



## Reach | Frequency | Value

Your direct line to  
Canada's pharmacy  
professionals!

# Reach | Frequency | Value

## 2026 RATE CARD & SPECIFICATIONS

Canada's # 1 Pharmacy Newsletter

**PharmaDirect** is the leading bi-weekly channel for connecting with Canada's pharmacists. With the industry's most comprehensive, validated database of **over 40,000 licensed, actively practicing pharmacists**, we deliver unmatched reach and precision.

Distributed through pharmacists' preferred channels—email and fax—**PharmaDirect** ensures your message lands where it matters most. Our **flexible, cost-effective options** range from single placements to full-year programs, maximizing both reach and frequency.

**NEW! Sponsored Articles.** **PharmaDirect** now offers sponsored editorial opportunities, allowing you to **sponsor high-value educational content** directly to pharmacists in a trusted, professional context—enhancing engagement and credibility. **Also new: Marquee Placement (own the top spot)!**

**PharmaDirect** Online extends your visibility with **searchable archives, classifieds**, and links to trusted **pharmacy resources**—drawing hundreds of pharmacists visits each week.

## PharmaDirect Circulation - Direct access to **licensed, actively practicing pharmacists** in Canada, across retail, hospital, specialty, and distribution channels.

ENGLISH	31,581	=	<b>41,291</b>	<b>TOTAL AUDIENCE</b>
FRENCH	9,710			

### Retail

Retail (Owner-Manager/FT/PT/Locum)  
Retail with Compounding (Chief/FT/PT)  
Retail with Methadone (Chief/FT/PT)  
Relief (Retail & Hospital)

### In-Patient Facilities

Hospital (Chief/FT/PT/Locum)  
Hospital-Oncology (Chief/FT)  
Hospital-Pediatric (Chief/FT)  
Hospital-Psychiatric (Chief/FT)  
Nursing Home/Ext Care (Dept Head/PT  
Locum)  
Prison/Correctional Facility  
Military Bases

### Distributors

Wholesale (Dept Head/FT/PT)  
Mail Order/Online (Chief/FT/PT)  
Distribution/Pkg (Chief/FT/PT)  
Retail - Chain Head Office (Dept  
Head/FT/PT)

### Specialists/Patient Contact

Asthma Educator - Cert  
Counseling/Drug Info  
Cystic fibrosis  
Educators (PT)  
Diabetology (I)  
Diabetes Educator - Cert  
Geriatrics  
Med Marijuana/Cannabis  
Menopause  
Nephrology  
Oncology  
Pediatrics  
Psychiatry  
Respirology Educator-Cert  
Specialty  
Telehealth  
University (FT Educators)

### No Patient Contact

Compounding (Chief/FT/PT)  
Methadone (Chief/FT/PT)  
Hospital Buying Groups (Purchasing  
Manager)  
Poison Control & Drug Info Centers  
(Medical Info Officer)  
Pharmacy Associations  
National/Provincial (Director)  
Provincial Drug Benefit Formularies  
(Director)  
Health Insurance Companies  
(Pharmacy Benefit MGR)

PT- Part Time FT- Full Time

Counts as of 03Oct2025

## PharmaDirect Online – Everything Pharmacists Need, All in One Place.

[Ipharmadirect.com](http://Ipharmadirect.com) - where pharmacists browse, search, and connect - hundreds of visits each week.

## Programs & Rates

**PharmaDirect** offers flexible opportunities to meet your marketing goals. Choose Single Programs for targeted, standalone placements, or Bundle Packages for maximum impact and cost savings.

### Single Programs - Inserts & Editorials

Reach pharmacists with a single, impactful placement that delivers immediate visibility!

<b>News Insert (Standard)</b>	Block or Banner - Client-Hosted Clickthrough Page	\$3,650/placement
	Block or Banner - PTM-Hosted Clickthrough Page	\$4,015/placement
<b>*News Insert (Premium)</b>	Marquee - Client-Hosted Clickthrough Page	\$5,110/placement
	Marquee - PTM-Hosted Clickthrough Page	\$5,475/placement
<b>*Editorial</b>	Sponsored Article – PTM hosted Page	\$4,950/placement **Introductory price

### Bundle Programs – News Inserts

Maximize reach and cost efficiency with multi-issue exposure!

