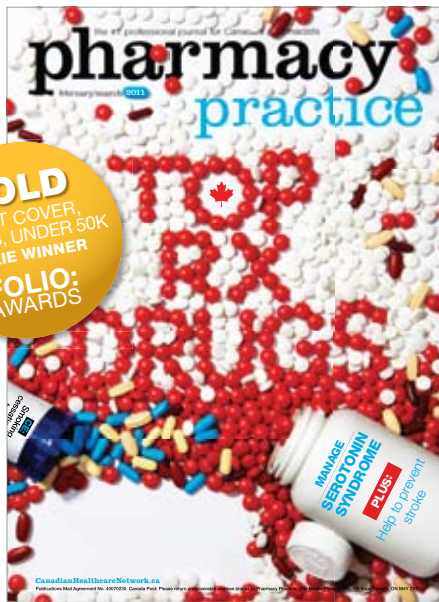


# pharmacy practice

## 2012 MEDIA KIT



# pharmacy practice

is the #1 professional journal for Canadian pharmacists

## MANDATE, CIRCULATION & READERSHIP

- A new age of health care is upon us as pharmacists across the country adopt expanded scopes of practice. The pharmacist's expertise in medication management as it pertains to chronic disease in particular is garnering further influence with authority in drug selection and collaborative practice models.
- *Pharmacy Practice* has been delivering authoritative information to all 17,000 English-speaking pharmacists in community and hospital settings for 28 years. In fact, readership surveys consistently show that this award-winning publication is the best-read pharmacy journal in the country.
- *Pharmacy Practice* has a stellar reputation for providing readers with the very latest on drug news, therapeutic treatments, analysis of the pharmacy issues and accredited continuing education.

## WE PROVIDE READERS WITH:

- Timely updates on healthcare and professional issues affecting pharmacy, written by pharmacist experts.
- Columns on medication, environmental and ethical issues.
- Special programs and supplements including: our annual Commitment to Care & Service Awards, The Pharmacist's Guide to Health & Disease/Expanded Practice Guide, Tech Talk for pharmacy technicians and The Student Career Guide for pharmacy students.
- Free CE lessons, which can be done online.
- A one-of-a-kind healthcare portal ([www.canadianhealthcare-network.ca](http://www.canadianhealthcare-network.ca)) providing daily news, education and a communication forum to pharmacists, physicians, nurses and healthcare managers.

## TOP 5 AREAS OF INTEREST

1. In-depth clinical articles on timely topics
2. A free national print and online continuing education program
3. The latest clinical information on new drug treatments written by pharmacist experts
4. Advice on how to improve one's practice and ultimately enhance patient care
5. Ranking of the top prescription drugs in Canada and what's on the horizon

## FREQUENCY

8 times year

\* 2009 BPPG readership study

\*\* *Pharmacy Practice* Readership Survey conducted online 2011

## KEYS FACTS ABOUT OUR READERS

**89%**  
of readers always or often read *Pharmacy Practice* features\*\*

**92%** of readers find the feature length "just right"\*\*\*

**80%**  
of readers always or often read *Pharmacy Practice* columns\*\*

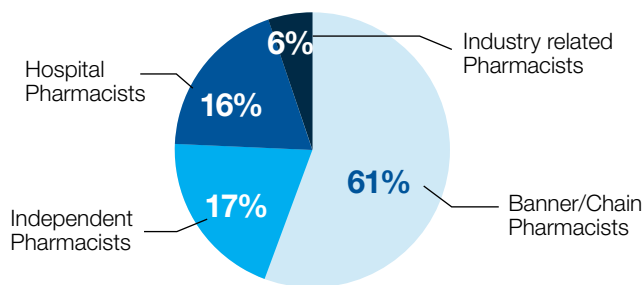
## READERSHIP

**47,000\*** Total readership

**42 minutes\*** is the average time spent reading *Pharmacy Practice*

## CIRCULATION

- 17,193 total circulation
  - 13,667 community pharmacist/owners/manager
  - 2,671 hospital pharmacists and industry pharmacists



