

THE DIRECTORY

THE ESSENTIAL ABCD* GUIDE TO AGENCIES

*FEATURING ADVERTISING, BRANDING, CREATIVE AND DIGITAL AGENCIES

New business has never been easy and now, more so than ever, you need to ensure you get on that all important shortlist. The start point for many pharma clients when drawing up a shortlist, or checking for conflict, is the twice yearly copies of *The Directory*. It gets in there before you do and starts the process off - so you really do have to be "in it to win it"!

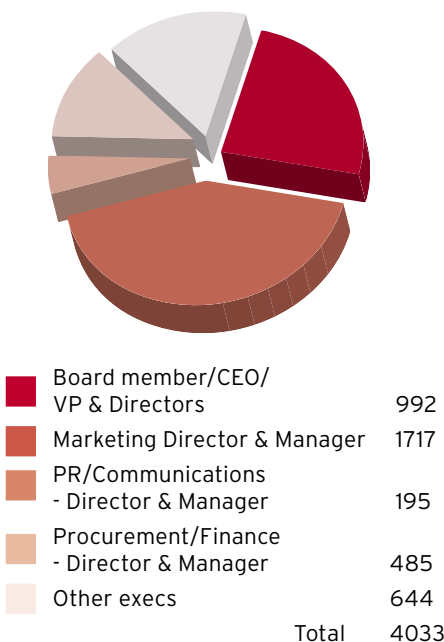
"I find *The Directory* an invaluable tool when it comes to agency selection and intelligence. It is the first port of call at Napp when gathering a list of agencies to pitch. The information listed - including services, client list, team and payment methods - helps understand what the agency specialises in, and what it's achieved so far. We've run several pitches this year and have thumbed through it many times."

Alison Ford, procurement manager, Napp Pharmaceuticals

The next issue of *The Directory* will contain invaluable editorial information about the current developments and issues facing the agency world. It will also contain the profiles of leading agencies across the sectors who know the value of its position with pharma clients and for the first time, *The Directory* includes advertising, branding, creative and digital agencies.

WHO & WHERE

The Directory is circulated to over 4,000 key industry decision makers in the UK



ONLINE PREMIUM PROFILE

Maximise your reach by booking an online premium profile in PMLiVE's Find-a-Service directory

Grey Healthcare Group London

Key personnel:
 Michel Dubey, managing director
 Patrick Norris, creative director

New business contact:
 Michel Dubey

Tel: +44 (0)20 3037 3600
Fax: +44 (0)20 3037 3610

Address:
 Lynton House
 7-12 Tavistock Square
 London
 WC1H 9LT
 United Kingdom

Creating the conversations that matter:
 Brand building has been transformed by over a decade of digital communications. The traditional models for information flow, from industry to healthcare provider, have changed. Now everyone with an internet connection can pass judgment on our brands.

We need to manage all communications channels effectively and ensure we are heard in the digital space so that our truths are challenged and our messages are communicated without distortion to our expanded audiences.

For this to happen we need to be present in the key conversations with: key opinion leaders; healthcare professionals; payers and consumers.

GHG London is the integrated communications partner that ensures your brand is deeply engaged in all the conversations that matter: to reach, influence and activate every audience.

That's because we speak healthcare - from the high science of the KOL, to bloggers' musings.

Call to discuss the future and the opportunities for your brand.

Areas of expertise:
 Integrated health communications
 Strategic brand development (UK, EU, Global)
 Core campaign creation, development, execution (UK, EU, Global)
 Advertising (UK, CTV)
 Integrated Consumer - Rx Campaigns
 Digital (all channels and platforms)
 Relationship Marketing (all audiences)

Portfolio of opportunities:
 The team at GHG would be delighted to discuss any brand or communication challenge that is not in direct competition with our existing Clients assignments.

Current client list:
 Actelion
 Bayer Schering Pharma

THE DIRECTORY
of Advertising Agencies

thegallery
Go to www.pmlive.com/thegallery to see a visual showcase of agency ads

Inside this issue:

- Introduction: We'll help you find the best
- They're ranked for FMCG - should pharma adopt similar tactics?
- New skills for marketing 'old' products
- Two Instant Experts' checklists

Plus:

- Profiles of 36 leading agencies
- Top 500 list of the agencies, their clients and products
- A questionnaire of who's who
- APM and PMG Codes

35
April 2010 - September 2010 £100

NEW! DIGITAL EDITIONS

Reach your audience anytime, any place. Digital editions are easily accessible, fully searchable and arguably the most convenient, and portable, format. They're also environmentally sound. To see the latest issue, visit www.pmlive.com/digitaleditions

THE GALLERY

Showcase your work in our online Gallery

PMLiVE Intelligence Online | **PMEA 2010**

Search The Site

The Gallery of Healthcare Advertising

Here to show what yours did what off for this session to find out...

Use one of the filters:

Select an agency	Advanced Health	000
Select a client	Abbott Laboratories	000
Select a campaign	Alkermes	000
Select a healthy area	Allergis Consumer	000

VIEW ALL SERVICES

We are on page 1 of 18 (28 results per page)

Previous page Next page

Featured Ads...

What Will You Enter?

Dozens of companies advertise in *The Directory*, including:

Adventis Health
CDM World agency
Cherry
Dark Horse Agency
DDB Health
DRAFTFCB Healthcare
Euro RSCG Life
Grace agency
Grey Healthcare
Halesway
Hanson Zandi Advertising
Junction 11
Lane Earl Cox
Langland
Learner Adams Bones
Life Healthcare Communications
Lime
Magnetic
Mass
McCann Healthcare
Medibrand
MJL Advertising
nitrogen
nitrogen interactive
Olivly Healthworld Advertising
PAN Advertising
Publicis Life Brands
Pulsar Healthcare
RAPP
RFA Advertising & Marketing
Saatchi & Saatchi Healthcare
Sudler & Hennessey
TBWA\Paling Walters
Torre Lazur McCann
Woolley Pau

All these advertisers can't be wrong!

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THE DIRECTORY

RATES & DATA

Standard index entry £100
(lineage with name, contact details)

AGENCY PROFILE (6 MONTHS)

DPS full colour -
including **FREE** setting £4,400

ONLINE PROFILE

Special discounted premium
profile rate for 12 months online £1,040

GALLERY PROFILE

£500 per entry for 12 months online

DISPLAY ADVERTISING

(full colour within editorial)
Page £3,100
Half page £2,000
Quarter page £1,500

BOOKING DATE

8 weeks prior to publication

COPY DATE

6 weeks prior to publication

CANCELLATION DATE

12 weeks prior to publication

Full terms and conditions available on request

SPECIAL OFFER!

Book two consecutive editions and receive a £500 discount per insertion (£3,900) - saving £1,000 in total

TECHNICAL SPECIFICATION

FILE TYPE: pdf

SIZE: 340mm high x 240mm wide,
(please add crop marks on the trim and a 3mm bleed all the way around your advert)

COLOUR: CMYK

IMAGES: 300dpi



“ Advertising in a relevant way in the right media will deliver tangible results. *The Directory* is proof of this. We've been supporters since it was first published and have always been delighted with the response. ”

Phil Chin, managing director, Langland