

BioSpectrum

the business of Bio & Health Sciences

INDIA EDITION



MEDIA KIT 2021

MM ACTIV

Sci-Tech Communications

Media | Events | Partnering | Advisory

www.biospectrumindia.com

ABOUT BIOSPECTRUM INDIA (www.biospectrumindia.com)

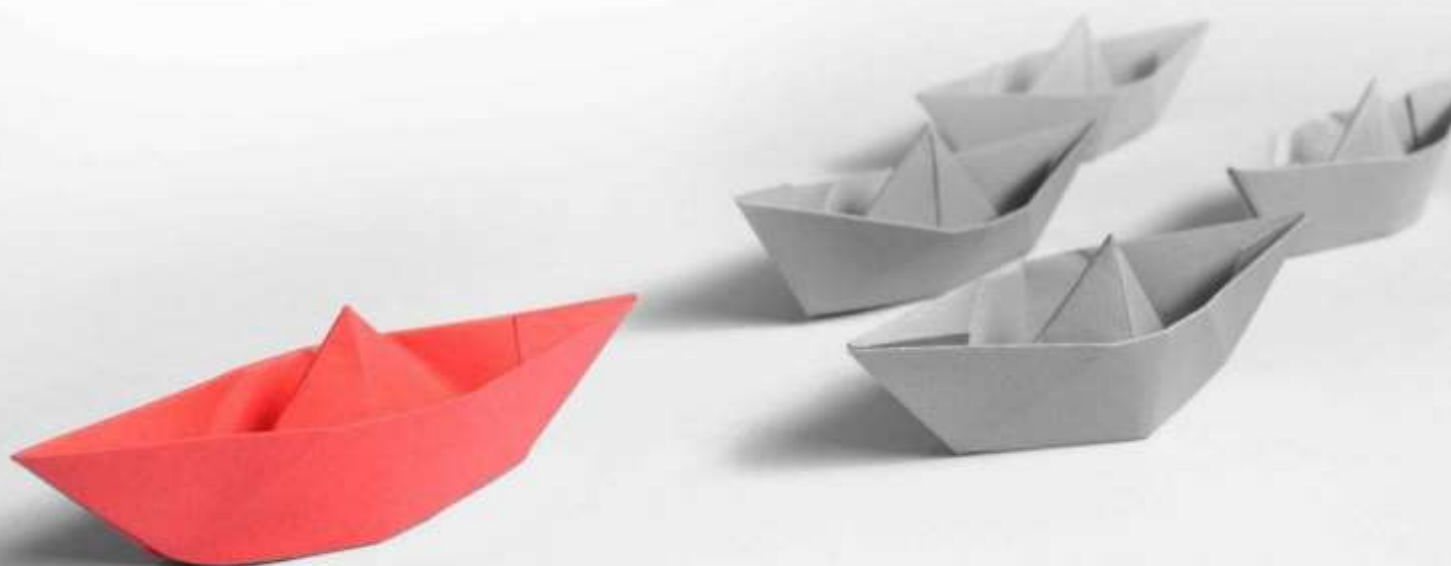
The BioSpectrum India edition was launched in March 2003 as India's first comprehensive Bio & Health Sciences monthly magazine. It provides comprehensive coverage of the exciting happenings in the Biotechnology & Health Sciences sector comprising of BioPharma, Bioinformatics, BioSuppliers and BioServices markets.

BioSpectrum India is now the most preferred platform to engage the Biotechnology & Health Sciences industry in India. It is widely accepted by the research and academia community. Top key policy makers in the government use BioSpectrum India as a platform to hear the voice of the Indian biotechnology and wealth services Industry.

Readers of BioSpectrum India are policy makers, senior executives and decision makers of biotechnology and Healthcare companies, heads of clinical research, clinical trials and contract manufacturing organizations, senior faculty of educational institutes, Health Sciences consultants, and fund managers.

ADVANTAGES

- 1 BioSpectrum India gives a unique platform to disseminate your message, showcase your products, services, achievements, future activities, partnership/expansion plans, or financial results to its core audience of over 1,60,000 readers.
- 2 BioSpectrum India is the best medium to generate leads, offer solutions and seek collaborations in the Biotechnology & Health Sciences industry.
- 3 BioSpectrum India gives an opportunity to engage with discerning professionals in the industry.
- 4 BioSpectrum India has unmatched reach among policy makers and influencers.



