

Pharma Marketing News



Reprint

Pharma Marketing Network 2007 Report *Stats and Subscriber Profiles*

PMN Reprint 71-02

This is a reprint of an article that appeared in the January 2008 issue of *Pharma Marketing News*.

For other reprints, go to:

<http://www.news.pharma-mkting.com/PMN-past-issues.html>

Published by:
VirSci Corporation
PO Box 760
Newtown, PA 18940
infovirsci@virsci.com

Report

Pharma Marketing Network 2007 Report

Stats and Subscriber Profiles

By John Mack

Pharma Marketing Network™ is a leading online resource for pharmaceutical marketers, bringing together into a single online community pharmaceutical marketing, advertising, and sales professionals from pharmaceutical companies, communications companies, and marketing service providers.

This newsletter—*Pharma Marketing News*—is the linchpin of the Network, which also includes an online discussion and social networking Forum site (see "[An Online Community of Our Own](#)"), Pharma Marketing Blog, and an informational Web portal site packed with resources for marketers.

This report provides information about our subscribers and Web site statistics for 2007.

Pharma Marketing News

Pharma Marketing News is an independent electronic newsletter focused on issues of importance to pharmaceutical marketing professionals. It is published monthly except for August and December. 2008 marks the 7th consecutive year of publication.

In 2007, 10 issues were published and delivered. Each issue was approximately 15-20 pages in length with an average of 5.5 articles per issue (including commentary).

The break-down by type of article is shown in Figure 1 and described below.

Advertorial Articles: Approximately 1 out of every 5 articles is an "advertorial" article. Advertorials feature reviews of products or services of advertisers. Other articles, of course, may also feature specific products or services, but an advertorial is based on in-depth information approved by the advertiser and the advertiser may order a co-branded PDF version for its own use (either linking to it on the Web or printing the article for distribution to clients). [Request the Rate Card](#) for more information about advertorial sponsorships.

Feature Articles: These are editorial pieces that offer in-depth information about topics of interest to pharmaceutical marketers.

Standard Articles: These are 2nd-tier articles—not as in-depth as feature articles—on various topics. Some of these may be guest articles written

by contributing author experts. These articles may also summarize online surveys hosted on the Pharma Marketing Network site.

Types of Articles (2007)

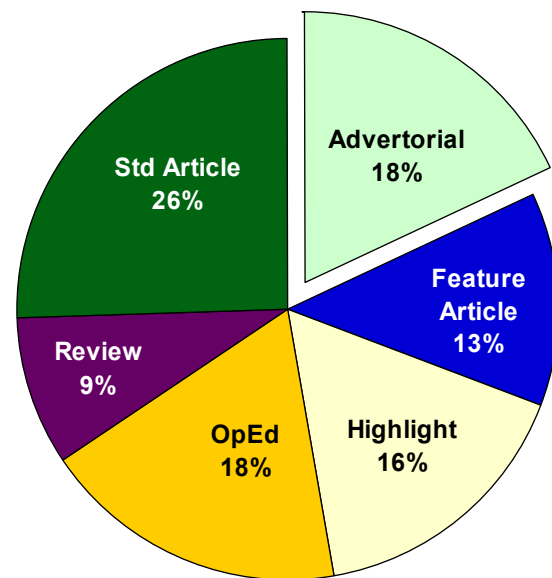


Figure 1: Breakdown of articles published in *Pharma Marketing News* in 2007.

Highlights: These are summaries of presentations made at industry conferences or highlights of several different presentations at such conferences. Pharma Marketing Talk podcasts and 3rd-party webinars may also be summarized in highlight articles. These articles often contain interviews and/or quotes and data from experts and thought leaders in the field of pharmaceutical marketing or sales.

Reviews: These are reviews of books, movies, Web sites, or Blogs of interest to pharmaceutical professionals.

OpEds: Approximately one article in each newsletter is an OpEd piece written by the Publisher and focused on a current topic of interest. This category may also include more in-depth commentaries/opinion pieces.

Continues...

Subscriber Profile

Pharma Marketing News opt-in subscribers (“subscribers”) are highly qualified pharmaceutical industry professionals employed at pharmaceutical, medical device, biotech, and marketing communications companies, ad agencies, and consultancies (see Figure 2).

The number of subscribers as of 31 December 2007 was 4,856, which represents an increase of 24.2% compared with 2006 (see Figure 3).

Figure 2 shows the makeup of the subscribers by type of employer or organizational affiliation (based on a sample representing 94% of subscribers). Approximately 53% of subscribers are from North America (mostly USA), 17% from Europe and the Middle East (mostly Europe), and 26% from Asia, India, Pakistan, and Australia. The remaining 4% are split between Africa (2%) and Central/South America (2%).

Opt-In Subscribers by Type

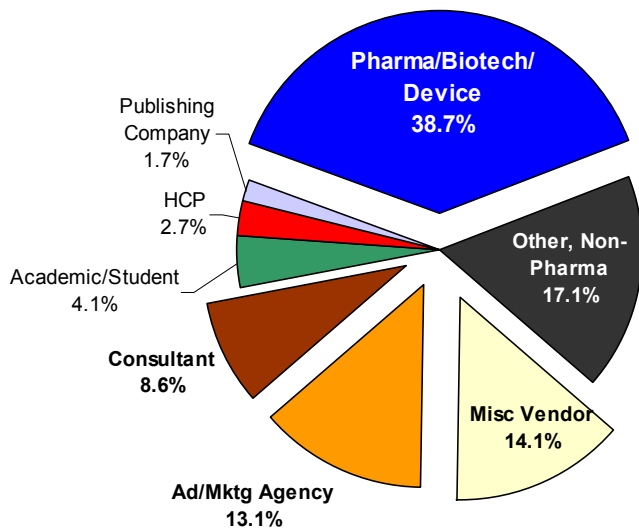


Figure 2: Profile of *Pharma Marketing News* subscribers.

