Supporting the Industry Through Communication

Only through a combination of strong science and deep operational excellence will the biopharma industry be able to fulfill its potential to transform the health expectations of millions of people across the globe, successfully navigating both the promising and challenging elements of the sector.

In order to achieve this objective, it is essential for the executives of this dynamic industry to constantly keep themselves educated in the latest technology, market information, regulatory guidelines to gain a competitive edge.

Peer reviewed by our carefully selected editorial advisory panel, and extensive research network, IBI, provides a proven supportive means of communication to the biopharmaceutical industry, the latest in research and technology innovations, regulatory guidelines, marketing and communication strategies which will enable them to be more efficient, bring products to market faster.

Our Focus

Our authors – who share their knowledge and offer practical experiences with our readers – are executives, managers, and investigators who are involved in the best practice in outsourcing management for the pharmaceutical and bio-pharmaceutical industries.

Our Readers

With a global audience of 37,615 engaged pharmaceutical and bio-pharmaceutical professionals, IBI connects you to the industry executives who are most receptive to your marketing message.
Dr. Jeff Sherman

Dr. Sherman is the Research & Development Advisor to the International Biopharmaceutical Industry Journal. Dr. Sherman’s serves as Executive VP for Development and Regulatory affairs and Chief Medical Officer in renowned Pharmaceutical & Biopharmaceutical organisations. Dr. Sherman is a member of the Global Genes Medical and Scientific Advisory Board and involved with the National Organization for Rare Disorders (NORD) and the European Organisation for Rare Diseases (EURORDIS). He is also an adjunct assistant professor of medicine at the Northwestern University Feinberg School of Medicine and is a member of a number of professional societies, as well as a diplomat of the National Board of Medical Examiners and the American Board of Internal Medicine.

Dr. Charles Chiedza Maponga

Dr Charles Chiedza Maponga, serves on the advisory and review board for the IBI Journal. Dr Maponga is research team member and Pharmacy Consultant for the University of Zimbabwe and University of California at San Francisco’s collaborative research program in women's health where he provides advice on Pharmacy related issues. He has extensive training and skills in the implementation of antiretroviral medication. He is co-Principal Investigator in a recently awarded NIH Fogarty International Center’s AIDS International Training and Research Program (AITRP) grant to develop HIV Clinical Pharmacology Research Programs in southern Africa.

Dr. Venki Ramakrishnan

Dr Ramakrishnan, sits on the editorial advisory board of the IBI Journal. Venkatraman “Venki” Ramakrishnan is a British-American structural biologist who is the current President of the Royal Society. In 2009, he shared the Nobel Prize in Chemistry “for studies of the structure and function of the ribosome. He was elected President of the Royal Society for a term of five years starting in 2015. Since 1999, he has worked as a group leader at the Medical Research Council (MRC) Laboratory of Molecular Biology (LMB) on the Cambridge Biomedical Campus.

IBI Editorial Advisory Board

Our Editorial Advisory Board ensures the credibility and accuracy of our content through their expertise. The Board members come from all walks of the industry – Regulatory agencies, Ministry of Health, Pharmaceutical & Bio-Pharmaceutical Companies, and all other stakeholders. They have experience with Biopharmaceutical Development, Monoclonal Antibodies, Biosimilars / Biobetters, Protein Therapeutics, Vaccines, Cell & Gene Therapies, Antibody Drug Conjugates, Manufacturing, Funding & Investment. These international experts offer their mastery to review manuscripts, suggest topics and advise editors on industry issues. Through their contributions, our readers benefit by receiving credible, practical and relevant articles and commentaries.
International Biopharmaceutical Industry (IBI) is a globally distributed publication with a presence across the world. Each quarterly issue has a print copy distribution figure of 24,300 copies, providing strong access to the International Market. IBI is sent directly to key decision makers in the Bio-pharmaceutical Industry, addressing all stakeholders.

