

Pharmaceutical & Cosmetic review

Print & Digital Rate Card 2021



2021 ADVERTISING RATES EURO

Full colour

Number of insertions	+11	6-11	3-5	1-2
Full Page	995	1 135	1 285	1 365
Half Page	675	775	875	950
Quarter Page	450	515	600	645
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 EURO
- 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

- Medicinal and pharmaceutical preparations 25.04%
- Chemical, petroleum and coal products 7.61%
- Major wholesalers and retailers 3.72%
- Research and development 3.14%
- Municipal, provincial and government departments 1.32%
- Advertising agents/PR consultants 6.65%
- Metal products, machinery and apparatus 2.53%
- Food, beverages and tobacco 1.95%
- Printers, manufacturers and converters of packing materials and suppliers of packaging machinery 8.16%
- Soap, detergents and polishes 6.98%
- Perfumes, cosmetics and toiletries 32.9%

EDITORIAL PROFILE

Pharmaceutical & Cosmetic Review has been an industry mouthpiece for the past 47 years. It is the official journal of five industry associations – The Aerosol Manufacturers' Association (AMA); The Society of Cosmetic Chemists (Coschem); Cosmetic, Toiletry & Fragrance Association (CTFA); Health Products Association (HPA); and the association of Generic and Biosimilar Medicines of Southern Africa (GBM).

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.

Geographical distribution & Occupational title

General management	898
Marketing, sales and distribution	148
Production, operations and engineering	171
Administration	29
Research and development	169
Sub Total	1 415
Advertising agencies/PR consultants	119
Promotional copies	84
Digital copies	1 458
Grand Total	3 076



PRODUCTION SPECIFICATIONS

1. All material must be supplied in digital format to New Media specifications.
2. 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
 - Please allow a minimum of 3mm bleed all round where required
3. 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

CONTACTS

EDITORIAL: Abby Vorster

+27 11 877 6038 | abby.vorster@newmedia.co.za

PRODUCTION CONTROLLER: Mandy Ackerman

+27 11 715 8007 | mandy.ackerman@newmedia.co.za

SALES EXECUTIVES

Anita Raath

+27 (0)82 976 6541
anita.raath@newmedia.co.za



Carla Melless

+27 (0)83 260 6060
carla.melless@newmedia.co.za



Cândida Giambô-Kruger

+27 (0)71 438 1918
candida.giambô-kruger@newmedia.co.za



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

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

Editorial features list 2021

JANUARY

DEADLINES

EDIT	30/11
ADV	04/12
MAT	11/12

- Colour Cosmetics
- Microbiome Beauty
- Pharma Focus: Lab Equipment & Services
- Compressed Air Technology
- PACKAGING:**
- Packaging Profiles

FEBRUARY

DEADLINES

EDIT	18/01
ADV	25/01
MAT	29/01

- Hair Care
- Preservatives
- **Pharma Focus:** Cannabis
- Sun Care
- PACKAGING:**
- Inspection & Detection

MARCH

DEADLINES

EDIT	11/02
ADV	19/02
MAT	24/02

- Contract Manufacturing & Packing
- Fragrances
- Pharma Focus: Excipients
- Clean Beauty Incorporating Bath, Body & Shower
- In-Cosmetics Global Preview
- PACKAGING:**
- Labelling
- SUPPLEMENT:**
- Digest Of Ingredients Suppliers

APRIL

DEADLINES

EDIT	16/03
ADV	23/03
MAT	26/03

- Home Care
- Hygiene & Cleanroom Production
- Ethnic Care
- Pharma Focus: Technology, AI & Robotics
- PACKAGING:**
- Rigid Packaging

MAY

DEADLINES

EDIT	12/04
ADV	21/04
MAT	28/04

- Anti-Ageing/Well-Ageing
- Pharma Focus: Drug Formulation & Delivery
- Frugal Innovations
- In-Cosmetics Global Review
- PACKAGING:**
- End Of Line

JUNE

DEADLINES

EDIT	12/05
ADV	21/05
MAT	25/05

- Ingredients
- Aerosols
- Pharma Focus: Tableting & Encapsulation
- Male Grooming
- PACKAGING:**
- Anti-Counterfeiting & Security Features

ENTRIES CLOSE 1 JUNE

New Product Competition

JULY

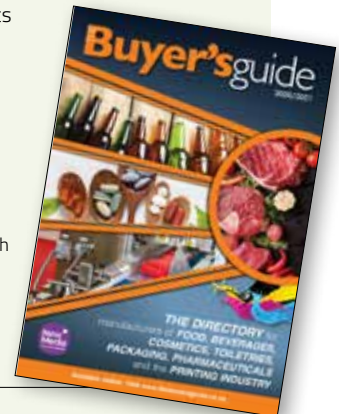
DEADLINES

EDIT	14/06
ADV	22/06
MAT	28/06

- Natural, Sustainable & Bio-Degradable
- Colour Cosmetics
- Pharma Focus: Cams & Health Supplements
- Sun Care
- PACKAGING:**
- Packaging Profiles

THE BUYER'S GUIDE

The Buyer's Guide is a South African directory for manufacturers of food, beverages, pharmaceuticals, cosmetics and allied packaging. Published in July each year, the directory is also available online at www.thebuyersguide.co.za. Listing your company is free of charge and available to South African registered companies only. Print and digital advertising opportunities are available.



