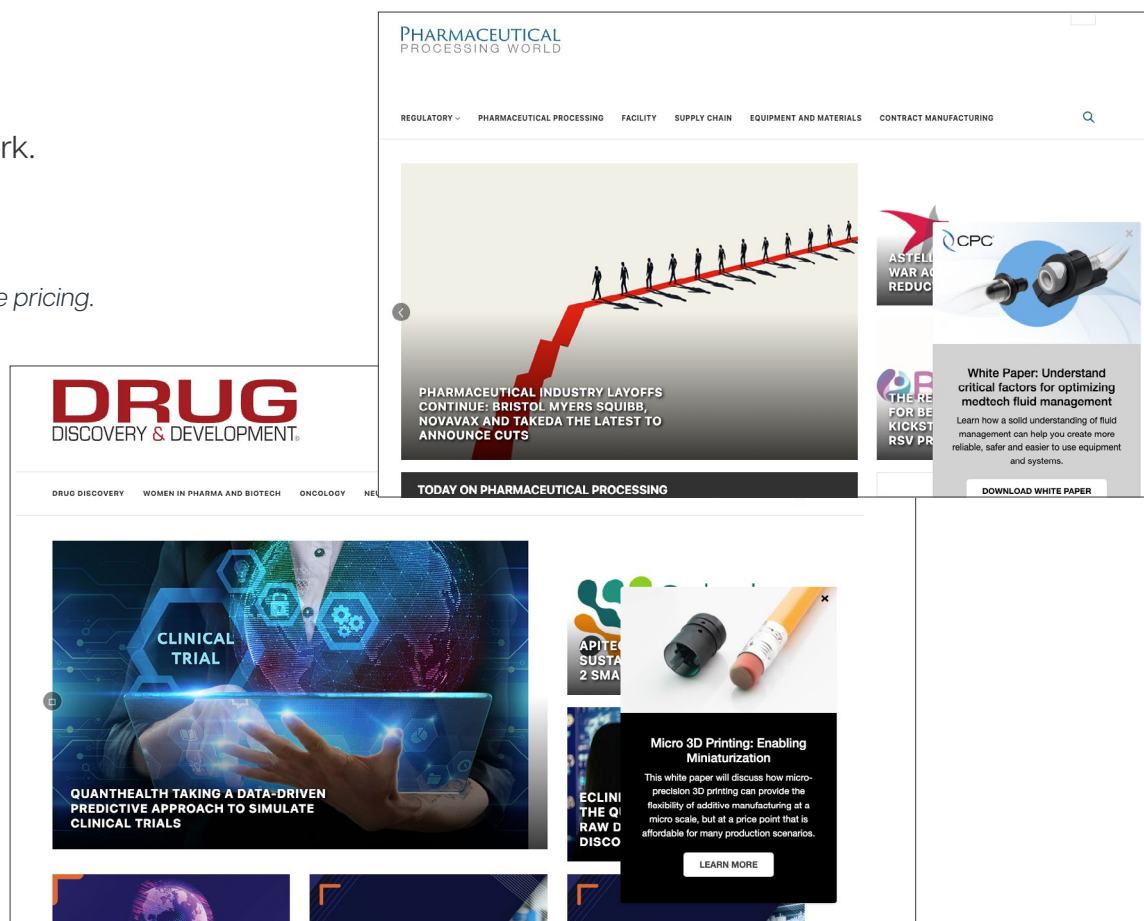
CONTENT AFFINITY TARGETING

- Target by content affinities across the WTW network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for more information and package pricing.

Online Ad Specifications:

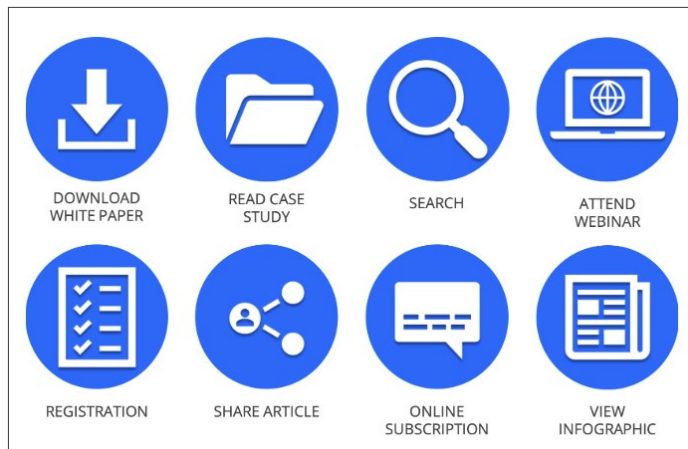
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL



Audience Extension

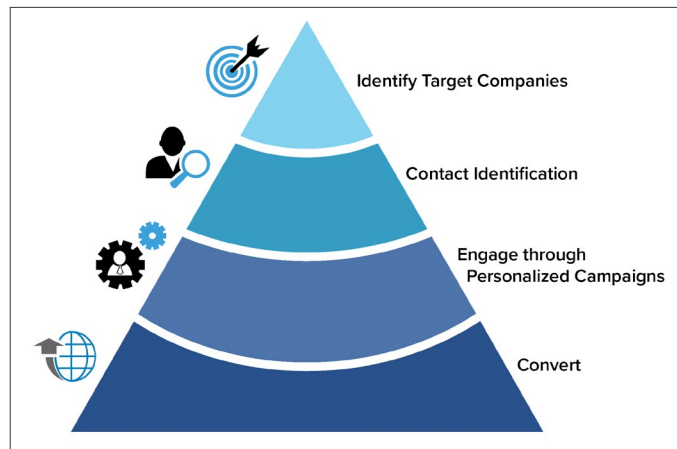
Intent-Based Marketing | Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.