PROVINCE	CIRCULATION	SITES
Alberta	2,743	997
British Columbia	2,093	1,026
Manitoba	957	348
New Brunswick	538	205
Newfoundland & Labrador	500	200
Northwest Territories	16	10
Nova Scotia	813	290
Nunavut	5	3
Ontario	8,106	3,303
Prince Edward Island	128	42
Québec	409	79
Saskatchewan	861	362
Yukon	13	7
US/Foreign	11	
Total	17,193	6,872

## “Why I Read *Pharmacy Practice*”



**BRONZE**  
BEST USE OF  
DIGITAL IMAGERY  
OZZIE WINNER  
**FOLIO:**  
AWARDS



**GOLD**  
BEST COVER,  
B-TO-B, UNDER 50K  
OZZIE WINNER  
**FOLIO:**  
AWARDS

### On our variety of offerings:

“The most complete, up-to-date, well-written and informative pharmacy magazine. Keep up the good work!”

*Pharmasave pharmacist, reader of Pharmacy Practice for 25 years*

### On being essential reading:

“The premier magazine for up-to-date information on medications and pharmacy practice in Canada. ”

*Loblaws pharmacist who has been reading Pharmacy Practice for 15 years*

### On how we are read:

“Excellent articles! I love the CE lessons!”

*IDA Pharmacist in Edmonton.  
Reader of Pharmacy Practice for 10 years*

### On how we are read:

“Relevant, current and excellent CE.”

*Rexall pharmacist, reader of Pharmacy Practice for 25 years*

# 2012 SCHEDULE

ISSUE	SPECIAL REPORTS	SPACE CLOSE	MATERIAL CLOSE	SUPPLEMENTS	SUPPLEMENT CLOSE	MAIL DATE
Feb/March	Top 100 Rx Drugs	January 24	January 31	Allergy/Asthma	January 20	February 27
April/May		April 2	April 10	Diabetes	February 29	May 7
June		May 22	May 29	Innovations in Health & Disease/Expanded Practice Guide	April 30	June 25
July/August		June 19	June 25	Generic Supplement	May 31	July 23
September		August 21	August 27			September 24
October		September 25	October 1			October 29
November	Commitment to Care	October 16	October 23	· Pain Management · Student Guide	September 30	November 19
Dec/Jan 2013		November 6	November 13			December 10

# PROJECTS, REPORTS, SUPPLEMENTS, EVENT & AWARDS



## SUPPLEMENTS

- **Allergy/Asthma (Feb/March)** A series of clinical articles on allergic rhinitis and asthma management.
- **Diabetes Supplement (April/May)**
- **Innovations in Health and Disease/Expanded Practice Supplement (June)** This supplement introduces pharmacists to ideas for expanding their practice in specific disease state areas.
- **The Generics (July/August)** This supplement helps pharmacists understand the role of the generic industry and the benefits of generic products in the overall healthcare system.
- **Pain Management (November)** A series of clinical articles on the role of new drugs & pain control in the elderly.
- **Digital Student Career Guide (November)** This digital publication provides smart tips on financial planning, preparing for job interviews, and wisdom from successful pharmacists who've carved out Innovative careers in the profession.

## REPORTS

- **Community Pharmacy Report** Rogers Publishing, the Canadian Association of Chain Drugstores (CACDS) and the Canadian Association for Pharmacy Distribution Management, partner to produce the *Community Pharmacy Report – The Complete Report on Trends and Insights in Canada*. Exclusive partnership includes custom advanced data and analysis presented to sponsor's key customers.

## SPECIAL PROJECTS

- **RX Q&A** PAAB approved answers to pharmacists' most frequently asked questions about manufacturer's brands. Includes website posting for 3 months.
- **Print and Online National CE Lesson** A CCCEP-accredited, 4 or 8-page print and online continuing education lesson for Rx products.
- **Therapeutic Focus** A 4-page editorial report aimed at expanding community and hospital pharmacists' knowledge about a particular disease state or condition.
- **Rx Patient Profiler** A PAAB-approved advertising feature that focuses on what pharmacists need to know to care for the patients based on key Rx brand information. Includes website posting for 3 months.