Why BioSpectrum India?

BioSpectrum the business of Bio & Health Sciences
INDIA EDITION

ACHIEVEMENTS

It is our quest to be the leading source of information for the healthcare business in India. Some of our achievements are :-

- 1 BioSpectrum India Top 20: Most referred and quoted annual industry survey having ranking of Top Biotech and Health Sciences
- 2 BioSpectrum India is the "Voice of Indian Health Sciences industry" BioSpectrum India Industry Annual Awards: An institution to honor the stalwart of this industry.
- 3 Healthcare Resource Guide : First ever compendium of information on the Indian Healthcare industry. The BioSpectrum India Healthcare Resource Guide was distributed world wide and proved as the ultimate repository of information on the Indian Healthcare industry.

2,40,000 +
READERS-PRINT

2,00,000
UNIQUE VISITORS

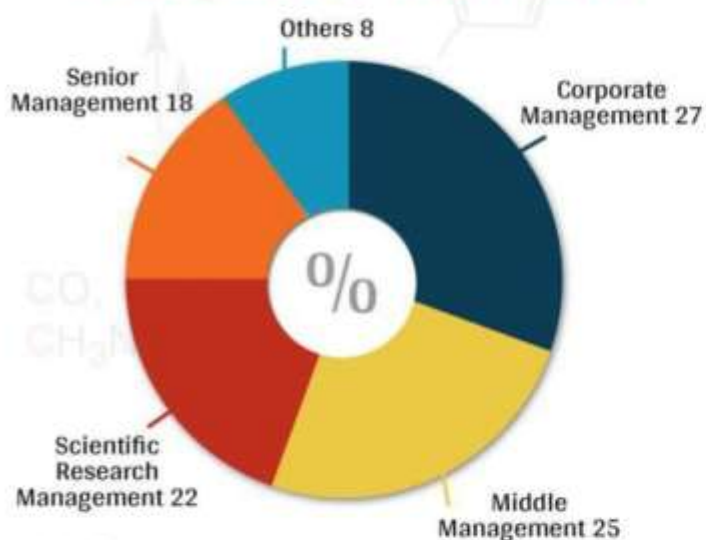
50,000 +
Readers of
Digital Magazine

45,000 +
EDM
Subscribers

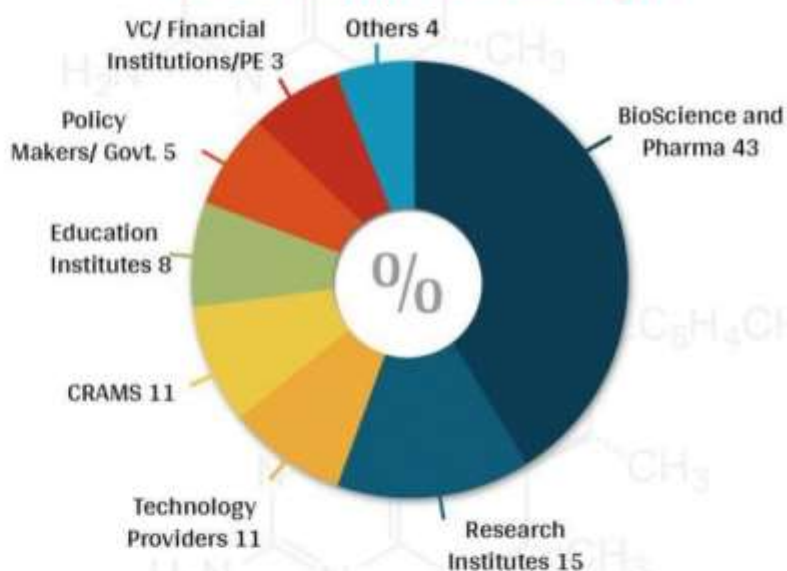
30,000
NEWSLETTER
Subscribers

BioSpectrum India reaches the movers and shakers of the Healthcare industry. It is the only vehicle that delivers your message to the entire industry. Its comprehensive, stimulating and well organized format makes information easy to access, absorb and disseminate.