INTENT-BASED MARKETING

- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.



ACCOUNT-BASED MARKETING

- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Specifications:

- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50, 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

Remarketing / Retargeting Campaigns

Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the WTWH Pharmaceutical Network to retarget key segment audiences.

The WTWH Pharmaceutical Network offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any Pharma network website.

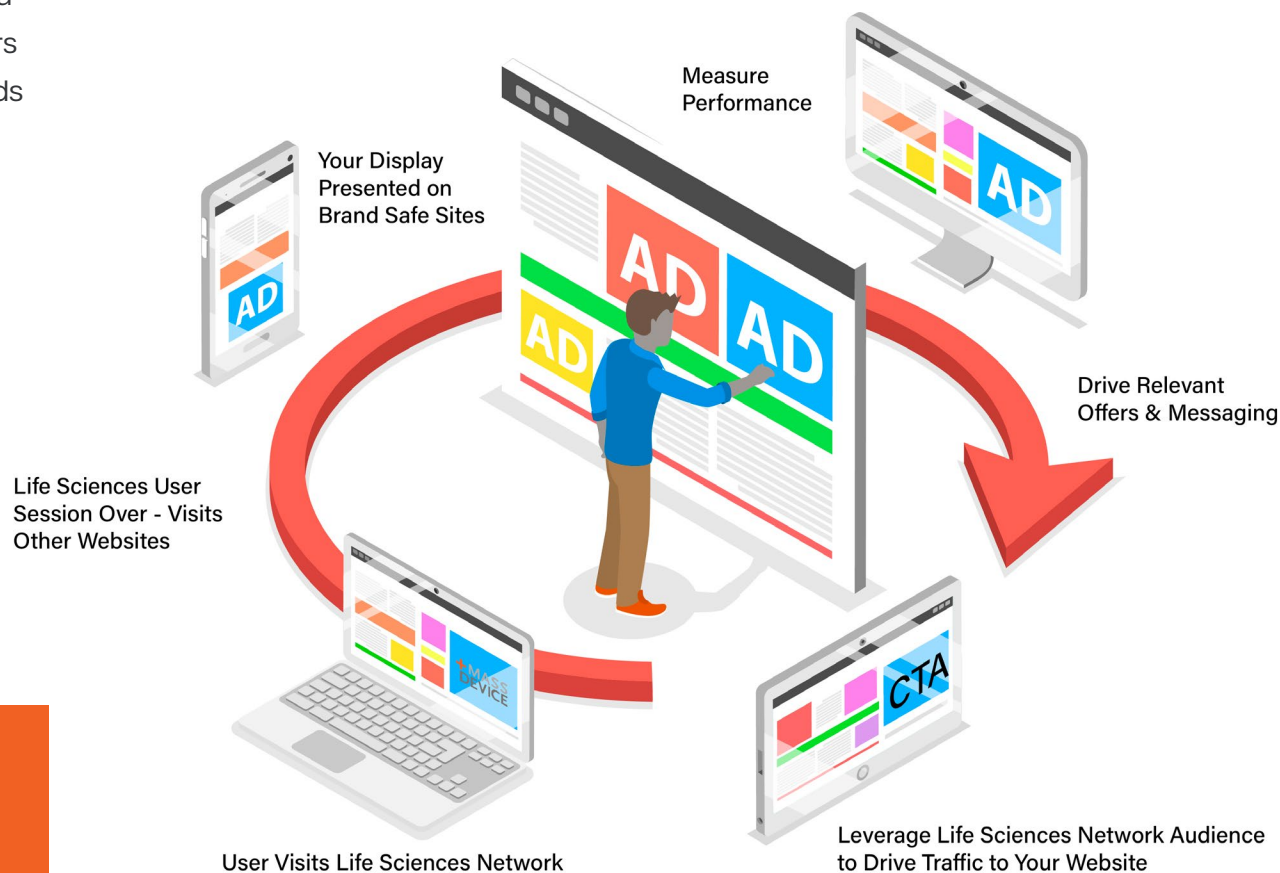
Pricing based on CPM volume and custom ROI programs

RETARGETING REQUIREMENTS:

- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi



BACK TO
TOC

Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Our Pharmaceutical Network uses the latest in marketing automation, lead and profile management software to ensure all e-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

Our Pharmaceutical Network uses the latest in marketing automation, lead and profile management software to ensure all e-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

E-NEWSLETTER SPECIFICATIONS

Each issue includes:

- 728x90 Static Banner + URL
- 300x250 Static Banner + URL
- 2 Text-based ads w/images includes:
 - Title: 5-10 words
 - Image: 450x255 (72DPI) STATIC .jpg or .gif (Do not embed images into a word file, please send native .jpg or .gif file. No FLASH Files or animated GIFs)
 - Copy: 35-40 words
 - URL
 - Call to Action (3 to 5 Words)

E-NEWSLETTER EXCLUSIVE SPECIFICATIONS

As an exclusive e-newsletter advertiser you will have placements in all 4 ad spots (728x90, 300x250 & 2 text ads).