### In Print

**READERSHIP BY JOB FUNCTION**

<table>
<thead>
<tr>
<th>Job Function</th>
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<tbody>
<tr>
<td>Corporate Management</td>
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<tr>
<td>Heads of Preclinical &amp; Early Phase</td>
<td>12%</td>
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<tr>
<td>Heads of regulatory Affairs</td>
<td>10%</td>
</tr>
<tr>
<td>Heads of Scientific Research</td>
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<tr>
<td>Heads of Drug Delivery &amp; Development</td>
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<tr>
<td>Heads of Procurement</td>
<td>7%</td>
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<tr>
<td>Heads of Formulation Development</td>
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<td>Medical Directors</td>
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<tr>
<td>Logistics &amp; Supply Chain Managers</td>
<td>5%</td>
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<tr>
<td>Heads of API &amp; Chemical Production</td>
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</tr>
<tr>
<td>Heads of Bio Processing</td>
<td>5%</td>
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<tr>
<td>Laboratory Management</td>
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**CIRCULATION**

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**DIRECT MAIL**

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<tr>
<td>E-Blast</td>
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### In Digital

**IBI E-Newsletter** – provides the latest business news, product news, events, technical papers, and links to company information and services. This gives you the regular and latest update on products and services offered to the global biopharmaceutical industry.

**IBI E-Newsletter & IBI E-Blast** is sent to more than 15,219 professionals working for the leading bio-pharmaceutical & pharmaceutical companies, pre-clinical and scientific research organisations, other vendors, service providers, government & non-government agencies.
RATES & DATA

**Print Media**

<table>
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<th>PRINT ADVERTISEMENT</th>
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<tr>
<td>Double Page</td>
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<tr>
<td>Full Page</td>
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<tr>
<td>Half Page (Vertical / Horizontal)</td>
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<tr>
<td><strong>Prime Positions:</strong></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
<td>£4,850</td>
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<td>Front Cover LOGO</td>
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Discounts apply for series bookings.
Inserts, reprints and recruitment advertisers’ rates are available on application.
For more information contact: info@senglobalcoms.com

**MECHANICAL SPECIFICATIONS**

(In mm, Height x Width, with Type, Trim, Bleed)

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Please supply digitally, ideally a press ready PDF.
Alternatively supply as a flat image file (Tiff, Jpeg, EPS, PSD etc) ensuring that all fonts are embedded, images are High-resolution and the file is CMYK.

**Digital Media**

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<td>Skyscraper (right/left column) 300 x 600 px</td>
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<tr>
<td>Host Videos</td>
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<tr>
<td>Sponsored Articles</td>
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<tr>
<td>Events Listing</td>
<td>£250 for 3 mos</td>
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<tr>
<td>News</td>
<td>£250 for 3 mos</td>
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</table>

**E-Blast & E-Newsletter Campaign**

IBI holds a secured database of over 15,219 professionals working for the leading pharmaceutical, midsized bio technology companies, who have given their consent to receive a Weekly Electronic Newsletter and any third party relevant supplier information. IBI provides a direct communication link to these high net worth individuals through its Electronic Campaign Platforms.

**E-Newsletter** £250 Per Week (Minimum of 4 weeks booking)

**E-Blast: HTML E Blast** £1,298 Per Campaign
CONTENT PROGRAMS

Dedicated Dialogue

IBI will conduct an interview with an expert from your company (executive, corporate manager etc). This interview will be marketed through the following channels: Featured as a 2 Page Interview in IBI, the interview will be hosted on the www.international-biopharma.com website, and will also be promoted through the IBI E-Newsletter. We will give you a designed PDF of the interview which you can either host on your website, or share on your social media platforms.

✓ Content Tactic: Branding/Awareness, Thought Leadership

Cost: £2,500

Sponsored eBook

A sponsored custom eBook or eBook series on topic(s) of your choice or a collaborative topic in conjunction with IBI editorial team. This program is designed to deliver high quality leads.

✓ Content Tactic: Branding/Awareness, Lead Generation, Thought Leadership

Cost: £7,850

Talking Point

A member of the IBI team will attend your company’s conference presentation and conduct an in-person interview with your presenter. The Q & A will be published as a 2–3-page interview in a print/digital issue of IBI, and shared through our E-Newsletter, and social media channels.

