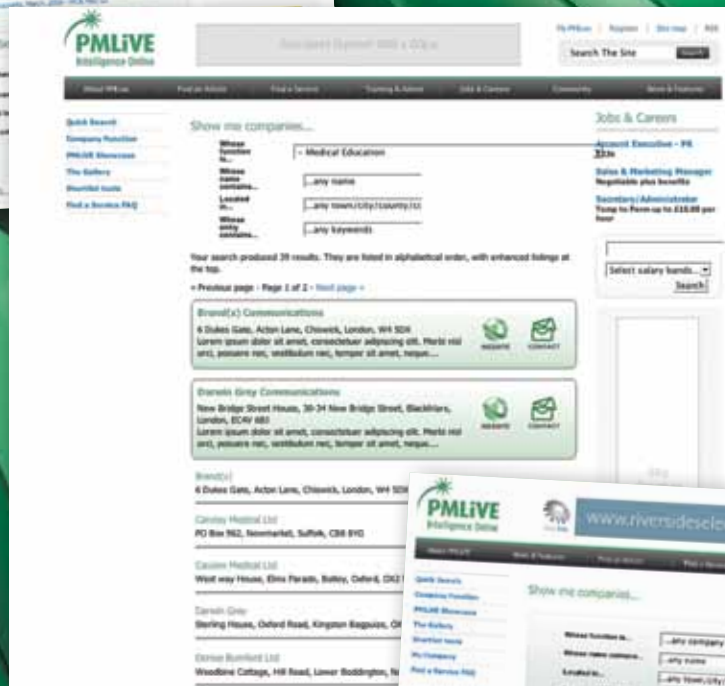


# PMLiVE

Intelligence Online



PMLiVE.com is the fast and effective way for pharmaceutical executives to connect

PMLiVE is an easily accessible online resource from PMGroup focusing on all aspects of the industry, and providing an excellent source of news, analysis, training and advice

## SHOWCASE YOUR EXPERTISE TO INDUSTRY DECISION MAKERS

The PMLiVE online directories are used by pharmaceutical marketers to search for and discover more about suppliers; shortlist an agency or consultancy; or explore the best in healthcare advertising, PR and medical education.

## PMLiVE RECRUITMENT

PMLiVE.com also offers a very popular jobs and careers section, so both employers and employees can find their ideal candidate or role.





## ADVERTISING OPTIONS

Advertising on PMLIVE.com is easier than ever - reliable, practical and designed to give you total flexibility. PMLIVE.com offers a variety of marketing opportunities, all of which can be tailored to suit your needs including:

- Banners
- Find-a-Service
- Sponsored content alerts
- PMLink (third-party marketing emails)
- Jobs & Careers service (recruitment advertising)
- Events calendar

## PMLIVE.com BANNER ADVERTISING

There are three types of banner advertising available - top banner, side buttons and an anchored ad on the home page. The top banner rotates across a maximum of three advertisers per month, although there is the option to purchase all three positions to become a solus advertiser.

Banners offer a responsive and cost effective way of reaching PMLIVE.com visitors.

### RATES RUN OF SITES

Top banner (one of three)	<b>£1500 per month</b>
Button	<b>£1000 per month</b>
Square	<b>£1000 per month</b>

### RECRUITMENT RATES

Top banner (one of three)	<b>£1000 per month</b>
Button	<b>£500 per month</b>



## WEEK-IN-REVIEW

The re-designed Week-in-Review is an invaluable alert for busy executives who want to catch up with all major happenings in pharma in that week. Currently over 5000 have signed up to receive their copy. Advertising on these alerts can be taken as follows:

Sponsorship and top banner	<b>£1500 per month</b>
Top banner OR Sponsorship Button	<b>£1000 per month</b>
Job of the week	<b>£500 per month</b>
	<b>£100 per week</b>

In addition, we send out a daily alert to over 3300 people and these can also be sponsored for £1500 for the four daily alerts in a week. This involves a top and side banner plus the words 'Sponsored by' on the right hand side.

