

## 2017 Advertising rates

### Full colour

Number of insertions	+11	6-11	3-5	1-2
Full Page	1 350	1 540	1 750	1 875
Half Page	915	1 050	1 195	1 280
Quarter Page	620	715	815	885
Prime Positions				POA

Group discount scheme: Companies currently advertising in other publications in the New Media stable, qualify for a combined space-booking series discount.

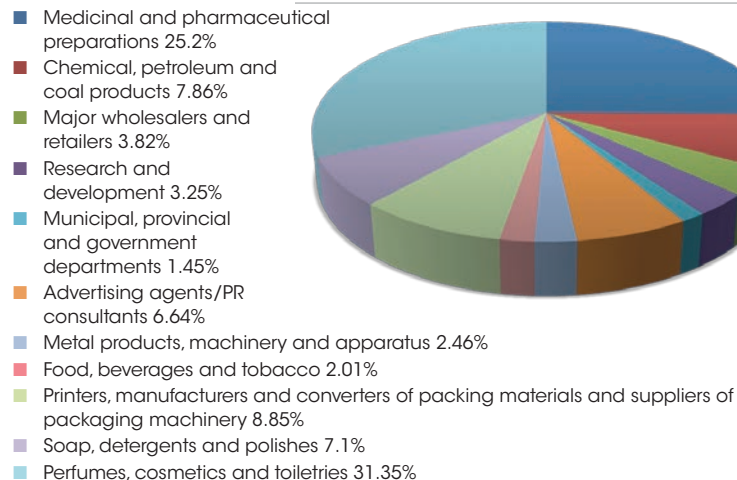
- Advertorials will be charged at standard advertising rates
- All rates are exclusive of VAT and quoted in Euros
- Advertising contracts to be used within a 12-month period

## Additional marketing tools

### Prices and specifications on request:

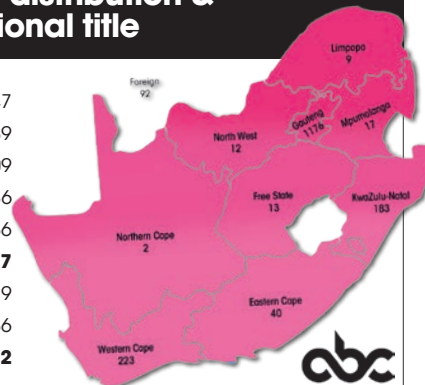
- Belly bands
- Classifieds
- Cover flap (half cover)
- Inserts
- Gatefold
- Online
- Post-It Note
- E-Newsletters
- Bookmark

## Industrial distribution



## Geographical distribution & Occupational title

General management	1147
Marketing, sales and distribution	189
Production, operations and engineering	209
Administration	36
Research and development	186
<b>Sub Total</b>	<b>1767</b>
Advertising agencies/PR consultants	119
Promotional copies	86
<b>Grand Total</b>	<b>1972</b>



## Editorial profile

### Pharmaceutical & Cosmetic Review

has been an industry mouthpiece for the past 43 years. It is the official journal of five industry associations – The Aerosol Manufacturers' Association (AMA); The Society of Cosmetic Chemists (Coschem); The Cosmetic, Toiletry & Fragrance Association (CTFA); The Health Products Association (HPA); and the National Association of Pharmaceutical Manufacturers (NAPM).

The magazine is the only one of its kind in the country which targets decision makers in the manufacturing processes of pharmaceuticals, cosmetics, toiletries, health and house-hold products, and related industries. It offers incisive and authoritative reports on all aspects of the process, from raw material sourcing, to manufacturing and packing, right down to distribution and marketing. It informs readers about the introduction of new ingredients, equipment, products and packaging, and provides commentary on local and international trends and issues.



## Contacts

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## Technical Data – Material to bleed must be supplied allowing 3mm all round