DRUG DELIVERY BUSINESS NEWS

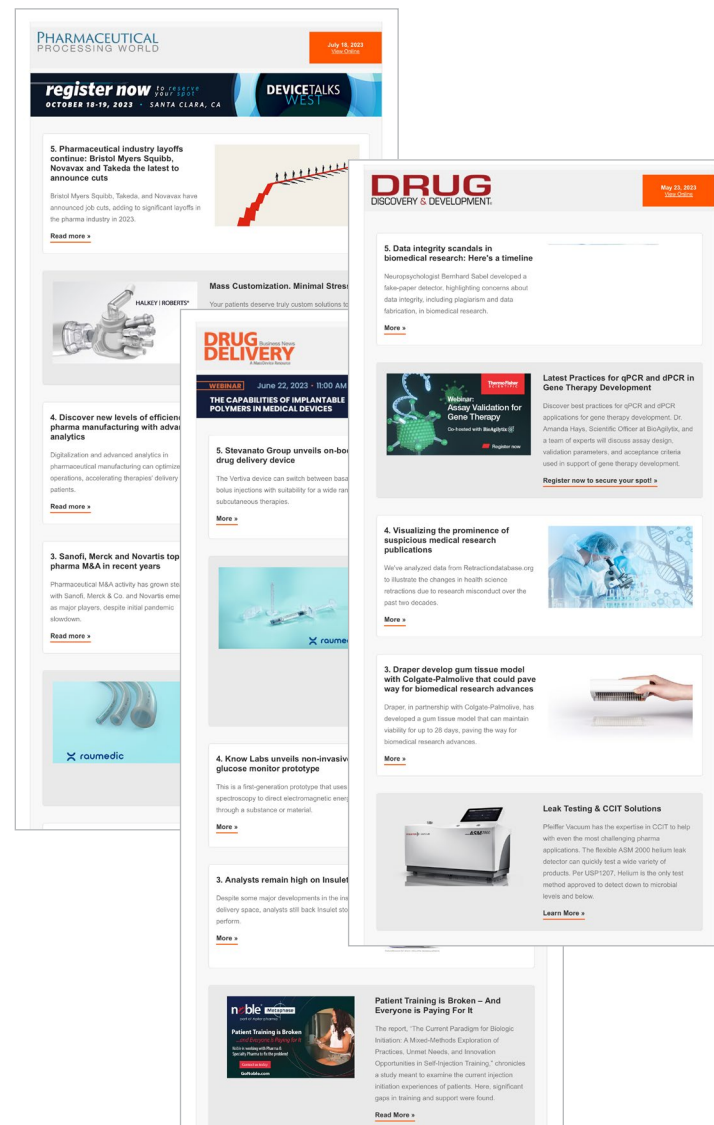
Frequency: 1x monthly Reach: 4,000
 • 728x90 Ad - \$1,000 • 300x250 Ad - \$850 • Single Text Ad - \$1,250
 • Exclusive Sponsorship - \$2,350

DRUG DISCOVERY & DEVELOPMENT

Frequency: 2x monthly Reach: 24,000
 • 728x90 Ad - \$1,000 • 300x250 Ad - \$850 • Single Text Ad - \$1,250
 • Exclusive Sponsorship - \$3,240

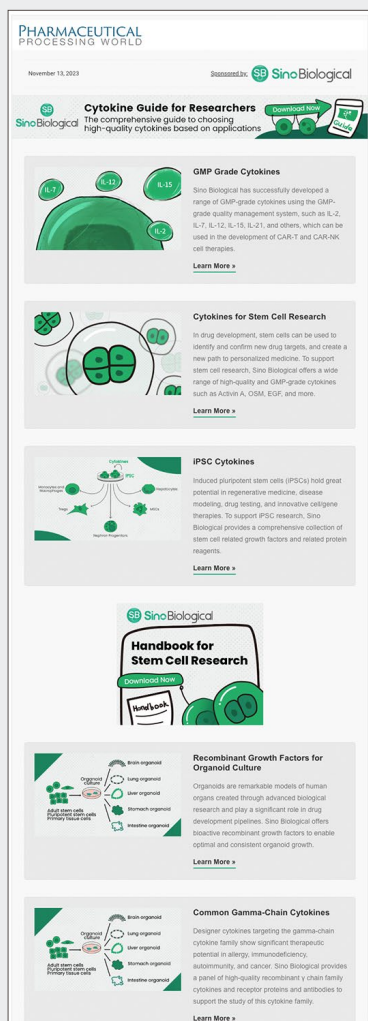
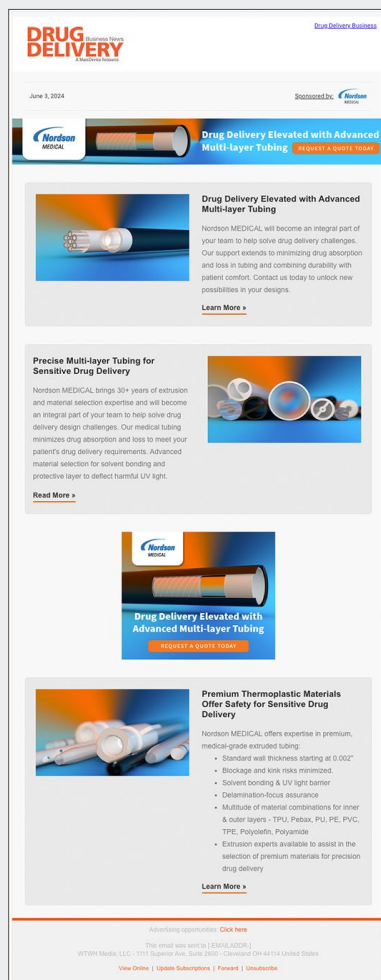
PHARMACEUTICAL PROCESSING WORLD