✓ Content Tactic: Branding/Awareness, Thought Leadership

Cost: £2,000 + travel
DIGITAL OFFERINGS

Online Website Advertising

Display your ad in front of decision makers in the field by placing your banner advertisement on international-biopharma.com.

✓ Content Tactic: Branding/Awareness, Web Traffic

Corporate Profile Listing

Exclusive resource section on the International Bio-Pharmaceutical Industry (international-biopharma.com) website where your company can disseminate collateral, videos, 900 word company descriptions, USP to drive website traffic, generate leads and more. Your content block is not an ad unit and does not go into rotation so it is visible 24/7.

✓ Content Tactic: Branding/Awareness, Web Traffic

Ad Retargeting

Once a visitor leaves international-biopharma.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✓ Content Tactic: Branding/Awareness, Web Traffic
DIGITAL OFFERINGS

BOOST – Custom Targeted Email Campaign

BOOST is a highly targeted, data driven, HTML E-Campaign tool. BOOST contains over 100,000 decision makers from global companies involved in the pharmaceutical and scientific industries served by our leading publications.

✓ Content Tactic: Web Traffic, Lead Generation

IBI – E-Newsletter

IBI – E-Newsletter is published weekly to over 15,219 highly engaged bio-pharmaceutical professionals. Each edition features a premium collection of news, blogs, advertising banners, events, webcasts and more.

IBI Newsletter also contains highlighted articles from the most current edition of the journal.

✓ Content Tactic: Branding/Awareness, Web Traffic

SONOTEC

Challenged by the need for highly accurate non-invasive flow measurement in your upstream and downstream processes?

SONOFLOW CO.55 sensors have been successfully placed at critical points in upstream and downstream processes to fulfill regulatory goals of the Process Analytical Technology (PAT) framework in continuous processing.

The ultrasonic flow sensor SONOFLOW CO.55 detects the flow rate of liquids in plastic tubes quickly and reliably. The non-invasive sensor has no contact to the medium and is particularly suited for applications with strict hygienic standards. The clamp-on mounting concept eliminates any risk of contamination or leaking.

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www.international-biopharma.com
**international-biopharma.com**

**Average E-Blast CTR: 2.3**  
**Average E-Newsletter CTR: 3.1**

**international-biopharma.com** is an online portal providing readers with peer reviewed articles from industry experts, news bulletins, company directory and technical white papers. Website visitors are also able to access the entire archive of IBI articles.

The location report from Google analytics (2020/2021) reveals that over 88% of visits came from Europe, America, Asia and Middle East. The leading countries are United States, United Kingdom, Germany, France, Norway, Switzerland, Italy, China, India, UAE, Saudi Arabia and Australia.

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**Total amount of Impressions in 2021:**  
17,130,224

**Total amount of clicks in 2021:**  
66,347

**Total amount of unique Impressions in 2021:**  
14,645,432

**Total amount of unique clicks in 2021:**  
47,452

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**Social Media**

- [www.twitter.com/IbiJournal](http://www.twitter.com/IbiJournal)
- [www.facebook.com/international-biopharma](http://www.facebook.com/international-biopharma)

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**White Papers**

**international-biopharma.com** presents technical white papers, highlighting each contributing organisation's expertise and knowledge within its fields. White papers appear on the site in an accessible, searchable archive, which can be easily viewed and downloaded by readers.

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**Digital Journal and eNewsletter**

The digital magazine edition of IBI is a fully interactive, page turning version of the print magazine. The e-Journal is emailed to a growing list of digital subscribers in a regular newsletter, expanding IBI's print circulation to a broad international readership.

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**Company Capabilities**

**international-biopharma.com**'s online company profile listings provides a guide for readers wishing to find out more about service providers. The company listings features company contact information, along with 800 word description, company logo and website links.
IBI provides the biopharmaceutical industry with comprehensive coverage of key scientific, technology, regulatory and business topics. The editorial mix of peer-reviewed papers, practical advice on managing bioprocessing and technology, regulatory and business columns, and expert commentary provides comprehensive coverage of upstream and downstream processing, manufacturing operations, regulations, formulation, scale-up/technology transfer, drug delivery, analytical testing and more.