## PMLINK

Through our PMLink email list, you have the opportunity to reach a selection of registrants who have agreed to receive carefully screened information from third parties. Currently over 2800 people have requested this service, for which we charge you just £1 per name.

## Life Healthcare Communications



### Key personnel:

Juliet La Marque, managing director  
Reg Mansor, creative director

Tel: +44 (0)1344 899050  
Fax: +44 (0)1344 899055

### Address:

The Herms Oak  
North Street  
Widfield  
Windsor  
Berkshire  
SL4 4SY  
United Kingdom

Words on paper. Inspiration in your head. Ambition in your heart. Whatever form your brief takes we'll turn it into something beautiful. It may be the flourishes that draw the eye, but our work goes further than skin deep. It's about applying insight, accuracy and most importantly, delivering ideas that exceed expectations. To see your strategy turned into persuasive, brand-building ideas... Bring your campaign to Life.

### Areas of expertise:

- Concept creation
- Copywriting
- Design
- Artwork
- Pre-press
- Print sourcing/buying
- Packaging
- Exhibition design
- Strategic and tactical
- Brand mapping and i
- Branding workshops
- Web and multi-media
- Database marketing
- E-detailing
- E-marketing (banner
- Expertise in ethical a
- POM to P switch
- In pharmacy point of
- DTC advertising and
- TV commercial prod
- Salesforce motivatio
- CRM initiatives
- Online market resea

### Portfolio of opportu

We would welcome the

### Awards:

#### PH Awards

2009 Healthcare Industr  
2009 Healthcare Industr  
2009 GP Direct Mail - Te  
2009 Medical Media - One



## B More Creative



### Key personnel:

Ben Blackmore - MD  
Nellisa Fortune - New Business Manager

Tel: +44 (0)1256 316516

### Address:

Grove House  
Lutyns Close  
Basingstoke  
Hampshire  
RG24 8AG  
United Kingdom



For many years we would receive a brief or enquiry almost always with the same sign off: "I...we are not too sure, but can you have a think and try to be more creative?" This agency was created to answer that question with a simple response "Yes, we can!" Our goal is to deliver outstanding design and creativity, liberating, fresh and cost effective advertising campaigns.

Relevant dynamic digital solutions. Outstanding creativity does not have to cost you an arm and a leg. You will always receive a creative response on time and on budget.

### We have one rule:

No matter what the challenge, we will always b more creative.

### Areas of expertise:

A list can be restrictive. We believe that good creativity has no restrictions, even if you have to work within strict rules and guidelines, creativity can still fly.

But to help explain what we do, our key services are listed below:

**Print, printed and press:** Advertising campaigns, Concept creation (The idea shower!), Copywriting, proof reading, Design, Artwork, Photography, Pre-press and production, Print sourcing and buying, M engineered promotions, 3D mailings, pop-up leaflets, Packaging, Pharmacy and point of sale material, Exhibition and conference design and tactics (how to capture your targets) Branding: Creation, logo strategy, development and implementation

**Mixed Media | Online | Digital:** Website / Microsite / Intranet design and programming, Content managed websites (CMS), Social media marketing (SMM): Youtube, facebook, twitter, viral, User blog analysis Search Engine Optimisation (SEO), Web2 compliant: HTML5, PHP, ASP, J5, Java and JQuery, compliance, Multimedia design and production, Flash presentations and websites, Powerpoint and Ki presentations, MAC and PC platform expertise, Database creation and marketing, E-detailing: Bespoke PC solution, Online

E-marketing (banner ads, e-stings), DVD filming, post & pre-production, Broadcasting services. HD vi stings for promos and talking heads for websites. Apps for iPad, iPhone and Smartphones

**Additional services:** Brand planning days, Expertise in ethical and OTC markets, POM to P switch, advertising and promotion, TV and radio commercials, Strategic and tactical marketing, Salesforce motivational programmes, CRM initiatives, Online market research, ZHC master

### Current client list:

Van Pharma Marketing Consultants

Sida Ltd

Selada Ltd

Shire Pharmaceuticals Ltd

### Current product list:

Firazy®

Sida Ltd - General sales and corporate

Shire corporate

Shire corporate

Shire corporate

Shire corporate

Shire corporate

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## FIND-A-SERVICE

Find-a-Service is an online directory which allows pharmaceutical industry decision makers to search and shortlist supplies and services. A basic entry is free. However, to maximise your impact on Find-a-Service you can upgrade your entry to a profile.