AUGUST

DEADLINES

EDIT	13/07
ADV	20/07
MAT	26/07

- Hair Care
- Process & Manufacturing Technology
- Pharma Focus: Supply Chain & Logistics
- Regulations & Testing
- PACKAGING:**
- Beauty Packaging

SEPTEMBER

DEADLINES

EDIT	13/08
ADV	23/08
MAT	27/08

- Contract Manufacturing & Packing
- Ethnic Care
- Pharma Focus: Coatings Technology & Equipment
- Home Care Including I&I
- PACKAGING:**
- Serialise, Track & Trace

OCTOBER

DEADLINES

EDIT	13/09
ADV	21/09
MAT	28/09

- Personal Care
- Pharma Focus: Made In Sa
- Speciality Ingredients
- Skin & Face Care Including Body Contouring
- PACKAGING:**
- Sustainability

YEAR PLANNER



NOVEMBER/DECEMBER

DEADLINES

EDIT	15/10
ADV	22/10
MAT	28/10

- Fragrances & Essential Oils
- QA, QC, Compliance & Training
- Pharma Focus: Aseptic Processing
- Ingredient & Formulation Innovation
- Pharmaceutical Packaging
- SUPPLEMENT:**
- Year Planner

REGULAR CONTENT

- Association News
- Company Focus
- Equipment And Company News
- Events
- New Product Competition
- Product News

KEY

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

Postal Address: PO Box 784698,
Sandton, Johannesburg, 2146
Tel: +27 (0)11 877 6111
Fax: +27 (0)11 877 6198

Johannesburg Office:
Ground floor, Media Park,
69 Kingsway Avenue,
Auckland Park, 2092





Digital advertising rates 2021

FOCUS

Targeting decision makers in the manufacturing processes of pharmaceuticals, cosmetics, toiletries, health and household 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 objective commentary on local and international trends and issues.

AUDIENCE

General management, marketing, production and research personnel as well as packaging specialists from the cosmetics; toiletries; household products; pharmaceuticals; health products; and related machinery and packaging material sectors.



ELECTRONIC NEWSLETTERS

Newsletters will be scheduled on a weekly basis and distributed to a subscriber database of approx 1 800 readers. Current newsworthy articles keep our readers informed of the latest trends, product launches and industry news.

Newsletter Sponsorship EURO 330 excl vat per newsletter
Includes top banner advertisement plus lead article.
Specifications: 1160(w) x 200(h) pixels

Display Advert EURO 100 excl vat per article
A display advert to be placed alongside the article introduction.
Specifications: 180(w) x 280(h) pixels

Bottom Display Advert EURO 275 excl vat per month
Display advert to be placed at the bottom of the newsletter and repeated each week for four weeks.
Specifications: 400(w) x 200(h) pixels

DIRECT MAILSHOT NEWSLETTERS

Personalised newsletters can be distributed on a monthly basis to the subscriber database of approx 1 800 readers. Direct Mailshot sponsorship includes a top banner advertisement plus article.

Director Mailshot Sponsorship EURO 330 excl vat per newsletter

WEBSITE BANNER ADVERTISING

www.pharmacos.co.za

Placed banners sizes may vary slightly as our website is optimised for high DPI screens.

Leaderboard Banner EURO 150 excl vat per month
Specifications: 1920(w) x 200(h) pixels

Sidebar Block Banner EURO 100 excl vat per month
Specifications: 500(w) x 500(h) pixels

VIDEO INSERT

Video content that is already hosted online (i.e. YouTube or Vimeo), can be linked to an article or advertisement and displayed on the digital version of **P&C Review**.

Example: <https://bit.ly/35DPub1>

Video Insert EURO 190 excl vat per video

LEAD GENERATION CAMPAIGN

It is vitally important to be able to reach your target market and keep your products/services top of mind. **P&C Review** offers a marketing campaign utilising several paid advertising channels to promote your product and deliver quality leads. These campaigns can target both South African and international professionals.

What do you receive with a Lead Generation Campaign?

- A dedicated campaign manager who will monitor your leads and assess and maintain your results.
- Targeted geographic areas
- Solid and relevant leads will be sent directly to you

Lead Generation Campaign EURO 940 excl vat per month
Minimum three month contract period

SALES EXECUTIVES

Anita Raath
+27 (0)82 976 6541
anita.raath@newmedia.co.za



Carla Melless
+27 (0)83 260 6060
carla.melless@newmedia.co.za



Cândida Giambò-Kruger
+27 (0)71 438 1918
candida.giambò-kruger@newmedia.co.za