*Excludes Premium News Inserts.*

<b>Package A</b>	12-month contract, 4 standard News Inserts	\$12,400
<b>Package B</b>	12-month contract, 6 standard News Inserts	\$17,525
<b>Package C</b>	12-month contract, 12 standard News Inserts	\$32,850
<b>Package D</b>	12-month contract, 18 standard News Inserts	\$45,000
<b>Package E</b>	12-month contract, 24 standard News Inserts	\$56,950

### Visibility Bundles – Editorial + News Insert

Combine announcements with thought leadership for maximum impact and cost savings!

*Offer cannot be combined with other bundle programs.*

<b>Package 1</b>	Editorial + 1 Standard News Insert (must appear in same issue)	\$7,475 **Introductory price
<b>Package 2</b>	Editorial + 1 Premium News Insert (must appear in same issue)	\$8,925 **Introductory price

\* Premium inserts & Editorials are exclusive, first-come, first-served with written client authorization & acceptance of payment terms.

\*\* Editorial Introductory Price: Available for 2026 bookings with payment received by June 30, 2026.

#### Terms and conditions:

- News Inserts (Block format): 2" standard; \$175 s/c per additional 1" (max 6"), separately for English and French where applicable.
- News Insert cancellations made 1 day prior to publication are subject to a cancellation fee - \$175 (standard) / \$250 (premium)
- Editorial cancellations made 1 day prior to publication are subject to a cancellation fee - \$750
- Premium News Insert - max 12 per end client annually (no reruns)
- PharmaDirect reserves the right, though rarely exercised, to postpone or cancel a scheduled publication; affected placements will be rescheduled with client advance notice.

**Deliverables:** Published via email, fax (fax prompts recipients to download the full issue), and PharmaDirect Online; includes reporting on reach and engagement.

## 2026 Publication Calendar

Bi-weekly publications, plus an extra Issue each quarter!

News Insert Deadlines		Editorial Deadlines		Publication Date
Submission	Approval	Submission	Approval	
Dec. 31, 2025	Jan 5, 2026	Dec. 10, 2025	Dec. 31, 2025	<b>Jan 7, 2026</b>
Jan 15, 2026	Jan 19, 2026	Dec. 24, 2025	Jan 14, 2026	<b>Jan 21, 2026</b>
Jan 29, 2026	Feb 2, 2026	Jan 7, 2026	Jan 28, 2026	<b>Feb 4, 2026</b>
Feb 5, 2026	Feb 9, 2026	Jan 14, 2026	Feb 4, 2026	<b>Feb 11, 2026 *</b>
Feb 11, 2026	Feb 13, 2026	Jan 21, 2026	Feb 11, 2026	<b>Feb 18, 2026</b>
Feb 26, 2026	Mar 2, 2026	Feb 4, 2026	Feb 25, 2026	<b>Mar 4, 2026</b>
Mar 12, 2026	Mar 16, 2026	Feb 18, 2026	Mar 11, 2026	<b>Mar 18, 2026</b>
Mar 26, 2026	Mar 30, 2026	Mar 4, 2026	Mar 25, 2026	<b>Apr 1, 2026</b>
Apr 9, 2026	Apr 13, 2026	Mar 18, 2026	Apr 8, 2026	<b>Apr 15, 2026</b>
Apr 23, 2026	Apr 27, 2026	Apr 1, 2026	Apr 22, 2026	<b>Apr 29, 2026</b>
May 7, 2026	May 11, 2026	Apr 15, 2026	May 6, 2026	<b>May 13, 2026</b>
May 13, 2026	May 15, 2026	Apr 22, 2026	May 13, 2026	<b>May 20, 2026 *</b>
May 21, 2026	May 25, 2026	Apr 29, 2026	May 20, 2026	<b>May 27, 2026</b>
Jun 4, 2026	Jun 8, 2026	May 13, 2026	Jun 3, 2026	<b>Jun 10, 2026</b>
Jun 18, 2026	Jun 22, 2026	May 27, 2026	Jun 17, 2026	<b>Jun 24, 2026</b>
Jul 2, 2026	Jul 6, 2026	Jun 10, 2026	Jul 2, 2026	<b>Jul 8, 2026</b>
Aug 20, 2026	Aug 24, 2026	Jul 29, 2026	Aug 19, 2026	<b>Aug 26, 2026 *</b>
Aug 27, 2026	Aug 31, 2026	Aug 5, 2026	Aug 26, 2026	<b>Sept 2, 2026</b>
Sept 10, 2026	Sept 14, 2026	Aug 19, 2026	Sept 9, 2026	<b>Sept 16, 2026</b>
Sept 24, 2026	Sept 28, 2026	Sept 2, 2026	Sept 23, 2026	<b>Sept 30, 2026</b>
Oct 7, 2026	Oct 9, 2026	Sept 16, 2026	Oct 7, 2026	<b>Oct 14, 2026</b>
Oct 22, 2026	Oct 26, 2026	Sept 30, 2026	Oct 21, 2026	<b>Oct 28, 2026</b>
Nov 5, 2026	Nov 9, 2026	Oct 14, 2026	Nov 4, 2026	<b>Nov 11, 2026</b>
Nov 12, 2026	Nov 16, 2026	Oct 21, 2026	Nov 11, 2026	<b>Nov 18, 2026 *</b>
Nov 19, 2026	Nov 23, 2026	Oct 28, 2026	Nov 18, 2026	<b>Nov 25, 2026</b>
Dec 3, 2026	Dec 7, 2026	Nov 11, 2026	Dec 2, 2026	<b>Dec 9, 2026</b>