A profile includes an outline of your company, logo, key contacts - all fully formatted. Optional extras include history, embedded videos, case studies, advertisements, client lists - anything you believe will help to make your company stand out.

Company profiles cost just £950 for 12 months.

Find a company...

196 companies are listed in alphabetical order, with premium listings first.

4C Consultants International  
575-599 Heated Road, Hemel Hempstead, Herts, HP2 7DA  
We combine scientific ability and experience to offer medical communications and consultancy solutions which get results

Alabaz International  
4 Market Square, Bicester, Oxfordshire, OX26 6AA  
Large health economics agency specialising in systematic reviews, modelling, HTA and market access.

ApotheCom  
Two offices in UK, 10 Windmill Road, Chelsea, London, W4 1SD

ApotheCom ScopeMedical Ltd  
Tubs Hill House, London Road, Sevenoaks, Kent, TN13 1BL  
ApotheCom ScopeMedical is a dynamic global healthcare communications agency

Ash Healthcare, part of Ash Communications  
Ingram House, 13-13 John Adam Street, London, WC2N 6JJ  
Award winning PR, marketing and communications company

Ashley Communications  
127 High Street, Rickmansworth, Herts, WD3 1AN  
A unique medical communications consultancy providing outstanding director-only service...

## EVENTS CALENDAR

All events are free to add on to the calendar. If you would like to include an HTML link within the details, charges will apply as below:

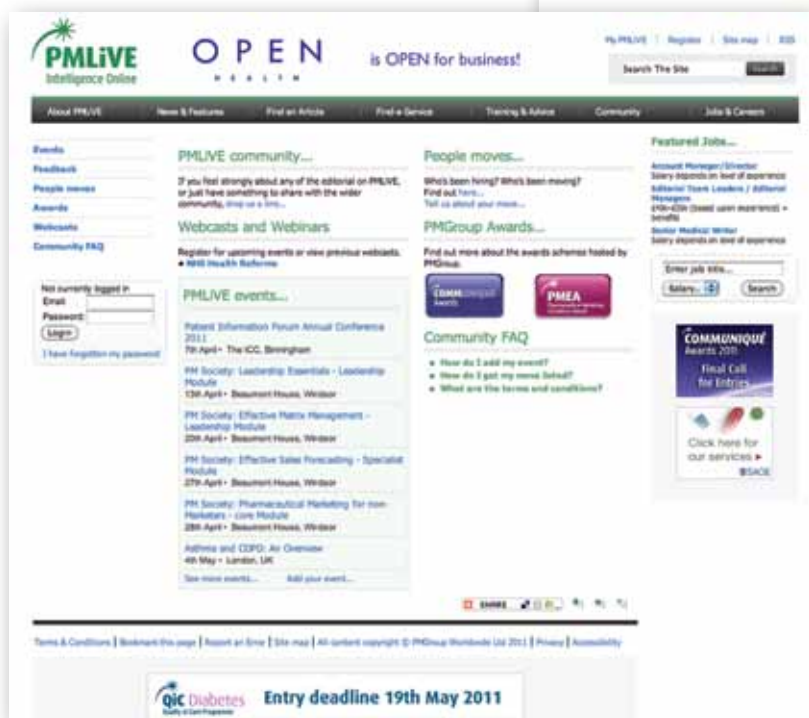
- One event - £95
- Five events - £400

Once an event is loaded onto the calendar it will stay online until the event date, at which time it will be removed.

### PMLIVE Events

Welcome to the PMLIVE events calendar. On this page you will find details of all upcoming events listed on PMLIVE. If you wish to see training events only, please [click here](#). If you have an event you would like to add to the PMLIVE calendar you can do so free of charge. Please [add your event here](#).