<p><b>Trim Size</b> 210mm(w) x 297mm(h)</p> <p><b>Full Page Type Area</b> 180mm(w) x 260mm(h)</p> <p><b>Bleed</b> 216mm(w) x 303mm(h)</p>	<p><b>Half Page (Horizontal)</b></p> <p><b>Trim Size</b> 177mm(w) x 130mm(h)</p> <p><b>Type Area</b> 168mm(w) x 110mm(h)</p>	<p><b>Half Page (Vertical)</b></p> <p><b>Trim Size</b> 88.5mm(w) x 262mm(h)</p> <p><b>Type Area</b> 75mm(w) x 248mm(h)</p>	<p><b>Third Page (Horizontal)</b></p> <p><b>Trim Size</b> 177mm(w) x 85mm(h)</p> <p><b>Type Area</b> 168mm(w) x 65mm(h)</p>	<p><b>Third Page (Vertical)</b></p> <p><b>Trim Size</b> 68mm(w) x 262mm(h)</p> <p><b>Type Area</b> 55mm(w) x 248mm(h)</p>	<p><b>Quarter Page (Horizontal)</b></p> <p><b>Trim Size</b> 177mm(w) x 65mm(h)</p> <p><b>Type Area</b> 168mm(w) x 50mm(h)</p>	<p><b>Quarter Page (Vertical)</b></p> <p><b>Trim Size</b> 88.5mm(w) x 130mm(h)</p> <p><b>Type Area</b> 75mm(w) x 110mm(h)</p>
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## Production specifications

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
  - All fonts and images must be embedded and all images should be 300dpi, CMYK
  - Files must be supplied as single pages
  - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
  - Photoshop – EPS, TIFF and JPG files (flatten image)
  - Illustrator – EPS or AI files (create outlines for text)
  - InDesign – (Package)