\* Extra quarterly Issue

### PHARMADIRECT EDITOR REVIEW

All content appearing in PharmaDirect must be first submitted to the PharmaDirect Editor through your Account Director/Account Service Manager team for acceptance to publish. Submission of content for review is required prior the scheduled submission date which is intended for submission of complete & final assets following PD Editor review feedback.

**Book your placements!** Reach out to your PTM Account Director – or contact us at [info@ptm-health.com](mailto:info@ptm-health.com)

## News Insert Specifications

Reach your audience with high-impact placements in three formats: **Standard Block** Insert (set layout), **Standard Banner** Insert (flexible design within fixed dimensions), and **Premium Marquee** Insert (first-come, flexible design within fixed dimensions, placed above the newsletter header).

News Insert Specifications	
<b>Standard News Insert – Block format</b> <p><i>Placement of client-supplied content, typeset by PTM and formatted to PharmaDirect's standard layout. (2" high insert – additional costs apply for additional space)</i></p> <p><b>Masthead:</b> Select a masthead that aligns with your message. Appears as a section heading grouping similar content. Refer to the <i>List of Mastheads</i> page for available options.</p> <p><b>Headline:</b> &lt;10 words. Supply Brief copy, E&amp;F, displayed in 12pt Arial (16px), uppercase (exceptions made for branding), bold, no punctuation.</p> <p><b>Body:</b> &lt;30 words. Supply key message copy, E&amp;F, displayed as a single paragraph, 12pt Arial (16px), no all-caps or bold. Optional balance copy (9pt Arial / 10px, 62.5% of body) may appear below the CTA line, and should be kept minimal.</p> <p><b>Image:</b> Supply hi-res TIFF or JPEG (300 dpi, max 2 images), E&amp;F. Appears lower right, right-aligned, scaled to fit.</p> <p><b>Clickthrough Page:</b> Supply hi-res PDF (PTM-hosted) or URL (client-hosted), E&amp;F. Standard CTA appears as "READ MORE" or "LEARN MORE (EN SAVOIR PLUS)", uppercase, bold. One URL per insert.</p>	<b>Standard News Insert – Banner format</b> <p><i>Placement of client-supplied, prepared artwork. Ideal when a flexible layout is required.</i></p> <p><b>Masthead:</b> Select a masthead that aligns with your message. Appears as a section heading grouping similar content. Refer to the <i>List of Mastheads</i> page for available options.</p> <p><b>Client-Prepared Artwork:</b> Supply hi-res PDF (300 dpi) or vector, sized 1300 x 277 px, E&amp;F.</p> <p><b>Clickthrough Page:</b> Supply hi-res PDF (PTM-hosted) or URL (client-hosted), E&amp;F. One URL per insert.</p>
<b>AVAILABILITY UPDATE</b> <p><b>PRODUCT X® TABLETS ARE NOW BACK IN STOCK</b> Product X® tablets are back in stock! Learn more about the benefits, dosing, and availability. <a href="#">READ MORE</a></p>	<b>AVAILABILITY UPDATE</b> <p><b>PRODUCT X® TABLETS ARE NOW BACK IN STOCK</b> Product X® tablets are back in stock! Learn more about the benefits, dosing, and availability. → <a href="#">Learn More About Product X®</a></p>
<b>Premium News Insert – Marquee</b> <p><i>Placement of client-supplied artwork directly above the newsletter header, first-come, first-served.</i></p>	<p><b>Client-Prepared Artwork:</b> Supply hi-res PDF (300 dpi) or vector, sized 1000 x 250 px, E&amp;F.</p> <p><b>Clickthrough Page:</b> Supply hi-res PDF (PTM-hosted) or URL (client-hosted), E&amp;F. One URL per insert.</p>
	<p><b>PRODUCT X® TABLETS ARE NOW BACK IN STOCK</b> → <a href="#">Learn More About Product X®</a></p>

