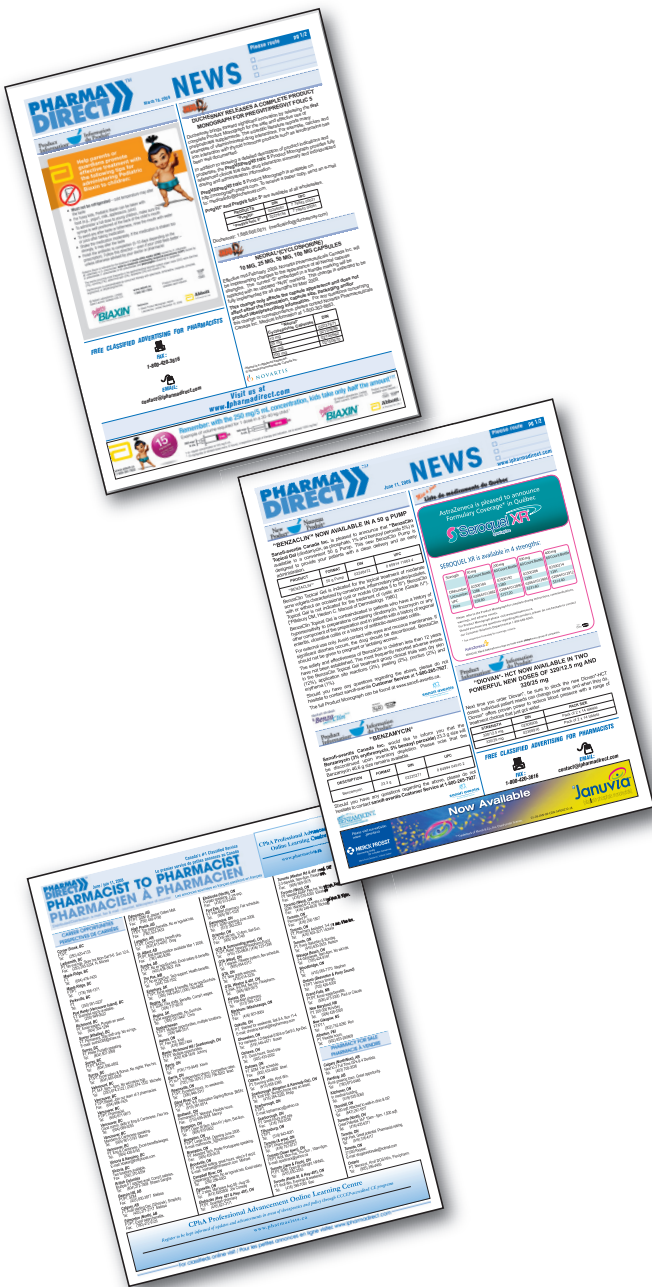


2011

Mandate,  
Circulation  
& Readership



PharmaDirect™ is Canada's bi-weekly news update for pharmacists. Retail and hospital pharmacists can get quick updates on brands, pricing or ordering information. For increased readership, there are 2 pages of personal classifieds for 'Pharmacist to Pharmacist' interaction.

Your announcement will be delivered by mail, e-mail, fax and updated on the PharmaDirect website. PharmaDirect offers distribution to over 10,000 pharmacists by their preferred method of contact. Also it is providing the highest frequency for any colour ad to pharmacists. With a proven readership of over 90%, let PharmaDirect be your contact with your key customers.

**Circulation:**

- Retail & Hospital - English and French
- Individual pharmacists via e-mail
- Retail drugstores (Chief by name)
- Hospital pharmacists (Department head by name)
- Wholesale drugstores (Department head by name)
- Retail chains - head office (Pharmaceutical buyer)
- Nursing homes / extended care facilities (Department head by name)
- Nursing stations (Pharmacy manager)
- Mail order pharmacies (Chief pharmacists)
- Prison detention centres (Pharmacy manager)
- Hospital buying groups (Purchasing manager)
- Poison control & drug information centres (Medical information officer)
- Pharmacy associations - National-provincial (Director)
- Provincial drug benefit formularies (Director)
- Health insurance companies (Pharmacy benefits manager)