**If changes are required, please supply open files**  
**Additional charges apply to design alterations**

# Editorial features list 2017



<div>JANUARY</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>28/11</td></tr><tr><td>ADV</td><td>05/12</td></tr><tr><td>MAT</td><td>12/12</td></tr></table></div> <div><ul style="list-style-type: none"><li>• COLOUR COSMETICS</li><li>• HAIR CARE</li><li>• PHARMACEUTICAL FOCUS: EXCIPIENTS</li><li>• POLYMERS</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• LABELLING</li></ul></div>	EDIT	28/11	ADV	05/12	MAT	12/12	<div>MAY</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>17/04</td></tr><tr><td>ADV</td><td>24/04</td></tr><tr><td>MAT</td><td>02/05</td></tr></table></div> <div><ul style="list-style-type: none"><li>• AEROSOLS</li><li>• ANTI-AGEING ACTIVES</li><li>• ETHNIC CARE</li><li>• PHARMACEUTICAL FOCUS: TECHNOLOGY</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• CARTON &amp; BOARD</li><li>• CLOSURES, PUMPS &amp; DISPENSERS</li></ul></div>	EDIT	17/04	ADV	24/04	MAT	02/05	<div>SEPTEMBER</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>16/08</td></tr><tr><td>ADV</td><td>23/08</td></tr><tr><td>MAT</td><td>28/08</td></tr></table></div> <div><ul style="list-style-type: none"><li>• CONTRACT MANUFACTURING</li><li>• ETHNIC CARE</li><li>• HOME CARE</li><li>• PHARMACEUTICAL FOCUS: SUPPLY CHAIN &amp; DISTRIBUTION</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• SUSTAINABLE PACKAGING &amp; PRACTICES</li></ul></div>	EDIT	16/08	ADV	23/08	MAT	28/08
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ADV	05/12																			
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ADV	24/04																			
MAT	02/05																			
EDIT	16/08																			
ADV	23/08																			
MAT	28/08																			
<div>FEBRUARY</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>19/01</td></tr><tr><td>ADV</td><td>27/01</td></tr><tr><td>MAT</td><td>01/02</td></tr></table></div> <div><ul style="list-style-type: none"><li>• NATURAL, ORGANIC &amp; BOTANICAL FOCUS</li><li>• PRESERVATIVES</li><li>• PHARMACEUTICAL FOCUS: GENERICS</li><li>• SUN CARE</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• FLEXIBLE PACKAGING</li><li>• INSPECTION &amp; DETECTION</li></ul></div>	EDIT	19/01	ADV	27/01	MAT	01/02	<div>JUNE</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>15/05</td></tr><tr><td>ADV</td><td>22/05</td></tr><tr><td>MAT</td><td>26/05</td></tr></table></div> <div><ul style="list-style-type: none"><li>• INGREDIENTS</li><li>• MALE GROOMING</li><li>• PHARMACEUTICAL FOCUS: TABLETTING &amp; ENCAPSULATION</li><li>• SUSTAINABLE PRACTICES</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• SECURITY FEATURES FOR PACKAGING</li><li>• TUBES</li></ul></div>	EDIT	15/05	ADV	22/05	MAT	26/05	<div>OCTOBER</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>14/09</td></tr><tr><td>ADV</td><td>21/09</td></tr><tr><td>MAT</td><td>28/09</td></tr></table></div> <div><ul style="list-style-type: none"><li>• AEROSOLS</li><li>• PHARMACEUTICAL FOCUS: MADE IN SA</li><li>• QUALITY CONTROL</li><li>• SKIN CARE INCL ANTI-AGEING &amp; SCAR TREATMENT</li><li>• SLIMMING &amp; BODY CONTOURING</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• GLASS PACKAGING</li></ul></div>	EDIT	14/09	ADV	21/09	MAT	28/09
EDIT	19/01																			
ADV	27/01																			
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EDIT	15/05																			
ADV	22/05																			
MAT	26/05																			
EDIT	14/09																			
ADV	21/09																			
MAT	28/09																			
<div>MARCH</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>10/02</td></tr><tr><td>ADV</td><td>17/02</td></tr><tr><td>MAT</td><td>24/02</td></tr></table></div> <div><ul style="list-style-type: none"><li>• DIGEST OF INGREDIENT SUPPLIERS</li><li>• FINANCE</li><li>• FRAGRANCES</li><li>• PHARMACEUTICAL FOCUS: LEGISLATION &amp; REGULATIONS</li><li>• SKIN CARE</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• END-OF-LINE EQUIPMENT</li></ul></div>	EDIT	10/02	ADV	17/02	MAT	24/02	<div>JULY</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>15/06</td></tr><tr><td>ADV</td><td>22/06</td></tr><tr><td>MAT</td><td>26/06</td></tr></table></div> <div><ul style="list-style-type: none"><li>• PRESERVATIVES</li><li>• PROCESS &amp; MANUFACTURING TECHNOLOGY</li><li>• PHARMACEUTICAL FOCUS: CAMS &amp; HEALTH PRODUCTS</li><li>• SUN CARE</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• INKS &amp; COATINGS</li><li>• LABELLING: SHRINK SLEEVES</li></ul></div>	EDIT	15/06	ADV	22/06	MAT	26/06	<div>NOVEMBER/DECEMBER</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>12/10</td></tr><tr><td>ADV</td><td>19/10</td></tr><tr><td>MAT</td><td>30/10</td></tr></table></div> <div><ul style="list-style-type: none"><li>• FRAGRANCES &amp; ESSENTIAL OILS</li><li>• INGREDIENT INNOVATIONS &amp; FORMULATION SCIENCE</li><li>• ORAL CARE</li><li>• PHARMACEUTICAL FOCUS: OTCs</li><li>• YEAR PLANNER CALENDAR</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• BLISTER PACKAGING</li><li>• PACKAGING RAW MATERIALS</li></ul></div>	EDIT	12/10	ADV	19/10	MAT	30/10
EDIT	10/02																			
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MAT	30/10																			
<div>APRIL</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>21/03</td></tr><tr><td>ADV</td><td>28/03</td></tr><tr><td>MAT</td><td>31/03</td></tr></table></div> <div><ul style="list-style-type: none"><li>• CLEAN ROOM CONTROL</li><li>• HOME CARE</li><li>• PERSONAL CARE</li><li>• PHARMACEUTICAL FOCUS: APIs</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• RIGID PLASTIC PACKAGING</li></ul></div>	EDIT	21/03	ADV	28/03	MAT	31/03	<div>AUGUST</div> <div><div>DEADLINES</div><table><tr><td>EDIT</td><td>13/07</td></tr><tr><td>ADV</td><td>20/07</td></tr><tr><td>MAT</td><td>25/07</td></tr></table></div> <div><ul style="list-style-type: none"><li>• COLOUR COSMETICS</li><li>• HAIR CARE</li><li>• MATERIALS HANDLING</li><li>• PHARMACEUTICAL FOCUS: R&amp;D</li><li>• REGULATIONS, LEGISLATION &amp; TESTING</li></ul><div>PACKAGING REVIEW</div><ul style="list-style-type: none"><li>• CODING &amp; MARKING</li><li>• FLEXIBLE PACKAGING</li></ul></div>	EDIT	13/07	ADV	20/07	MAT	25/07	<div>REGULAR FEATURES</div> <div><ul style="list-style-type: none"><li>• ASSOCIATION NEWS</li><li>• EQUIPMENT NEWS</li><li>• EVENTS</li><li>• NEW PRODUCT COMPETITION</li><li>• PRODUCT NEWS</li></ul></div>						
EDIT	21/03																			
ADV	28/03																			
MAT	31/03																			
EDIT	13/07																			
ADV	20/07																			
MAT	25/07																			

## KEY

EDIT – Editorial Submission Deadline  
 ADV – Advertising Booking Deadline  
 MAT – Final Advertisement Material Deadline

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