Frequency: 1x monthly Reach: 24,250
 • 728x90 Ad - \$1,000 • 300x250 Ad - \$850 • Single Text Ad - \$1,250
 • Exclusive Sponsorship - \$3,240



CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



WTWH uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (35-40 words)
 - CTA text (3-5 Words)
 - URL
- 1 featured Video (optional) which includes:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- **\$450/CPM**

Partner Promotion

Your HTML, **our audience.**

SPONSOR HTML

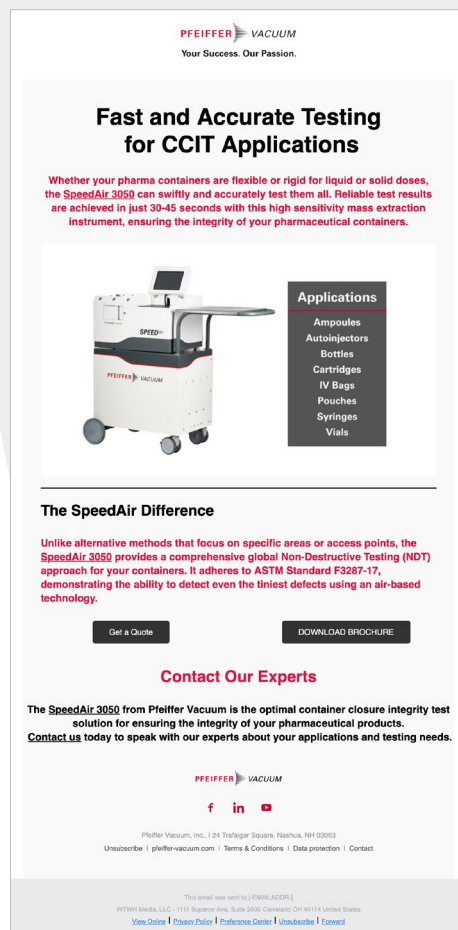
WTWH offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

IMPORTANT! WTWH uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Life Science acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTWH Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.



SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
 - The html file should be a max width of 650 pixels
 - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
 - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
 - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

Partner Promotion

Our template, **your message.**

SINGLE OFFER TEMPLATE


Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.


- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB



Intelligent Pharmaceutical Processing Solutions by Dornier



DORNIER
By Columbus McKinnon

In pharmaceutical and nutraceutical manufacturing, conveyors are essential to maintain product quality and operational efficiency. Packaging errors cost pharmaceutical companies significantly, with over 40% of all packaging mistakes attributed to human error.

Dornier's conveyors adhere to industry standards, ensuring smooth and safe production. Our specialized pharmaceutical conveyors offer precise product placement, standardized processes, and flexibility in sanitary environments, minimizing financial losses due to errors.

WTWH
Media LLC

This email was sent to email@domain.net
Address: 1111 Superior Avenue, 26th Floor, Cleveland, OH 44114
[View Online](#) | [Privacy Policy](#) | [Preference Center](#) | [Unsubscribe](#) | [Forward](#)

[Click to Learn More](#)

Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country



WHAT IS BIOCOMPATIBILITY OF MEDICAL DEVICES



Biocompatibility testing is crucial in the development and manufacturing of medical devices to assess any potential risks and ensure their safety. It is a critical process that ensures the safety and efficacy of medical devices. This brochure provides a comprehensive overview of the process, including the various standards and regulations that govern the testing of medical devices. It also highlights the importance of biocompatibility testing in the development of safe and effective medical devices.

It involves a comprehensive evaluation of the potential risks and hazards associated with medical devices, including their materials and design, and their interaction with the human body in regards to toxic, physiological, immunogenic or mutagenic effects. The use of biocompatibility testing is mandatory in most countries and is a key element in the regulatory approval process for medical devices. By ensuring that medical devices are safe and biocompatible, biocompatibility testing plays a vital role in improving safety and advancing the field of medicine.

TUV SUD

[Download Now](#)

WHAT IS BIOCOMPATIBILITY OF MEDICAL DEVICES

June 14, 2023 By Nicole Johnson

Biocompatibility testing is crucial in the development and manufacturing of medical devices to assess any potential risks and ensure their safety. It is a critical process that ensures the safety and efficacy of medical devices. This brochure provides a comprehensive overview of the process, including the various standards and regulations that govern the testing of medical devices. It also highlights the importance of biocompatibility testing in the development of safe and effective medical devices.