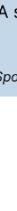
### Terms and conditions:

- All content requires editor review and may be rejected if it does not meet requirements or significantly exceeds standards.
- News Inserts (Block format): 2" standard; \$175 s/c per additional 1" (max 6"), separately for English and French where applicable.
- News Insert sequence in each issue is determined by the editor.
- Premium News Insert - spots available on a first-come, first-served basis per issue; max 12 per end client annually (no reruns).
- News Insert cancellations made 1 day prior to publication are subject to a cancellation fee - \$175 (standard) / \$250 (premium)

**Deliverables:** Published via email, fax (fax prompts recipients to download the full issue), and PharmaDirect Online; includes reporting on reach and engagement.

## Editorial Specifications

**PharmaDirect** offers sponsored guest editorial features in our newsletter. All content is **educational, non-promotional, and authored by licensed Canadian pharmacists**. Each feature provides value-added insights to support pharmacists in their daily practice. Sponsored editorials appear at the top of the issue. Bundle options are available for premium visibility—see the rates page for details.

Editorial Specifications & Requirements	
<b>Standard items:</b> <ul style="list-style-type: none"><li><b>Masthead:</b> GUEST EDITORIAL (ÉDITORIAL INVITÉ)</li><li><b>Subheading:</b> Peer-to-Peer Knowledge Sharing (Partage des connaissances entre pairs)</li><li><b>CTA:</b> Read the Full Editorial (Lire l'éditorial complet), clickable link directing readers to the full article (PTM-hosted PDF)</li></ul>	<b>Insert</b>  <div><p><b>GUEST EDITORIAL</b></p><h2>PEER-TO-PEER KNOWLEDGE SHARING</h2><p><b>Grabline:</b> an intriguing point quoted from the article.</p><p>A short summary of the article in 3-4 sentences. It highlights the main idea and key points. The goal is to give readers a clear sense of the content.</p><p>Sponsored by Name of Pharma Company  <a href="#">Read the Full Editorial →</a></p></div>
<b>Article Requirements:</b> <ul style="list-style-type: none"><li><b>Author Headshot:</b> high-resolution photo</li><li><b>Author Brief Bio:</b> 2–3 lines including credentials</li><li><b>Grabline:</b> Intriguing point quoted directly from the article</li><li><b>Summary:</b> 3–4 sentences highlighting the main idea and key points</li><li><b>Article Title</b></li><li><b>Full article:</b> ~500–800 words, include references (references not counted in word total)</li><li><b>Sponsorship Line:</b> Company name and logo</li></ul>	<b>Full Editorial</b>  <div><p><b>PHARMA DIRECT</b>™</p><p><b>GUEST EDITORIAL</b></p><p>Peer-to-Peer Knowledge Sharing [Article publication date]</p><p><b>[Article Title]</b> <i>[Author Name and Credentials]</i></p><p><i>[Author Bio - Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Curabitur pretium tincidunt lacus, non sodales sem viverra nec.]</i></p><p><i>Sponsored by Name of Pharma Company </i></p><p><b>LOREM IPSUM DOLOR SIT AMET</b>, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.</p><p><b>EXCEPTEUR SINT OCCEACAT CUPIDATAT NON PROIDENT</b>, sunt in culpa qui officia deserunt mollit anim id est laborum. Curabitur pretium tincidunt lacus, non sodales sem viverra nec. Fusce sit amet orci quis arcu vestibulum vestibulum, ac interdum mauris.</p><p><b>CRAS NEC ANTE SED QUAM FACILISIS CONSEQUAT</b>. Suspendisse potenti, a tincidunt nisi fermentum, lorem sapien tincidunt leo, sit amet commodo justo libero in nunc. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.</p><p><b>NEMO ENIM IPSAM VOLUNTATEM</b> quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.</p><p><b>UT ENIM AD MINIMA VENIAM</b>, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?</p><p>References:</p></div>
<b>Client Provides:</b> All Article Requirements, E&F	
<b>PTM Provides:</b> Layout, placement, and hosting	

