

## Circulation & Readership

India is ranked 3<sup>rd</sup> in terms of volume & 14<sup>th</sup> in terms of revenue in the world pharmaceutical market. There are over 8000 pharma manufactures in India operating in large, medium & small scale sector.

It is very interesting to note that less than 20% the number of companies account for 80% of India's Pharma turnover. The Pharma Review® has over the years developed a very planned & scientific method of distribution so as to ensure that key players have access to the journal.

Being rich in content it has a long shelf life and is read by decision makers, middle management, technical marketing & academia.

## Award Sponsor - Dr. P. D. Sethi Annual Award

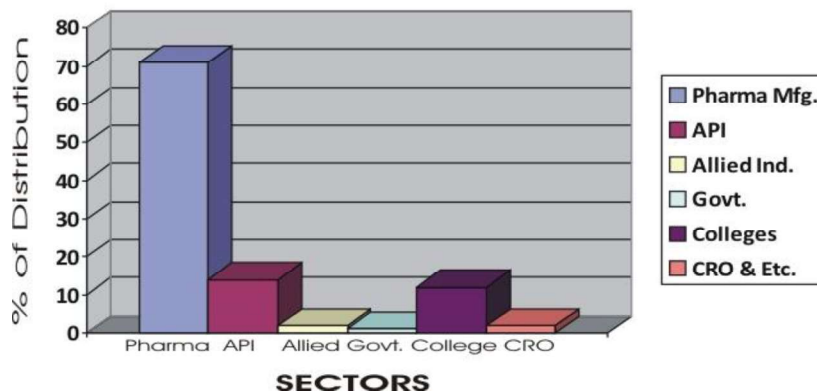
The Pharma Review® Sponsors the Dr. P. D. Sethi Annual Award for the Best Research Paper published in the field of Pharmaceutical Analysis in honour of Dr. P.D. Sethi, Eminent Pharma Analyst. The award carries a reward of Rs. 10,000/- & 5,000/- and a Certificate and was established in 2005. For full details please visit [www.kppub.com/awards.html](http://www.kppub.com/awards.html)

## Print Run

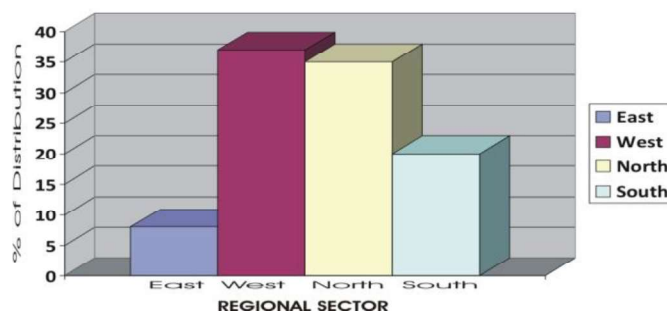
5500 no. copies of each issue (Hard Copies)

1200 no. copies of each issue (Soft E-book on CD)

## Distribution Profile



## Regional Circulation



**Issues** - 6 issues in the year

<b>Issue</b>	<b>Date of Publication</b>
Jan.- Feb.	15 Feb.
Mar. - April	18 Apr.
May - June	15 June
July - August	15 Aug.
Sept.- October	15 Oct.
Nov. - December	10 Dec.

\*\* Date of publication can vary depending on pharmaceutical expos where The Pharma Review® participates.

### **Editorial Calendar**

Each of 6 issues covering editorial content under the broad headings:

1. Articles <http://www.kppub.com/articles/pharma-articles-archives.html>
2. Alternative Medicine
3. R & D
4. Hospital & Clinical Pharmacy
5. Product & Company Profiles
6. Association & Institution News
7. International Pharmaceutical News
8. Book Review, Concerns & Did you Know
9. Exhibitions & Conferences <http://www.kppub.com/exhibitions.html>
10. List Forthcoming Events & Conferences

At least 2 issues a year have special focus on areas like Clinical Trials, Pharmacovigilance, and Spurious Drugs etc.

### **Participating in National & International Pharma Expos & Conferences**

The Pharma Review® has the unique distribution of being the 1<sup>st</sup> journal in India to participate in Pharma Expos internationally and distribute copies from their own stalls.

Over the last 16 years we have participated in countries like Bangladesh, Brazil, Egypt, Germany, Indonesia, Nepal, Pakistan, Singapore, Syria, Thailand and Vietnam etc.

We are associated with some major Pharma Expo Brands around the world.

- CPhI / P-Mec India, China & Worldwide
- Allworld Exhibition Event
- IBC Singapore
- IPEX Indonesia
- FICCI - India
- Informax USA
- Vlnexad - Vietnam
- GPE Expo - India

## **Encouraging Feedback**

It is a fact that via advertisement in The Pharma Review® we got very good response to our products from all over India as well as broad. And still we hope that we will Continue to receive for future Business development.

**J. J. Shah, Partner, SSPM Systems & Engineers, Ahmedabad**

Yours is a singular periodical, which deals with all he branches of the pharmaceutical field, name any.

**Dr. Jamal S. Qadry, Dubai**

It was indeed a pleasure to read articles in your publications. The same has been acknowledged by our clients in France also. I would request you to send us a latest update on the press release which were sent to you to as which ones are you utilizing/utilized for your publication.

**Deepika Prakash, Press Atache, French Embassy, New Delhi**

Also noteworthy is the journal's contribution to the globalization of the Indian Pharma Industry. Wishing great success to The Pharma Review.

**Dilip Charegaonkar, M. D., Anchrom Enterprises, Mumbai**

## **Advertisements**

The Pharma Review® offers an excellent platform to advertisers to showcase your products. Presently we have over 130 leading companies in various fields as regular advertisers in each issue and bulks of our advertisers have been with us since the beginning. A Complete list of our advertisers is available at [http://www.kppub.com/b2b\\_forum.html](http://www.kppub.com/b2b_forum.html)

## **Mechanical Data**

	Vertical (Inch)	X	Horizontal (Inch)
Front Cover	7".75		7"
Back Cover (Full Page)	10"		7.25"
Full Page (Bleed)	11"		8.25"
Full Page	10"		7.25"
Half Page			
i) Vertical	10"		3.25"
ii) Horizontal	4.8"		7.25"
Quarter Page	4.5"		3.25"
Panel	2.25"		7.25"

## Rate Card

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- With Colour proofs to be supplied by advertiser