SOME KEY POINTS:

- The ISO 10993 standard series that is globally recognized for biocompatibility testing of medical devices.
- Regulatory bodies around the world, such as the FDA and the CE MDR, have established guidelines and standards for the safety and efficacy of medical devices.
- Biological Evaluation Plan - ISO 10993-1
- Chemical Characterization - ISO 10993-12
- Toxicological Risk Assessment - ISO 10993-17
- Sterility Testing - ISO 11737 series
- All other tests needed

Ensuring the biocompatibility of medical devices is a complex and multifaceted challenge. By proactively addressing potential risks, conducting rigorous testing, and adhering to established standards, medical device manufacturers can minimize the risk of adverse biological reactions and optimize device performance. Implementing the strategies outlined in this brochure can help manufacturers overcome biocompatibility challenges and contribute to the development of safe, effective, and reliable medical devices that improve patient safety and quality of life.

TUV SUD

Email *

First Name *

Last Name *

Company *

Job Title *

SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of our editorial websites.

SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as “Sponsored Content”
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

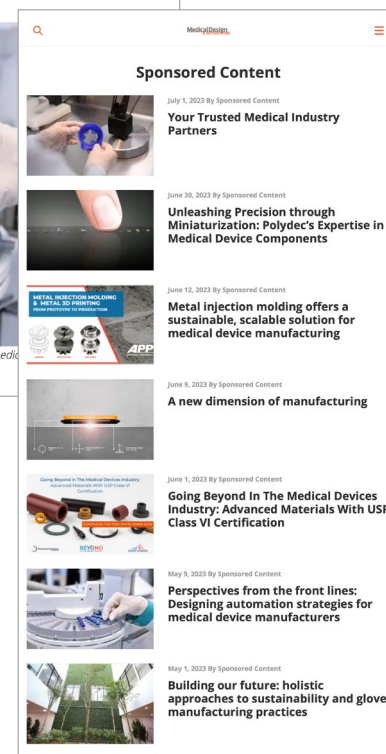
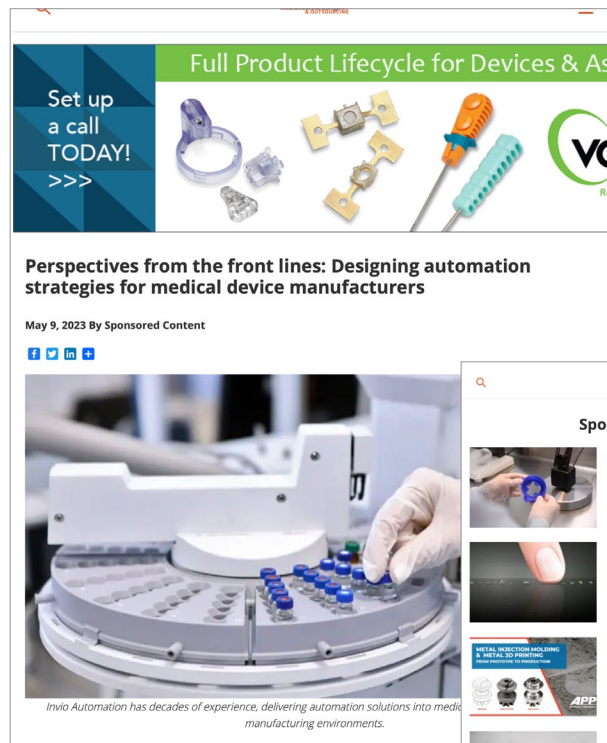
Cost: \$4,500/month

SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
 - Headline
 - Sub-headline (Optional)
 - Body Copy – 900 words or less; include URLs
 - Supporting images (Optional) – up to 500px wide
 - Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.



Content Syndication

Audience Marketing | Lead Generation

AUDIENCE MARKETING

Fully Managed Content Syndication

- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

Lead Generation Campaigns

All lead types are qualified but some types are highly qualified based on level of engagement by the prospects.

MQL Gated

Marketing qualified lead

2-Touch Performance MQL

A lead has consumed two pieces of content

BANT Performance

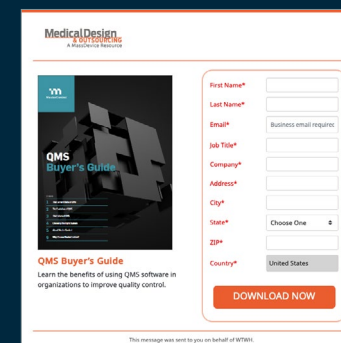
A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

Example of Content Asset Promo / Lead Collection

Dynamic content provides the personalization necessary to drive more engagement

Webinars

Engage a captive audience and generate leads.

WTWH webinar series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand.