### Terms and conditions:

- Compliance:** Content must be non-promotional (no product mentions) and provide clear value to pharmacists in their practice.
- All content requires editor review and may be rejected if it does not meet requirements or significantly exceeds standards.
- PTM designs the Editorial Insert and reserves the right to adjust layout.
- Editorials are booked first-come, first-served with written client authorization and acceptance of payment terms.
- Editorial cancellations made 1 day prior to publication are subject to a cancellation fee - \$750

**Deliverables:** Published via email, fax (fax prompts recipients to download the full issue), and PharmaDirect Online; includes reporting on reach and engagement.

## List of Mastheads

A masthead is a newsletter section heading that groups related content, helping readers navigate quickly. Choose one that fits your message.

Masthead (English)	Masthead (French)	Applications
NEW RX	NOUVEAU RX	<i>Announcing a new prescription drug or new indication for an existing drug.</i>
NEW PRODUCT	NOUVEAU PRODUIT	<i>Launches of new healthcare products, including OTC, or devices.</i>
INFO RX	INFO RX	<i>New information/developments on prescription drugs.</i>
PRODUCT INFORMATION	INFORMATION DU PRODUIT	<i>New Information/developments on healthcare products, including OTC, or devices.</i>
FORMULARY UPDATE	NOUVELLES DU FORMULAIRE	<i>Notifications of formulary listings/changes outside Quebec).</i>
MISE À JOUR LISTE DES MÉDICAMENTS DU QUÉBEC	MISE À JOUR LISTE DES MÉDICAMENTS DU QUÉBEC	<i>Quebec-specific formulary listings or changes.</i>
CLINICAL NEWS ALERT	DONNÉES CLINIQUES IMPORTANTS	<i>Communicates latest clinical developments (e.g. guidelines, scientific information)</i>
CLINICAL STUDY	ÉTUDE CLINIQUE	<i>Sharing study results and data.</i>
EDUCATIONAL PROGRAM	PROGRAMME ÉDUCATIF	<i>Event invitations or overviews (accredited)</i>
LEARNING PROGRAM	PROGRAMME D'APPRENTISSAGE	<i>Event invitations or overviews (non-accredited)</i>
DOSAGE UPDATE	MODIFICATION DE LA POSOLOGIE	<i>Communicating changes to drug dosage details.</i>
LINE EXTENSION	ÉLARGISSEMENT DE LA GAMME	<i>Announcing variations of an existing drug or product.</i>
PACKAGE CHANGE	MODIFICATION DE L'EMBALLAGE	<i>Updates to packaging.</i>
AVAILABILITY UPDATE	MISE À JOUR DE LA DISPONIBILITÉ	<i>Alerts regarding backorders, resupply, or changes in distribution status.</i>
DISCONTINUATION	ABANDON DE PRODUIT	<i>Notifications of product withdrawal or permanent discontinuation.</i>
PRICING UPDATE	CHANGEMENT DE PRIX	<i>Communicating price changes.</i>
FORMULATION CHANGE	CHANGEMENT DE FORMULATION	<i>Announcing updated formulations of an existing product.</i>
PATIENT SUPPORT	SOUTIEN AUX PATIENTS	<i>Details on new or updated patient support programs, enrollment, or resources.</i>
PHARMACIST SUPPORT	SOUTIEN AUX PHARMACIENS	<i>Tools, resources, or services designed specifically to support pharmacists.</i>
PHARMACIST & PATIENT SUPPORT	SOUTIEN AUX PROFESSIONNELS DE LA SANTÉ ET AUX PATIENTS	<i>Dual-audience communications that include resources for both pharmacists and patients.</i>
OTC NEW FORMULATION	MVL NOUVELLE FORMULATION	<i>Announcing new formulations of OTC products (e.g., improved ingredients or delivery systems).</i>
OTC SAMPLE OFFER	MVL OFFRE D'ÉCHANTILLON	<i>Informing of available OTC product samples.</i>
PHARMACIST EXPRESS® - PRODUCTS & LITERATURE	PHARMACIST EXPRESS® - PRODUITS ET LITTÉRATURE	<i>Highlighting availability of product samples and/or literature through Pharmacist Express®.</i>
PRODUCT AWARENESS	SENSIBILISATION AU PRODUIT	<i>General product communications for ongoing visibility or reinforcement.</i>