## AWARDS

- **Commitment to Care & Service Awards (November)** Canada's premier awards program recognizing excellence in pharmacy. Partnership includes, print & web promotion and advertising, award presentation and more.

WINNER  
BEST  
WEBSITE  
2010 CANADIAN  
PHARMACEUTICAL  
DIGITAL AWARDS



## Canadian HealthcareNetwork.ca

Pharmacy Practice's online home is CanadianHealthcareNetwork.ca. This unique gated healthcare portal is the online community for doctors, pharmacists, nurse practitioners/nurses and healthcare managers, where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. Please see the CanadianHealthcareNetwork.ca web media kit for more information, including:

- banner ads
- newsletters ads
- enewsflash ads/exclusive advertising
- bulletin/text/image newsletter ads
- edirects/email
- therapeutic category exclusive advertising/keyword bundles
- custom poll exclusive advertising
- microsites/profile pages
- content section exclusive advertising
- plus custom solutions - ask your account manager

### Pharmacists connect on CanadianHealthcareNetwork!

What do pharmacists really think? What gets them excited and passionate?

The best place to find out is on Canada's best pharmacy website—*CanadianHealthcareNetwork/pharmacists*. Over 35,000 English pharmacists, technicians and pharmacy students come to find out what's new and to learn, it's also where they come to communicate, share their opinions and expertise, and even debate issues with each other.

- On Ask the Experts, pharmacists can ask advice from our online experts
- Our bloggers know how to get people talking. Follow the discussion trail to see what pharmacists really think about the hot issues
- Our news page comment function lets pharmacists weigh in on the news stories of the day.
- Point of view columns always leave room for readers to share their own points of view.
- And pharmacists don't just vote on our Polls, they elaborate with their own take on the issue.

# ROGERS ONLINE RESEARCH



The Rogers Healthcare inter-professional portal, [CanadianHealthcareNetwork.ca](http://CanadianHealthcareNetwork.ca) has 80,000 registrants on this gated site, including physicians (GPs, Specialists, Residents); pharmacists (community, hospital, plus pharmacy technicians and pharmacy students); nurses/nurse practitioners and Healthcare Managers (hospital executives, government). Use the Rogers Research Division to survey any or all of the above target audiences.

**Use research to build original content into effective, insightful and engaging intelligence, communications, marketing or loyalty programs**

**Rogers Market Research and Client Services Group offers turnkey solutions to position our clients as industry leaders through:**

- Access to the right audiences
- Collection of actionable data
- Credible third-party research
- Brand positioning through sponsorship

**Rogers Market Research and Client Services Group customizes market research to meet clients' intelligence needs, including:**

- Informing corporate or sales strategy
- Market share
- Competitive intelligence

**The only research group of its kind in Canada with incomparable B2B vertical and Consumer expertise  
Over 1,000 B2B and consumer projects conducted since 2004**

- Extensive team of research professionals
- Knowledge to create unique research opportunities
- Led by Tricia Benn, Senior Director Market Research, Board of Directors for National MRIA B2B Committee

**Access to an extensive team of research professionals to support any materials developed based on the research:**

- Advisory boards and roundtables
- Advertorials
- Creative development
- E-bulletins
- Editorial content
- Events
- Social media
- Web development

**Research forms the foundation for positioning our clients as leaders in providing value to their customers. Specifically, the research will be used to create:**

- Relevancy
- Editorial involvement and credibility
- Consumer engagement that is not client centric messaging
- Thought leadership
- Promotional and in-person opportunities

## CE RESEARCH

Include a pre and post-research survey to pharmacist CE participants. Pre-test questions measuring pharmacist's knowledge and awareness of the topic will be asked and post-test questions pertaining to the usefulness and relevance of the CE lesson. As well, questions regarding their engagement and overall perceived effectiveness of the program. Results will include average scores from other recent CEs providing comparison points.