EDITORIAL WEBINARS

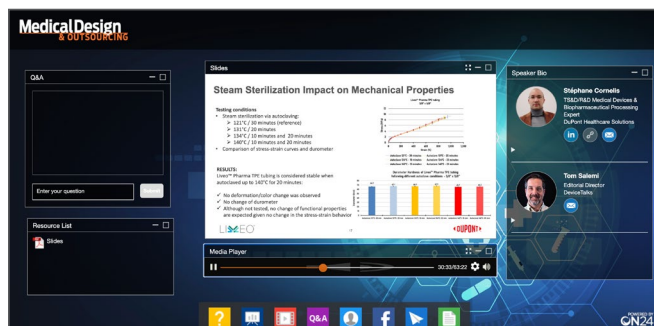
WTWH has developed a webinar schedule and invites medical professionals to share their experiences and expertise in understanding new technology or address product related issues and challenges. WTWH editors will select a limited number of medical professionals to participate in each webinar.

Rate: \$5,450

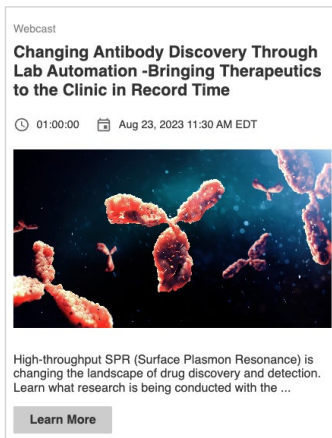
CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. WTWH will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

Custom Webinars are based on a \$70 cost-per-registrant basis.



All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.



Registration Page

Recommendations:

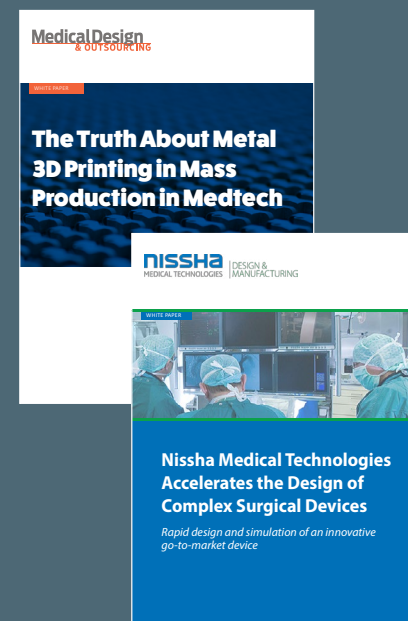
- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience



Social Promotion

WEBINAR TO CONTENT E-BOOK / BRIEF / WHITE PAPER

Take advantage of this new opportunity and have unlimited reach to your audience



Contact your sales representative for more information and package pricing.



**STRATEGY.
AMPLIFICATION.
PERFORMANCE.**

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice

Fold outs, Supplements,
Featurettes, Special Sections

Branded Industry Thought Leadership

White Papers, Ebooks,
Case Studies

Branded Engagement

Blog Posts, Social Media
Posts, Press Releases

Branded Videos

Explainer Videos,
Product Demonstrations,
Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Content Development

Print Content | End-to-end project management content creation, design & layout



VENDOR DIRECTED Q&A

- WTW works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: \$4,500



VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: \$6,250



TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurtte program: \$8,500



FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurtte program: \$9,400



FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: \$11,000



EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: \$19,000

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: \$1,000



VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: \$3,250



VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: \$3,250



CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: \$5,500



E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: \$5,500



EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: \$6,500



LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: \$7,500



WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: \$7,500

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: \$1,600



SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$1,600



WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: \$3,000



WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: \$6,500



WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: \$8,500



SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: \$19,000

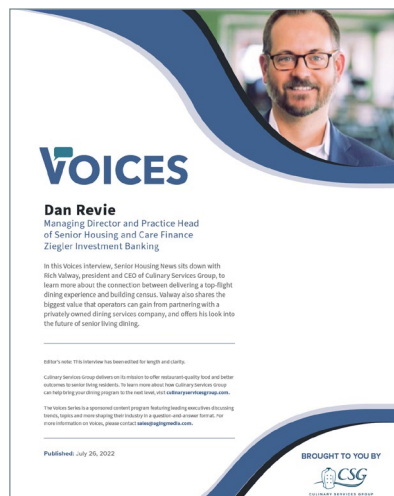
VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTWH editor
- Client has the ability to review edited transcript
- Posted on a WTWH Media website upon review and approval by both client and WTWH
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTWH and must fit WTWH standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand



VIEWS



WTWH VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTWH.



WTWH will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTWH representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTWH as meeting WTWH editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTWH specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request

MONTH	TOPICS / COVERAGE	PODCAST: DECODING AI IN LIFE SCIENCES
JANUARY	AI for Patient Recruitment & Retention in Clinical Trials	Each month will feature a corresponding podcast episode from our series titled <i>Decoding AI in Life Sciences</i> , complementing the focus topic of the month.
FEBRUARY	The Impact of Genomics in Drug Discovery	
MARCH	Diversity and Inclusion in Clinical Trials	
APRIL	The Future of RWD and RWE in Health Care Decision-Making	
MAY	Breakthroughs in Cell and Gene Therapies	
JUNE	Pharma 50: Top Pharma and Biotech Companies in 2025	
JULY	An Exploration of "Self-Driving Labs"	
AUGUST	Innovations and Challenges in Oncology Drug Development	
SEPTEMBER	Neurology and Brain-Computer Interfaces in Pharma	
OCTOBER	AI and Machine Learning Tools in Drug Discovery	
NOVEMBER	Regulatory Affairs: Navigating the Changing Landscape	
DECEMBER	The Future of Personalized Medicine and Biotech	