The insight and analysis covers biologic—based therapies including We will report on emerging trends, strategies and best practices in the key areas.

IBI Publishes, Peer Reviewed papers in the form of technical case studies, application notes; topical literature or patent reviews; novel research; or science based opinion papers. All papers undergo a peer review process by IBI’s Editorial Advisory Board of scientists, managers, directors and consultants.

Peer Review Protocol

Criteria for Publication
Provides strong evidence for its conclusions. • Novel • Unbiased • Non Promotional. Of extreme importance to stakeholders in the Pharmaceutical and Biopharmaceutical Industry. In general, to be acceptable, a paper should represent an advance in understanding likely to influence thinking in the field. There should be a good and clear reason why the work deserves the visibility of publication in a Pharma Publications journal rather than in a different journal.

Author Guidelines

A typical article will be about 2000–2500 words. You can include from 4–5 images, graphs or graphics with the article.

The article must be sent to us in a Word Document format, and all associate images should be supplied separately in a High Resolution (PDF, Jpeg, PNG) file, 300 dpi min.

Article Title: Should not be more than 10 words in length. Author Bios: Author Bios should not be more than 60 words in length. Please also supply us with Author Email. Author Picture(s): Please send Author(s) Headshots in High Resolution (300dpi min), (Jpeg, PDF format)

Please visit our website international-biopharma.com, or request from our editorial team the entire Peer Review Protocol, and the Author Guidelines.
EDITORIAL CALENDAR 2022

February

Issue Date: 25th February 2022

Regulatory & Compliance

• Recent developments in cellular immunotherapy: IP and patents
• The business case for the identification of medicinal products (IDMP) implementation
• Regulation of biotech products in the global pharma market
• API Development and Approval Trends
• Bio Business: Economic Development

Manufacturing / Technology Platforms

• Early Development Pipeline: Monoclonal Antibodies
• Upstream Processing: Cell Culture
• Downstream Processing: Separation & Purification
• Manufacturing: Fluid Handling Systems
• Bioprocessing: Protein biopharmaceuticals
• Technology: New methods for rapid acquisition of data sets in cloud-based storage

Research / Innovation / Development

• Challenges in the development of small-molecule drugs
• Automation of biological assays
• Challenges for formulation and delivery of nanotech drugs
• Solutions for optimised delivery
• The healthcare digitisation trends
• Biomarker identification for targeted therapies
• Biologics
• The penetration of biologic drugs: monoclonal antibodies, recombinant proteins, peptides, cell and gene therapy products

Operations

• Process Monitoring/Controls
• The cGMP standards for clinical research – how to meet the requirements for identity, strength, quality and purity in API manufacturing

Analytics

• Extractables & Leachables Testing

Preclinical & Clinical Research

• Animal models: Developing standardised animal models to help establish accurate results in preclinical development
• Optimal trial design strategies for phase I and proof of principle/concept.
• Early stage trials / Viral vectors
• Vaccines

Supply Chain Management

• Achieving supply chain flexibility: 3PL partnerships
• IoT solutions
• Supply chain innovations
• The sustainability issue: Leaner and Greener
• The impact of digitalisation

Volume 5 Issue 1

Editorial Submission Deadline: 10th January 2022
## Editorial Calendar 2022

### May

<table>
<thead>
<tr>
<th>Issue Date:</th>
<th>25th May 2022</th>
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### Regulatory & Compliance
- Navigating the shifting global and national regulatory landscape
- Fighting counterfeiting/serialisation
- Process Validation
- Managing data in the New Health Economy
- **Bio Business:** Partnering

### Research / Innovation / Development
- Biologics
- Recombinant therapeutics
- Immunotherapy
- Antibody drug conjugates
- Gene and cell therapies
- Biotech ways of improving the productivity of drug development:
  - Rational drug design, combinatorial chemistry, in silico experimentation
  - The rising tide of functional data from study of the human and other genomes
  - High throughput proteomics

### Preclinical & Clinical Research
- Preclinical Infectious Disease Research
- Optimizing the design of clinical trials
- Toxicology studies, molecular biomarkers, imaging and companion diagnostics
- Oncolytic Viruses

