
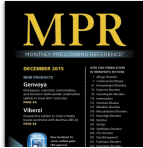
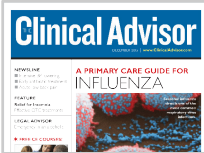

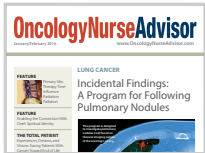



































# Content Marketing



# Haymarket's Brands, Audiences and Channels...

	MPR	Clinical Advisor	Cancer Therapy Advisor	Oncology Nurse Advisor	Renal & Urology News
 <b>Print</b>					
 <b>Websites</b>					
 <b>Apps</b>					
 <b>Events</b>					
 <b>Audience</b>	All Healthcare Professionals across all specialties	NPs and PAs across all specialties	Hematologists and Oncologists and their healthcare teams	Oncology Nurses and Nurse Practitioners	Urologists, Nephrologists and their healthcare teams

# ...continue to grow...8 new brands in 18 months

	Endocrinology Advisor	Psychiatry Advisor	Neurology Advisor	Clinical Pain Advisor	Infectious Disease Advisor	Cardiology Advisor	Rheumatology Advisor	Medical Bag
 <b>Websites</b>								
 <b>Apps</b>								
 <b>Audience</b>	Endocrinologists, PCPs, and NP/PAs who specialize in Endocrinology	Psychiatrists, PCPs, and NP/PAs who specialize in Psychiatry	Neurologists, PCPs, and NP/PAs who specialize in Neurology	Pain Specialists, PCPs, and NP/PAs who specialize in Pain	Infectious Disease Specialists, PCPs, and NP/PAs who specialize in Infectious Diseases	Cardiologists, PCPs, and NP/PAs who specialize in Cardiology	Rheumatologists, PCPs, and NP/PAs who specialize in Rheumatology	All HCPs across all specialties

# PRINT OPPORTUNITIES

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# Print Opportunities for Content Marketing

Leverage our brand recognition and reach, to effectively deliver reprints to specific audiences

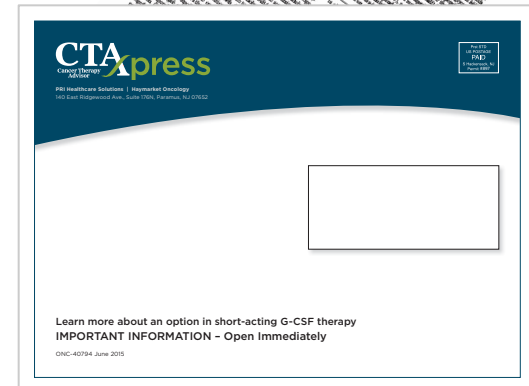
## 1. Polybag reprints with any of our trusted print journals and references

## 2. Xpress Direct Mail

- Send a reprint (100% SOV) to your target audience in an envelope using one of our brands
- Quick turnaround and efficient delivery

## 3. Co-op Direct Mail

- Save money by efficiently mailing more than one reprint in a co-op mailer to different groups of HCPs on the ByDoctor list



# Polybag Pricing

<b>MPR and CTA:</b> Quantity of Client Supplied Reprints (8 pages)	Estimated Pricing (includes postage)
5,000	\$10,500
10,000	\$11,875
25,000	\$17,050
50,000	\$25,000
75,000	\$34,000
100,000	\$41,750
135,000	\$49,250

<b>Clinical Advisor and ONA:</b> Quantity of Client Supplied Reprint (8 pages)	Estimated Pricing (includes postage)
5,000	\$7,090
10,000	\$8,415
25,000	\$11,440
50,000	\$17,140
75,000	\$22,890
100,000	\$28,390
135,000	\$32,540

- Pricing is an estimate and example for an 8-page supplement supplied by client to Haymarket specs
- Final pricing is dependent on several variables (e.g., weight), receipt of a sample and final approval by publisher
- Postage is an estimate in the pricing and will be reconciled and treated as a pass through cost at after completion of the program

# Xpress Direct Mail Pricing (100% SOV)

Quantity of mailers delivered (8 page client-supplied reprint material)	Estimated Pricing (including postage)
5,000	\$24,897
10,000	\$31,384
15,000	\$37,743
20,000	\$43,872
25,000	\$49,824
30,000	\$55,175
35,000	\$60,623

- Pricing is an estimate and example for an 8-page supplement supplied by client to Haymarket specs
- Final pricing is dependent on several variables (e.g., weight), receipt of a sample and final approval by publisher
- Postage is an estimate in the pricing and will be reconciled and treated as a pass through cost at after completion of the program