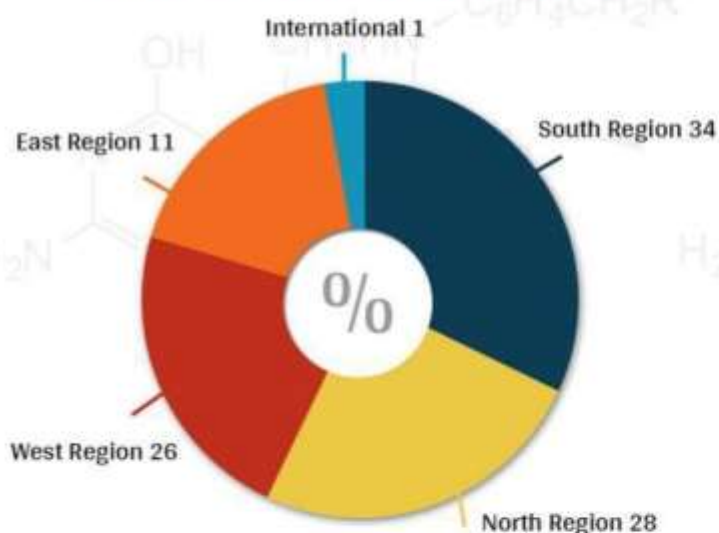
READERSHIP BY JOB PROFILE



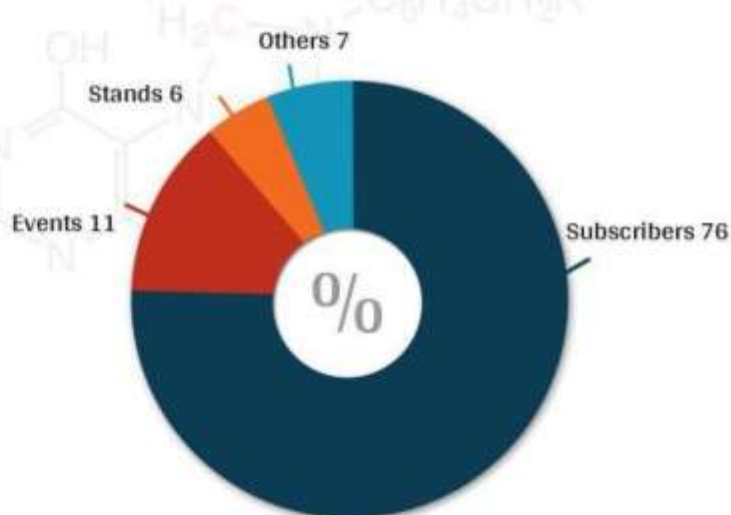
READERSHIP BY INDUSTRY



CIRCULATION BY GEOGRAPHY



MODE OF CIRCULATION



Issue	Cover Story
2021 January	<ul style="list-style-type: none"> • New Year Issue • Plans and new trends for 2021 • Budget expectations • An update on the COVID - 19 Vaccines
2021 February	<ul style="list-style-type: none"> • Bulk drugs park status • Pharma manufacturing /Pharma Lab - QA , QC • Budget coverage • Animal experiment related problems • Imports of Chinese APIs and status
2021 March	<ul style="list-style-type: none"> • Anniversary issue • Women in top positions • Target zero TB: Four years left • 3D cell culture
2021 April	<ul style="list-style-type: none"> • Education Institute ranking (for Institutes wanting to catch industry eye) • Immunisation week - Scope for Vaccines market, delivery methods • Medical Cannabis • The Rising Mental Health problems & opportunities for pharma companies • Hyper-personalized medicine,
2021 May	<ul style="list-style-type: none"> • Small sector in healthcare not included in MSME • Hypertension market • Digital Health (IT Pharma) • Precision Medicine
2021 June	<ul style="list-style-type: none"> • Supplier ranking • LIMS market • Lab Safety equipment market • Block chain systems, How block chain is addressing Healthcare Challenges
2021 July	<ul style="list-style-type: none"> • Biopharma ranking • Hepatitis update - India's contribution • Doctors' safety on World Doctors' Day
2021 August	<ul style="list-style-type: none"> • Big tech companies' support to lifescience sector startups • Healthcare Parks • 5G Mobile Technology and Implications for Healthcare • 3-D Bioprinting • Anti-aging drugs
2021 September	<ul style="list-style-type: none"> • CRO ranking • CVR diseases • World Alzheimer's Day - Article • R&D spending by big pharmas