# 2012 ADVERTISING RATES

B&W (GROSS RATES)	1x	4x	8x
Full page	\$ 4,280	\$ 4,025	\$ 3,700
2/3 page	\$ 3,700	\$ 3,550	\$ 3,250
1/2 page (vert. or horiz.)	\$ 2,785	\$ 2,650	\$ 2,470
1/3 page (vert. or horiz.)	\$ 2,120	\$ 2,000	\$ 1,855
1/4 page (vert. or horiz.)	\$ 2,080	\$ 1,970	\$ 1,830

<b>4-colour rate</b> .....	<b>\$ 1,965</b>
Each additional 4 colour in the same issue .....	\$ 1,865
Standard colour .....	\$ 1,100
Matched colour .....	\$ 1,200

Premium positions preferred positions charged at 20% over earned b&w rate. Covers and preferred positions are non-cancelable for duration of contract.

## RX Q&A

DPS includes 4 colour content/writing, design, website posting for 3 months and PAAB approval.

<i>Pharmacy Practice</i> .....	\$ 20,790*
Add <i>Québec Pharmacie</i> .....	\$ 17,480*

\* Prescribing information extra.

## RX PATIENTS PROFILER

DPS includes 4 colour content/writing design, website posting for 3 months and PAAB approval.

<i>Pharmacy Practice</i> .....	\$ 20,790*
Add <i>Québec Pharmacie</i> .....	\$ 17,480*

\* Prescribing information extra.

## SUPPLIED OUTSERTS

	1 pg/2 sides	2 pgs/4 sides	3 pgs/6 sides
<b>OPTION 1</b>	\$ 7,480 net	\$ 8,360 net	\$ 10,450 net
<i>Pharmacy Practice</i> (Total circulation: 17,200)			

<b>OPTION 2</b>	\$ 10,890 net	\$ 12,100 net	\$ 15,290 net
<i>Pharmacy Practice</i> (English 17,200) plus <i>Québec Pharmacie</i> (French 8,000) Total circulation: 25,200			

Rates for supplied inserts available on request

## RX CE RATES

4 page.....	\$ 47,000 net
Distributed in <i>Pharmacy Practice</i> and <i>Québec Pharmacie</i>	
8 page.....	\$ 67,000 net
Distributed in <i>Pharmacy Practice</i> and <i>Québec Pharmacie</i>	

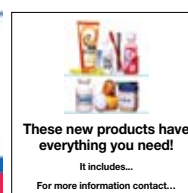
## CLASSIFIEDS

Rates include Print and 1 month web posting

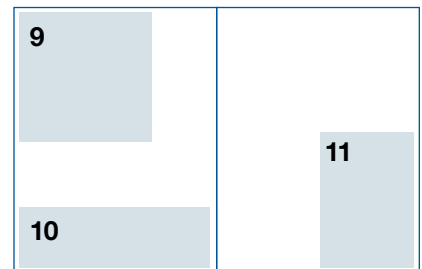
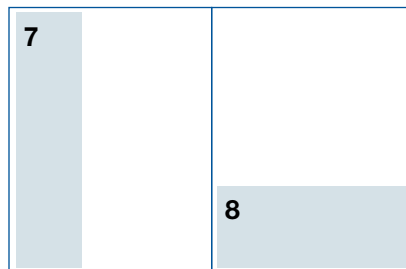
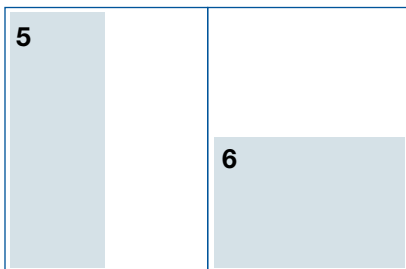
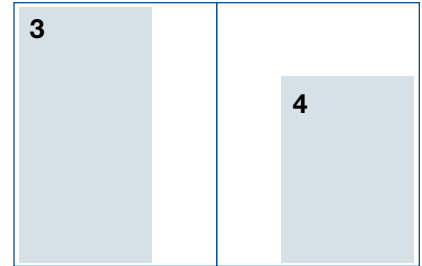
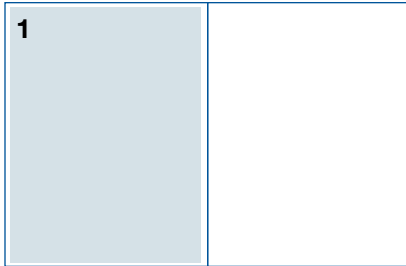
AD SIZE (NET RATES)	1x	4x	8x
1/2 page (vert. or horiz.)	\$ 3,420	\$ 3,078	\$ 2,907
1/3 page (vert. or horiz.)	\$ 2,610	\$ 2,349	\$ 2,218
1/4 page (vert. or horiz.)	\$ 1,776	\$ 1,598	\$ 1,509
1/6 Page	\$ 1,026	\$ 923	\$ 872

