

# pharma<sup>TM</sup> MANUFACTURING



2022

## EDITORIAL CALENDAR



## 2022 EDITORIAL SCHEDULE

	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
Editorial deadlines	12/17	1/14	2/14	3/21	4/18
Ad close, Materials due	1/13, 1/18	2/11, 1/18	3/11, 3/18	4/12, 4/18	5/13, 5/18
<b>COVER STORY</b>	Contract manufacturing innovator profiles	State of pharma report/ 18th annual Career & Salary Survey	Pharma facilities	Solid dose sector	Trending therapeutic areas
<b>GLOBAL DOSE</b>	International pharma industry focus	_____	_____	International pharma industry focus	_____
<b>OPERATIONS</b>	_____	Single-use equipment	_____	Overall Equipment Effectiveness	_____
<b>QUALITY &amp; COMPLIANCE</b>	Quality management	_____	CAPA	_____	Equipment validation
<b>AUTOMATION &amp; CONTROL</b>	_____	Data management	_____	Retrofitting plants	_____
<b>SUPPLY CHAIN</b>	Supply chain digitization	_____	Building a secure supply chain	_____	Preventing drug shortages
<b>DRUG DEVELOPMENT</b>	_____	Accelerating the drug development process	_____	APIs/excipients	_____
<b>BUSINESS &amp; CULTURE</b>	Outsourcing considerations	_____	Drug pricing & public image	_____	Lean and process improvement
<b>EBOOK SERIES</b>	Biopharma manufacturing, 2/23	Pharma predictions 2022, 3/9 Contract manufacturing, 3/23	Regulatory compliance, 4/13	Facility trends, 5/18	Solid dose, 6/15
<b>THOUGHT-LEADERSHIP SERIES WEBINARS</b>	_____	When the FDA comes knocking, 3/23	_____	_____	Biopharma workforce development, 6/21

## 2022 EDITORIAL SCHEDULE

	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Editorial deadlines	5/23	7/25	8/22	9/19	10/24
Ad close, Materials due	7/13, 7/18	8/12, 8/18	9/12, 9/18	10/13, 10/18	11/10, 11/18
<b>COVER STORY</b>	Biopharmaceuticals	Generic drugs	Pharma Innovation Awards 2022	Pharma/biopharma startup environment	Regulatory compliance
<b>GLOBAL DOSE</b>	_____	International pharma industry focus	_____	_____	International pharma industry focus
<b>OPERATIONS</b>	Building management systems, utilities, HVAC	_____	Packaging equipment	_____	Small batch production
<b>QUALITY &amp; COMPLIANCE</b>	_____	Form 483s and Warning Letters	_____	cGMP Compliance	_____
<b>AUTOMATION &amp; CONTROL</b>	ROI on automation	_____	Data security	_____	Robotics/AI/VR
<b>SUPPLY CHAIN</b>	_____	Sustainability/circular economy	_____	Cold chain logistics	_____
<b>DRUG DEVELOPMENT</b>	Bioavailability	_____	Lab automation	_____	Drug delivery
<b>BUSINESS &amp; CULTURE</b>	_____	Intellectual property protection	_____	Workforce recruitment & training	_____
<b>EBOOK SERIES</b>	Quality, 7/13 Packaging, 8/10 Drug development trends, 8/24	Supply chain, 9/14	Contract manufacturing, 10/12	Automation & smart pharma, 11/2 Best of Pharma, 11/16	Pharma innovations, 12/7
<b>THOUGHT-LEADERSHIP SERIES WEBINARS</b>	_____	The mRNA boom, 9/21	_____	_____	_____

# PRINT ADVERTISING OPTIONS

FOUR-COLOR PRINT ADVERTISING RATES (NET)			
	Open	6x	12x
Spread	\$10,300	\$9,400	\$8,500
Full Page	\$5,900	\$5,050	\$4,500
2/3 Page	\$5,400	\$4,500	\$4,000
1/2 Page	\$3,940	\$3,050	\$2,500
1/3 Page	\$2,500	\$2,230	\$1,800
1/4 Page	\$1,875	\$1,672	\$1,400

### Special positions

- 15% premium for back cover
- 10% premium for inside front cover
- 5% premium for inside back cover

### Classified advertising rates

Per column inch/per insertion:

1X \$125    3X \$115    5X \$100    10X \$95

### Column width:

1 column **2.0139"**    2 columns **4.2784"**    3 columns **6.112"**

### Insert rates

Contact publisher for information regarding Inserts, Cover Tip, Belly Bands and Custom Content.

### Ad format guidelines

To insure print quality, please send files in the following format in a final resolution no less than 300 dpi/150 lpi, cmyk color mode: pdf with

flattened layers (prinerger specs or print optimized), tif or eps. Digital files should be sent via email to Rita Fitzgerald at [rfitzgerald@putman.net](mailto:rfitzgerald@putman.net). We do not process native files such as QuarkXPress or InDesign. The customer should provide a composite laser for prepress proofing to avoid any reflow or corruption mistakes.

### Printing specifications

Web offset. SWOP specifications apply. All images/scans must be in CMYK mode and scanned at a final resolution of 300 dpi/150 lpi. Pantone colors must be converted to CMYK mode. Proofs are required for all color advertising. If not furnished, reproduction quality is at advertiser's risk. Chromalins preferred; progressive proofs, press proofs, and transfer keys acceptable. The publisher will not guarantee color reproduction if the advertiser supplies a color laser proof or 3M color keys.

### Upload instructions

- Watch our video on just how easy it is to use SendMyAd, [click here](#).
- To upload your ad using SendMyAd, [click here](#).

### Shipping instructions

- Shipping labels should specify issue in which ad is to be inserted.
- Please use fastest traceable carrier on all printing materials.
- Contracts, insertion orders, proofs, instructions, communications and printing material (except pre-printed inserts) should be sent to:

### Production Manager

Pharma Manufacturing  
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