Issue	Cover Story
2021 October	<ul style="list-style-type: none"> • Biosimilar status in India • Innovations in Cancer cure • Mental health • Status of cancer research and drug discovery • Govt efforts to reduce cancer disease burden and industry response
2021 November	<ul style="list-style-type: none"> • Incubation centres ranking • Diabetes • IT technologies providing support for drug discovery R&D • M&A scene in India
2021 December	<ul style="list-style-type: none"> • Technology transfer in Pharma, healthcare industries and R&D • Innovation in assisted technologies • Electronic medical records, Physiology-on-a-chip, Data Analytics in healthcare • Future Technology • Anti-aging drugs market • Telemedicine

Closing date for issue is 15th of previous month





BIOSPECTRUM INDIA AWARDS

BioSpectrum India organizes the annual Biotech Industry Awards every year in December to honor the movers and shakers of the BioScience industry. It is recognized as India's most prestigious biotech industry event. BioSpectrum India Industry Awards has become "must-attend" function for the industry leaders in India. The Awards Nite has over 200 plus C-level audience attending the event from across the country.

STUDENT LECTURE SERIES

bridge the gap between the "expectations" of the industry and the "aspirations" of students and professionals in BioSciences industry. BioSpectrum India organizes an Industry-Academia Interaction series wherein the leaders from different sectors of biotechnology industry will share their experiences and knowledge about the opportunities in the industry and how to go about it. This will help the students to have an understanding about the industry where they will be looking for a career options. Audience Profile: Biotech and Pharma Graduate/ Post Graduate Students, and HODs of the BT Institutes.



BIOSPECTRUM INDIA TECHNOLOGY FORUM

Spectrum Technology Forum acts as a facilitator and a platform to guide and give a new direction to the industry by staying updated with the latest developments, technological advances and leverage growth opportunities from new technologies. Audience Profile: CSOs, R&D Heads, Head of Research Institutions like CSIR Labs, NCBS, IISc, IIT and Top Universities from the BioSciences Industry.



BIOSPECTRUM INDIA OFFERS

A Coveted platform to engage the Indian Healthcare community through Special Supplements/Advertorials/Customized publishing solutions. Produce Technology Summits to foreign institutions; direct interaction options through our industry meets; Panel discussions to reach out to Indian Healthcare community.

Other Products

BIOTECHNOLOGY AND HEALTH SCIENCES RESOURCE GUIDE

First ever compendium of the Indian Biotechnology and Health Sciences industry that is distributed globally. It is considered as the ultimate repository of information on the Indian Biotechnology and Health Sciences industry.





REACH RESPONSIVE

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Biospectrum Impressions Group:

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email addresses

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Sales and Special Programs ... Surveys

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WEBINARS

Lead Generation | Thought Leadership | Brand Awareness



Every **BioSpectrum** webinar is a **full-service, turnkey marketing solution** that generates leads, enhances your brand and identifies your company as a thought leader.

When we create a **BioSpectrum** webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's **on target, expertly marketed, flawlessly produced** and delivers a **strong return on investment**.



WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Traditional Webinars \$12,500

Live, hour-long educational sessions that feature some of the most renowned experts in printing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

Webinar Express \$8,000

Short, pre-recorded webinars available to busy professionals on-demand. Work with an editor to put your presentation together or provide your own content.

Highlight Reel \$1,500

Work with our team to create a short video featuring the highlights of your event. This video will be posted on our site as content and used to encourage registrants who have not viewed the webinar to check out the full-length session!

**NOTEWORTHY
extras:**

Whitepaper Spotlight

Give us a resource to feature on the event console and in post-event emails.

Webinar Recording

Use these video files as content on your own site! Included in all webinar packages.

Samples: biospectrumasia.com/webinars