# Co-op Direct Mail Pricing

Quantity of mailers delivered (24 page client-supplied reprint material estimate assumes 3 clients each supplying an 8-page supplement)	Price Per Client
5,000	\$9,287
10,000	\$12,436
15,000	\$15,543
20,000	\$18,574
25,000	\$21,545
30,000	\$24,317
35,000	\$27,120
Quantity of mailers delivered (32 page client-supplied reprint material estimate assumes 4 clients each supplying an 8-page supplement)	Price Per Client
5,000	\$7,269
10,000	\$9,935
15,000	\$12,570
20,000	\$15,147
25,000	\$17,679
30,000	\$20,062
35,000	\$22,468

•Final pricing is dependent on several variables (e.g., weight), receipt of a sample and final approval by publisher

•Postage is an estimate in the pricing and will be reconciled and treated as a pass through cost at after completion of the program



# **DIGITAL OPPORTUNITIES**

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# Digital Xpress

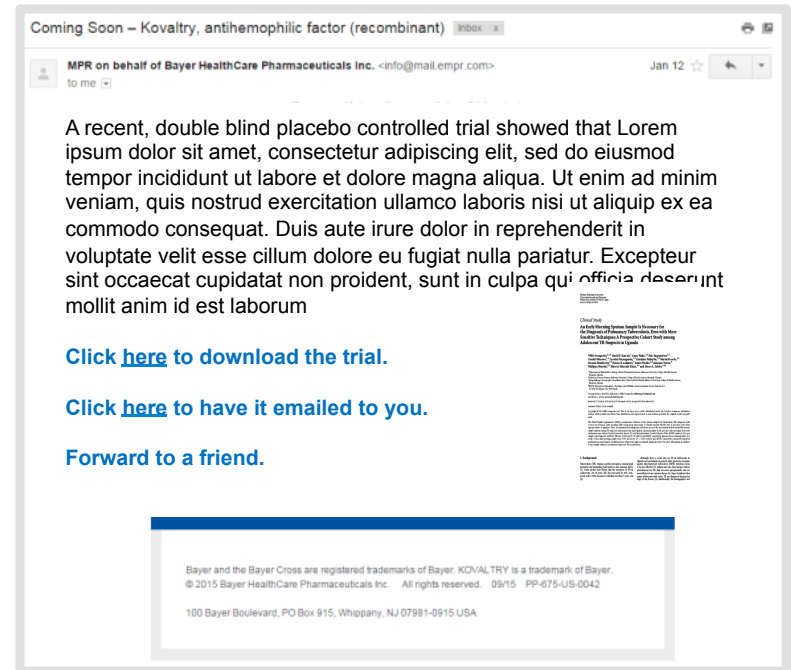
Send a reprint, or link/marketing to a reprint, directly to your target list via sponsored email from a Haymarket brand

## METRICS

- Average open rate 8-10%, up to 14%
- Average click-to-open rate 2-4%, up to 10%

## PROGRAM PACKAGE

- Match against Haymarket's list of over 1.5 million HCPs
- 100% opted-in, CAN-SPAM compliant and validated
- HCP level data provided
- Targeting options:
  - List match
  - Client supplied unique identifying URLs
  - High prescribers of your drugs
  - Therapeutic category
  - Prescribers of drugs in competitive set



# Digital Xpress Pricing

## For 1-Wave Only Campaigns

- \$0.35 per name with a \$2,000 minimum spend
- \$500 setup fee
- \$1,500 HCP data reporting fee
  - Reporting includes first/last name, profession, specialty, URL clicked as well as aggregate data (total sent, total delivered, total unsubscribed, total/unique opens, total/unique clicks)

## For Multi-Wave Campaigns

- \$0.35 per name with a \$2,000 minimum spend (per wave)
- \$500 setup fee for wave 1
- \$1,500 reporting fee (per wave)
  - Reporting includes first/last name, profession, specialty, URL clicked as well as aggregate data (total sent, total delivered, total unsubscribed, total/unique opens, total/unique clicks) per wave
- All subsequent waves are subject to the \$500 setup fee unless they are using duplicate creative, in which case the \$500 fee is waived

# Reprint Connect

**A targeted, digital reprint/content marketing opportunity utilizing native ads that look and read like editorial, and is delivered within editorial content**


- Allows instant access to journal reprints, within relevant content, when HCPs are actively consuming information relevant to the study
- Native ad serves via DFP tag that allows you to track the same metrics and KPIs as traditional banner ads and even create your own ad tags
- Can be targeted to your list or lists:
  - “Called on” or “no sees”
  - Specialty
  - Profession
  - Geo-targeted
- HCP level data provided
- Available as CPUV buy


# Reprint Connect


## PROGRAM PACKAGE


- Haymarket prepares (or client provides) the native ad content:
  - Headline
  - Description
  - Thumbnail image and sponsor logo
  - Best practices strongly suggest multiple versions of all three elements in order to optimize engagement
- Native ad is included on:
  - Homepage
  - Relevant content pages
  - Relevant editorial e-Newletters
- All native ads and content are clearly marked as “Sponsored Content”
- The reprint can reside on a Haymarket site or link out directly to a client’s site
  - Content landing pages on Haymarket sites can be modified to satisfy any legal requirements (e.g., ISI, safety info)
  - Multiple reprints are kept on the Reprint Connexions section of the website for 6 months (like Forbes’ Brand Voices pages) for ease of access


**LATEST NEWS**

 **Varenicline plus nicotine replacement improves quit rates**  
July 09, 2014  
The combination treatment was associated with a higher continuous abstinence rate at 12 weeks and at 24 weeks.