DATE	EVENT	LOCATION
7th Apr 2011	<a href="#">Patient Information Forum Annual Conference 2011</a>	The ICC, Birmingham
13th Apr 2011 14th Apr 2011	<a href="#">PM Society: Leadership Essentials - Leadership Module</a>	Beaumont House, Windsor
20th Apr 2011 20th Apr 2011	<a href="#">PM Society: Effective Matrix Management - Leadership Module</a>	Beaumont House, Windsor
27th Apr 2011 27th Apr 2011	<a href="#">PM Society: Effective Sales Forecasting - Specialist Module</a>	Beaumont House, Windsor
28th Apr 2011 28th Apr 2011	<a href="#">PM Society: Pharmaceutical Marketing for non-Marketers - core Module</a>	Beaumont House, Windsor
4th May 2011 5th May 2011	<a href="#">Asthma and COPD: An Overview</a>	London, UK
8th May 2011 10th May 2011	<a href="#">Unlocking the Code</a>	Beaumont House, Old Windsor
11th May 2011 12th May 2011	<a href="#">Introduction to Oncology and Chemotherapy</a>	London, UK
12th May 2011	<a href="#">Innovation in Healthcare: Improving Care, Driving Efficiency</a>	Barbican, London
16th May 2011 17th May 2011	<a href="#">Clinical Trial Logistics conference</a>	Central London, UK
17th May 2011 18th May 2011	<a href="#">Biomarkers: Their Application in Clinical Trials</a>	London, UK
18th May 2011 19th May 2011	<a href="#">Hematological Malignancies</a>	Newark, N.J, USA
24th May 2011 25th May 2011	<a href="#">Introduction to Oncology and Chemotherapy</a>	Philadelphia, PA, USA



The screenshot shows the PMLive website interface. At the top, there is a navigation bar with the PMLive logo, the slogan "OPEN is OPEN for business!", and a search bar. Below the navigation bar, there are several content sections: "PMLive community...", "People moves...", "Featured Jobs...", "Webcasts and Webinars", "PMLive events...", and "Community FAQ". The "PMLive events..." section lists several upcoming events with their dates and locations, matching the data in the table above. At the bottom of the page, there is a footer with "Terms & Conditions", "Privacy", and "Accessibility" links, along with a "Qic Diabetes Entry deadline 19th May 2011" banner.

## JOBS & CAREERS

Fast, efficient and effective solutions for recruiters and individual companies.

### Individual Companies

- Post a job on PMLive.com for just £500 per month
- Advertise the position in *PME* and get your job(s) individually posted online for free
- Each job is featured on a daily job alert to over 1300 registered users, and then again in a weekly round up to just under 1600 users
- Various further opportunities to maximise exposure please contact for further details.

### Recruitment Consultancies Advertising

Opportunity for recruitment agencies to sign up for a recruiter's account, which offers discounted rates for volume vacancy listings. Please contact us for further details.



*"With PMGroup's help we created a package that suited us - online and in print - and it delivered. Giving us maximum exposure to both clients and candidates we have achieved our goal of a strong brand perception and our investments have certainly paid dividends. I have no hesitation in recommending them to others wishing to raise their profile in the industry."*

**Martin Anderson, Founding Director, Carrot Pharma Recruitment**

## PMLiVE AT A GLANCE

### Q1 2011

#### Visitors

Unique visitors	30950
Visits	59219
Page views	181706
Returning visitors	55%

#### Traffic source

Search engines	43%
Direct traffic	18%
Referring sites	9%
Other	30%

#### Top content in order of page views

Find an article	55829
Jobs & Careers	35565
Community	24077
Find-a-Service	22998

### March 2011

Visits	20192
Page views	62549
Unique visitor	11505

## CONTACT INFORMATION

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Little Bookham  
Surrey  
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#### Technical production:

Sam Hamilton - [shamilton@pmlive.com](mailto:shamilton@pmlive.com)

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