English	French	Audience total
8,131	2,069	10,200

**Excellent readership:** A direct mail study with a random sample of 159 retail pharmacists (2005).

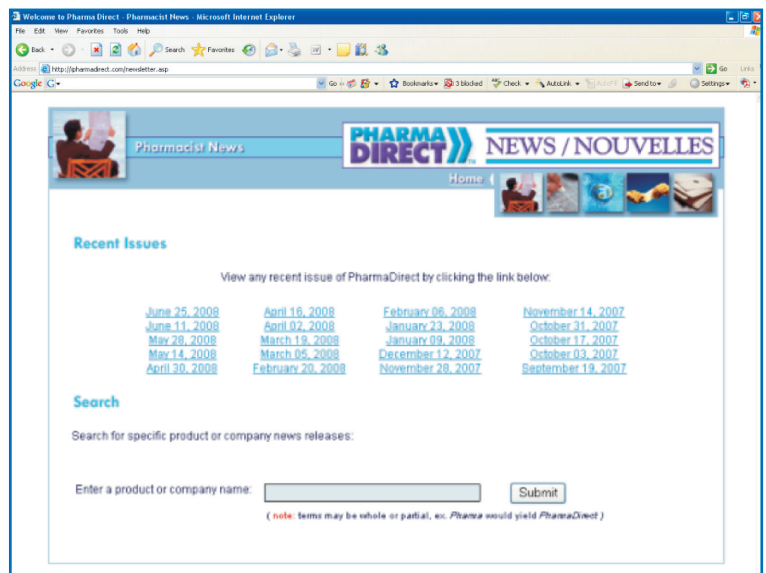
	Response
Aware of PharmaDirect	<b>93.7%</b>
Received latest edition (% of those aware)	<b>94.6%</b>
Read latest edition (% of those aware)	<b>93.3%</b>
Will continue to read PharmaDirect (% of those aware)	<b>92.6%</b>

**Excellent recall:** A separate study that measured recall of a specific news item (2005).

	Received most recent issue	Do you read PharmaDirect	Will continue to read PharmaDirect	Recall a specific company launching a new product	What product was it
Retail (n=60)	90%	90%	90%	90%	80%
Hospital (n=18)	100%	100%	100%	100%	94%
Total (n=78)	92%	92%	92%	92%	83%

**www.ipharmadirect.com provides additional resources for pharmacists.**

- Hundreds of hits each week
- Complete history of recent editions
- Search engine for topics of interest
- Links to other pharmacy resources





# 2011 Distribution

**PharmaDirect™ is released every second Wednesday with the approval due the proceeding Monday.**

<b>Final Ad Approval</b>	<b>Distribution</b>
January 03	January 05
January 17	January 19
January 31	February 02
February 14	February 16
February 28	March 02
March 14	March 16
March 28	March 30
April 11	April 13
April 25	April 27
May 09	May 11
May 24	May 25
June 06	June 08
June 20	June 22
July 04	July 06
July 18	July 20
August 02	August 03
August 15	August 17
August 29	August 31
September 12	September 14
September 26	September 28
October 11	October 12
October 24	October 26
November 07	November 09
November 21	November 23
December 05	December 07

**Distribution:**

The standard distribution is e-mail, fax and mail as requested by each pharmacist.



# Rates & Specifications

All news articles are placed under the appropriate StatMail banner. Announcements may be separated by audience and language.

Client prepared ads or logos should be forwarded as EPS (vector). Black and white ads may also be required. News announcements are 3.875" wide.

PharmaDirect™ News Announcement (Fax, mail, email & website)		
Description	Dimensions	Retail & Hospital
1/8 page	2.5" x 3.875"	\$800
1/6 page	3.3" x 3.875"	\$950
1/4 page	5" x 3.875"	\$1,250
1/3 page	6.5" x 3.875"	\$1,600
1/2 page	8" x 3.875"	\$1,950
2/3 page	6.5" x 7.75"	\$2,300
Full page	9" x 7.75"	\$2,950
Banner (cover)	1" x 7.75"	\$1,000
Banner (other)	1" x 7.75"	\$750
Corner tab	2" x 1"	\$300
Minimum price for insert \$350		

For more information regarding the above information please contact your representative at:

**P: (905) 415-1940**

**F: (905) 415-1946**

e-mail:  
[info@ipharmdirect.com](mailto:info@ipharmdirect.com)

Any StatMail or StatFax delivery of the same news article receives a \$500 discount on PharmaDirect™ (StatMail must be to pharmacists, \$1,000 minimum value). Ads are placed on a 1st come 1st serve basis. Corporate discounts for multiple insertions.