 **Is a blood test that can predict Alzheimer disease on the way?**  
July 09, 2014  
Researchers have identified 10 proteins in the blood that may be predictors of Alzheimer disease.

 **Immune Senescence: A Context for Clinical Influenza**  
Industry Supported Education sponsored by **sanofi pasteur**  
Increasing dysregulation of the immune system that occurs with aging adds to the likelihood of influenza-related complications in the elderly.

 **Vaccinations safe for U.S. children**  
July 08, 2014  
Rare adverse events that may be associated with vaccination should be weighed against the protective benefits vaccines provide.

 **Insulin resistance increases T2D risk, independent of BMI**

# Case Study

- Ad metrics for a six month **targeted** advertising campaign on MPR
  - 157k total impressions
  - 1,084 Unique Clicks on ads
  - 0.615 average CTR
  - CTR range was 0.20% to 1.07% (first month and first version of creative)
- Content (advertorial) metrics for a six month campaign on MPR
  - 5,503 PVs
  - 3,777 UV
  - 1,734 downloads

# Reprint Connect Mobile

**Deliver your reprint directly to a target list of HCPs using Haymarket's network of native apps**

- Reprint is delivered directly to the users inbox on the app, or send a link to the online reprint, or both
- HCPs are alerted that the reprint has been delivered by:
  - A notification icon on the app on their phone or tablet
  - On the inbox itself within the app
  - Push notification to their phone or tablet
- Can be targeted to your list by:
  - Specialty
  - Profession
  - Geo-targeted

# CPUV Pricing for Reprint Connect

	ONA	CA	Medical Bag	MPR	20/20, RUN	CTA	Minimums and Notes
<b>US-based HCPs (unidentified)</b>	\$40	\$40	\$40	\$50	\$50	\$70	
<b>30% list match targeted</b>	\$55	\$55	\$55	\$65	\$65	\$95	List must be over 10K or ask publisher
<b>50% list match targeted</b>	\$95	\$95	\$95	\$115	\$115	\$135	List must be over 10K or ask publisher
<b>100% list match targeted</b>	\$185	\$185	\$185	\$225	\$225	\$270	List must be over 10K or ask publisher



# Triggered Messages

Triggered Messages can help you get more out of email programs

## HOW IT WORKS

- Haymarket uploads your target list of HCPs into our CMS for our relevant brand(s)
- A “message” (e.g., email) with links to the reprint is uploaded into our ESP (email service provider)
  - The message is an invitation to the HCP to read or download the reprint
- Appropriate, relevant content on our sites are tagged with a behavioral “trigger”
- When an HCP from your list visits one of these tagged pages, our ESP automatically send them the email
  - You can choose the time that elapses between the HCP’s visit and deployment of the message (e.g., immediately, 15 minutes, 1 hour, that evening)
  - Option: depending on the interaction with the email or the reprint , a follow-up email can be sent asking the HCP to take another action (marketing automation)
- ***HCP level data provided***

# Per send pricing for Triggered Messages

	ONA	CA	Medical Bag	MPR	20/20, RUN	CTA	Minimums and Notes
<b>US-based HCPs (unidentified)</b>	\$45	\$45	\$45	\$45	\$45	\$65	
<b>List Match Targeted</b>	\$75	\$75	\$75	\$75	\$75	\$95	List must be over 10K or ask publisher

# Integrated Reprint Program

Create a microsite of reprints for a single client on one of Haymarket's brands and market the reprints using a variety of tactics

- Syndicate multiple reprints through Haymarket's networks and channels (e.g., for a single pharma brand or client)
- A multi-touch point marketing plan that efficiently connects Haymarket's audiences with reprints
  - Direct Mail Xpress program
  - Reprint Connect Native Ads
  - Reprint Connect Mobile
  - Digital Xpress program (print and digital)
  - Triggered Messages
  - Banner ads on web site, editorial eNewsletters, and mobile app
  - Text ads on multiple web pages
- All marketing is targeted to profession, specialty or list match
- ***HCP level data provided***

# Integrated Reprint Pricing

- Contact your respective sales representative for integrated reprint pricing, which will be based on number of reprints and tactics chosen.

# HCP Level Data

HCP level data is captured through Haymarket's proprietary AdTrack system

- Know who viewed or downloaded your reprint and the marketing that drove them to it

- Name, profession, specialty, NPI#, address

- See when and against what content individual HCPs engaged with your reprint

- Utilize this information to tailor more strategic follow-up messaging and audience segmentation

## All targeted tactics can collect HCP Level Data