Pharma 50

The World's 50 Largest Pharmaceutical Companies

- 50 of 2025's best selling pharmaceuticals
- 50 leading cell and gene therapy companies
- The best Pharma Companies to Work for
- Pharma's Top R&D Spenders
- 25 Novel Therapies set to shape the landscape of medicine

PHARMA 50 SPONSORSHIP INCLUDES:

- Includes full page ad in 2025 digital report
- Full Contact Leads for all digital report downloads
- 20K Monthly Display ads to run alongside Pharma 50 (June & July)
- Logo Branding on Report + Online

Investment: \$5,365

2024 PHARMA 50 REPORT

FIRST CLUSTER: COMPANIES WITH MODERATE R&D INVESTMENTS AND MODERATE RETURNS

Key Characteristics:

- R&D Spend Ratio (%) Approximately 15-25%
- Annual Return (2023) Varies, indicating diverse investment outcomes
- Examples: Pfizer (18.26%), Johnson & Johnson (21.85%), GSK (20.52%)

TICKER	R&D SPEND RATIO (%)	ANNUAL RETURN (2023)
PFE	18.26%	-41.26%
JNJ	21.85%	-8.58%
ROG.SW	24.85%	40.72%
AZN	25.20%	40.72%
NVS	25.20%	40.72%
BMJ	25.20%	40.72%
GSK	25.20%	40.72%
TAK	25.20%	40.72%
GILD	25.20%	40.72%
BIB	25.20%	40.72%
ALPMY	25.20%	40.72%
DISNY	25.20%	40.72%

SECOND CLUSTER: STEADY R&D INVESTMENT, STEADY RETURNS

Key Characteristics:

- R&D Spend Ratio (%) Below 15%
- Annual Return (2023) Generally moderate to low, reflecting cautious financial management or company focus
- Examples: AbbVie (14.13%), Teva (6.01%), CSL Limited (9.26%)

This class includes companies with relatively cautious R&D approaches. Members also include the generics-focused Teva and Viatris, the diversified company Bausch Health and plasma product-focused CSL, as well as AbbVie, which has a relatively disciplined R&D spending strategy despite

2024 PHARMA 50 REPORT

THE TOP 50 PHARMACEUTICAL COMPANIES BY 2023 REVENUE:

RANK	COMPANY	2023 REVENUE (\$ MIL)	HEADQUARTERS
8	Novartis	\$45,440,000,000	Basel, Switzerland
9	Roche/Novartis	\$45,000,000,000	Princeton, New Jersey
10	GSK	\$37,728,032,000	London
11	El Lilly and Company	\$34,124,100,000	Indianapolis
12	Novo Nordisk	\$33,708,860,376	Bagsvaerd, Denmark
13	Takeda Pharmaceuticals	\$30,347,038,899	Tokyo
14	Amgen	\$28,990,000,000	Thousand Oaks, California
15	Glaxo Sciences	\$27,916,000,000	Foster City, California
16	Boehringer Ingelheim (Human Pharma)	\$22,471,235,800	Ingelheim am Rhein, Germany
17	Bayer (Pharma division)	\$19,558,217,700	Berlin (Pharmaceuticals Division HQ)
18	Teva Pharmaceutical Industries	\$19,846,000,000	Tel Aviv, Israel
19	Viatris	\$18,426,960,000	Carrollburg, Pennsylvania
20	CSL, including CSL Behring, CSL Plasma, CSL Seqirus and CSL Vifor	\$13,390,000,000	Melbourne, Australia
21	Regeneron Pharmaceuticals	\$13,172,000,000	Tarrytown, New York
22	Astellas Pharma	\$11,414,027,463	Tokyo
23	Daiichi Sankyo	\$11,399,991,886	Tokyo
24	Vertex Pharmaceuticals	\$9,889,600,000	Boston
25	Biogen	\$9,835,600,000	Cambridge, Massachusetts

PHARMA 50
DRUG DISCOVERY & DEVELOPMENT
inotiv
analyze. answer. advance.

DRUGDISCOVERYTRENDS.COM | JUNE 2024



WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at ads.wtwhmedia.com.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Fonts: Embed all fonts

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

QUESTIONS

For ad production questions, please contact:

Tracy Powers, Customer Service Representative, (440) 452-3449

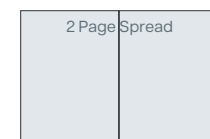
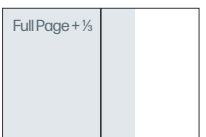
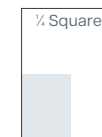
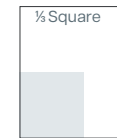
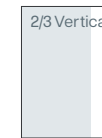
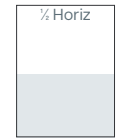
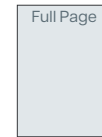
tpowers@wtwhmedia.com

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound

SUPPLEMENT HALF-PAGE TIP SPECS:

1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)



Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

WTWH manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

Increase thought leadership presence via social channels

Create & post content

Grow following & increase engagement

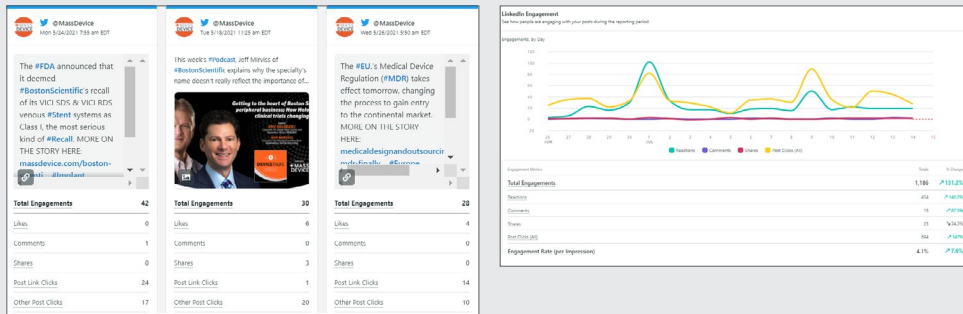
Increase social conversion to your website

WTWH OFFERS

- Dedicated Account Manager to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from \$900-\$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING

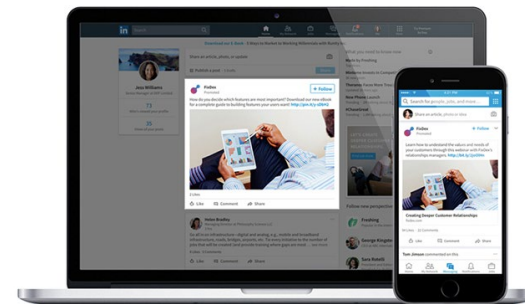
In addition to social media platform management, Life Science manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Life Science will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

- **LinkedIn**
Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.
- **Facebook**
Target ads by geography, job title, field of study and device usage.

Investment:

Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Life Science's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to Life Science is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.



PPC Management: Google Ads

Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWMedia is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

ANALYSIS, STRATEGY & SET-UP

- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

ONGOING ACCOUNT MANAGEMENT

- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

MEASURABLE ROI & REPORTING

- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

INVESTMENT

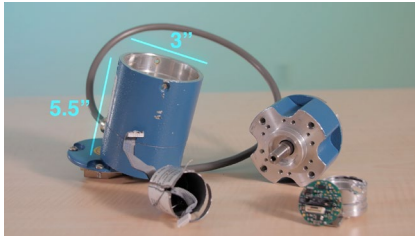
- Minimum campaign monthly campaign budget -- \$2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional \$1,700 one-time set-up fee for new account creation



Video Production Services

Full-Service HD Video Production

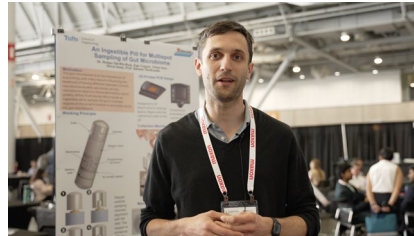
WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

Pricing based on SOW



CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

Pricing based on SOW



CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

Pricing based on SOW

Contact Us

BUSINESS DEVELOPMENT

Senior Vice President, Sales & Strategy
Courtney Nagle
cnagle@wtwhmedia.com
440-523-1685

VP, Business Development
Mike Francesconi
mfrancesconi@wtwhmedia.com
630-488-9029

VP, Life Sciences
Mary Ann Cooke
mcooke@wtwhmedia.com
781-710-4659

Regional Sales Manager
Brian Toole
btoole@wtwhmedia.com
267-290-2386

Regional Sales Manager
Ashley Burk
aburk@wtwhmedia.com
737-615-8452

Key Account Manager
Jim Powers
jpowers@wtwhmedia.com
312-925-7793

Regional Sales Manager
Jami Brownlee
jbrownlee@wtwhmedia.com
224-760-1055

Regional Sales Manager
Ryan Ashdown
rashdown@wtwhmedia.com
216-316-6691

EVENT SALES

Events Sales Director
Colleen Sepich
csepich@wtwhmedia.com
857-260-1360

Event Sales Manager
Heather Herbert
hherbert@wtwhmedia.com
512-760-0570

EDITORIAL TEAM

Executive Editor, Life Sciences
Chris Newmarker
cnewmarker@wtwhmedia.com

Managing Editor
Jim Hammerand
jimhammerand@wtwhmedia.com

Pharma Editor, Life Sciences
Brian Buntz
bbuntz@wtwhmedia.com

Senior Editor
Danielle Kirsh
dkirsh@wtwhmedia.com

Associate Editor
Sean Whooley
swhooley@wtwhmedia.com

Editorial Director, DeviceTalks
Tom Salemi
tsalemi@wtwhmedia.com

Managing Editor, DeviceTalks
Kayleen Brown
kbrown@wtwhmedia.com

WTWH
Media LLC

1111 Superior Ave., Ste. 2600 • Cleveland, OH 44114 • 1-888-543-2447 • wtwhmedia.com

Copyright © WTWH Media, LLC 2024-2025 All rights Reserved. Information subject to change at anytime. 04.15.25