### Manufacturing / Technology Platforms
- **Early Development Pipeline:** Biologic-Drug Formulation
- **Upstream Processing:** Cell Culture
- **Downstream Processing:** Cell Harvesting
- **Manufacturing:** Protein Therapeutics Development
- **Bioprocessing:** Bioprocessing of New Medicines
- **Technology:** Therapeutic proteins, polysaccharides, vaccines, and diagnostics

### Operations
- Facilities
- Advancements in drug discovery technologies: such as iPS cells, automated high content screening, patch clamp, gene editing and DNA encoded libraries

### Analytics
- Analytical technology for biopharmaceuticals

### Supply Chain Management
- Managing global supply chains
- Predicting security and supply risks
- Building flexible supply chains
- Supply chain visibility Optimisation and cost management

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**Editorial Submission Deadline:**
- 20th March 2022
Regulatory & Compliance
• Pricing and reimbursement
• Boosting the drug pipelines through acquisitions, licensing deals and research collaborations
• The harmonisation of regulations & policies [keeping up with the rising demands of regulators (FDA)]
• Bio Business: Intellectual Property

Research / Innovation / Development
• High-throughput screening (HTS) solutions
• The increasing use of protein arrays and DNA microarrays
• The rising number of potential drug targets for screening
• Chemical synthesis and biological testing
• The potential of biosimilars
• Current methods of rational drug design
• Products for virtual screening and database building
• Optimising bioavailability using particle engineering, improving drug safety and ADME, and genomics

Preclinical & Clinical Research
• Preclinical Decision Making – Predict & Minimise Risk
• Providing better safety profiles of trial compounds
• Cell / Gene / Stemcell Therapy
• Clinical Monitoring

Manufacturing / Technology Platforms
• Early Development Pipeline: Protein Therapeutics
• Upstream Processing: Bioreactors
• Downstream Processing: Cell Harvesting
• Manufacturing: New manufacturing technology platforms for Biosimilars
• Bioprocessing: Single-use systems and disposable devices
• Technology: High resolution medical imaging

Operations
• Equipments
• Lab Operations
• Work stations, automating assays, and sample preparation

Analytics
• Microbial Contamination

Supply Chain Management
• Achieving supply chain flexibility: 3PL partnerships
• IoT solutions
• Supply chain innovations
• The sustainability issue: Leaner and Greener
• The impact of digitalisation
### Regulatory & Compliance
- Safety and regulatory solutions for biopharmaceutical companies
- Considerations for Outsourcing the clinical, safety and regulatory activities
- The politics of global regulation
- Outsourcing Development
- Bio Business: Partnering

### Research / Innovation / Development
- Biomarkers, molecular imaging, companion diagnostics
- Innovative solutions for immuno-oncology drug discovery
- Target Identification/Target Validation
- Novel therapeutics addressing the unmet needs
- New technologies for reducing the cost and lead time of drug development
- Building capabilities to differentiate in the area of Target Identification/Target Validation
- Use of next-generation sequencing in-vitro diagnostics Opportunities for biologics deliv

### Preclinical & Clinical Research
- The development of cell lines
- Contract manufacturing of developmental biologic drugs to support clinical development at various stages, and bio-analysis and product characterization
- Oncology
- Immunology

### Manufacturing / Technology Platforms
- Early Development Pipeline: Biosimilars/Biobetters
- Upstream Processing: Expression Systems
- Downstream Processing: Residual Impurities
- Manufacturing: Fill Finish
- Bioprocessing: Process validation
- Technology: Lot Release Testing

### Operations
- Lab Operations
- Advancements in drug discovery technologies: such as iPS cells, automated high content screening, patch clamp, gene editing and DNA encoded libraries

### Analytics
- Endotoxin Testing

### Supply Chain Management
- The Big Data Revolution
- Integration of medical apps
- Integrating Serialization and Track and Trace Systems into the Supply Chain
- Data delivery: how to collect, analyze and package data for success

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**EDITORIAL CALENDAR 2022**

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