- Rates include colour
- Contact Scott Tweed (416-764-3906, Scott.Tweed@rci.rogers.com)
- Add HST to rates

- Careers
- New Products
- Services
- Equipment
- Store Design



# MECHANICAL SPECIFICATIONS 1



## STANDARD UNIT SIZE IN INCHES

	AD SIZE	WIDTH	DEPTH
1	Full Page	7-7/8"	10-3/4"
2	DPS	15-3/4"	10-3/4"
3	2/3 Page Vertical	4-5/8"	10"
4	1/2 Page Island	4-5/8"	7-1/2"
5	1/2 Page Vertical	3-3/8"	10"
6	1/2 Page Horizontal	7"	4-5/8"
7	1/3 Page Vertical	2-1/4"	10"
8	1/3 Page Horizontal	7"	3-1/8"
9	1/3 Page Square	4-5/8"	4-5/8"
10	1/4 Page Horizontal	7"	2-3/8"
11	1/4 Page Square	3-3/8"	4-7/8"
<b>MAGAZINE TRIM SIZE:</b>		7-7/8"	10-3/4"



For ad templates, visit [www.addirect.sendmyad.com](http://www.addirect.sendmyad.com)

# MECHANICAL SPECIFICATIONS 2

## FOR FULL PAGE ADVERTISERS

- Allow 1/8" (3 mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 8-1/8" W x 11" D (206 mm x 279 mm)
- Double page ad size including bleed measures 16" W x 11" D (406 mm x 279 mm)

## TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter or each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

## METHOD OF PRINTING

Offset

## METHOD OF BINDING

Saddle stitch

## DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF /X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at [www.addirect.sendmyad.com](http://www.addirect.sendmyad.com). Check [www.rogersdigitalads.com](http://www.rogersdigitalads.com) or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Ad material not to specifications will not be used and must be resupplied with correctly.

## SHIP PROOFS TO

Pharmacy Practice  
Attention: Ajay Masih  
One Mount Pleasant Road  
7th Floor  
Toronto, Ontario  
M4Y 2Y5

## STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all supplied physical material if not requested within 3 months from the last time of use.

## INSERT/POLYBAG

Rates and quantities are available upon request.

## ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit [http://www.rogerspublishing.ca/about\\_us/environmental\\_policy.shtml](http://www.rogerspublishing.ca/about_us/environmental_policy.shtml)

## COMMISSIONS

- Agency commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

## CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representa-

tion, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.

- Preferred positions, contracted for 12 months, non-cancellable.

## GENERAL

- Advertiser and agency agree that Pharmacy Practice shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.



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Montréal (Québec) H3B 4G7  
Tel.: (514) 845-5141

pharmacy  
practice

**ROGERS™**  
**HealthcareGroup**

A division of Rogers Publishing

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ProfessionSanté.ca