Portal Site

The *Pharma Marketing Network Portal* site is accessed via www.pharma-mkting.com or www.pharmamarketingnetwork.com. It is the main point of access to all *Pharma Marketing Network* domains and includes the Home Page and a number of index pages that link to the subdomains described in Table 1 (next page).

Continues...

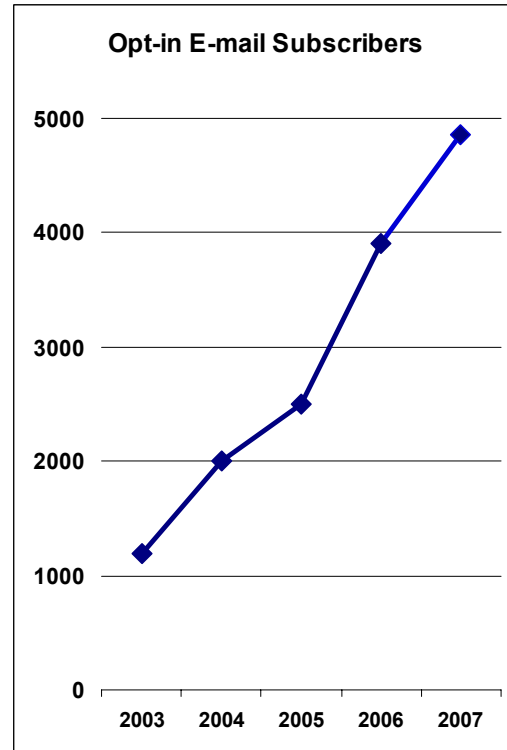


Figure 3: Number of *Pharma Marketing News* subscribers.

Pharma Marketing News Reader Feedback Survey

- Do you find *Pharma Marketing News* essential for keeping up with trends and ideas in pharmaceutical marketing?
- Is the newsletter well written?
- Do the display advertisements within the newsletter provide useful information?
- What about the email ad supplements sent separately?
- What topics related to pharmaceutical marketing and sales are you most interested in?
- Which other industry trade publications or newsletters do you subscribe to and/or read on a regular basis?

We'd like your answers to these and a few other questions. As a thank you, after completing this survey, you will be directed to *special discounts* on Reprint Supplements (eDetailing, Physician Education, Sales Force Effectiveness, ePharma Marketing, DTC).

Click this box to take the online survey.

http://www.surveymonkey.com/s.aspx?sm=6jmT1pEROo4RjN7OU0rARq_3d_3d

Name	Description	SubDomain URL
Forums	Social networking/discussion forums for marketing executives; includes daily news briefs, event calendar, buddy lists, etc.	forums.pharma-mkting.com
News	<i>Pharma Marketing News</i> article summaries, full text articles, reprints, special supplements	news.pharma-mkting.com
Blog Index*	Pharma Marketing Blog index and summaries of posts; *This is not Pharma Marketing Blog, which is a separate Web site; this is comprised of a menu page listing all posts made to the Blog with associated summary pages that link to the Blog.	blog.pharma-mkting.com
Meetings	Pharma Marketing Conference Calendar with links to Web page overviews	meetings.pharma-mkting.com
Vendors	Pharma Marketing Vendor Directory —an online B2B “yellow pages” for the pharmaceutical industry—consisting of 35 separate category pages	vendors.pharma-mkting.com
Talk	Gateway to Pharma Marketing Talk with links to Web page overviews and access to audio archives	talk.pharma-mkting.com
Glossary	Dozens of pharma marketing glossary pages; one page per term	glossary.pharma-mkting.com
Surveys	Current and past surveys with summaries of results	surveys.pharma-mkting.com
Jobs	Job ad pages, which are mirrored in the Job Exchange Forum in the Forums domain	jobs.pharma-mkting.com

Table 1: Subdomains of the Pharma Marketing Network Portal Site.

Growth in number of pages viewed and unique visits to the Portal Site, which includes all subdomains (excluding Pharma Marketing Blog site), was substantial in 2007.

Page Views

A page view (aka, page impression) is single instance of a Web page being viewed by a user. Only fully loaded pages are counted. Individual images and components are not included.

Page views increased from an average of about 456,000 in Q1 2007 to about 808,000 in Q4 2007. The total page views for 2007 was 2,469,839.

The most growth was seen in the Forums domain. This growth is expected to continue in 2008 as the number of registered users and posts increase.

Unique Visits

This analysis summarizes multiple page views of an individual visitor into unique visits. A visitor is counted only when bringing up at least one page and taking no longer than 30 minutes between individual pages.

Unique visits increased from an average of about 256,000 in Q1 2007 to about 382,000 in Q4 2007 (see Figure 4, pg. 10). The total unique visits for all of 2007 was 1,250,771.

Continues...

As with page views, the most growth in unique visits was seen in the Forums domain, whereas there was a decrease in visits to the main (portal) domain pages (see Figure 4). This growth is expected to continue in 2008.

Pharma Marketing Network Forums

The newest and fastest growing member of the Pharma Marketing Network family is the online discussion Forums subdomain, which is responsible for the majority (54%, 1,034,433 page views) of the total pages viewed and a plurality (38%, 350,340 visits) of unique visits made to all PMN sites (excluding Pharma Marketing Blog; see Figure 5A and 5B).

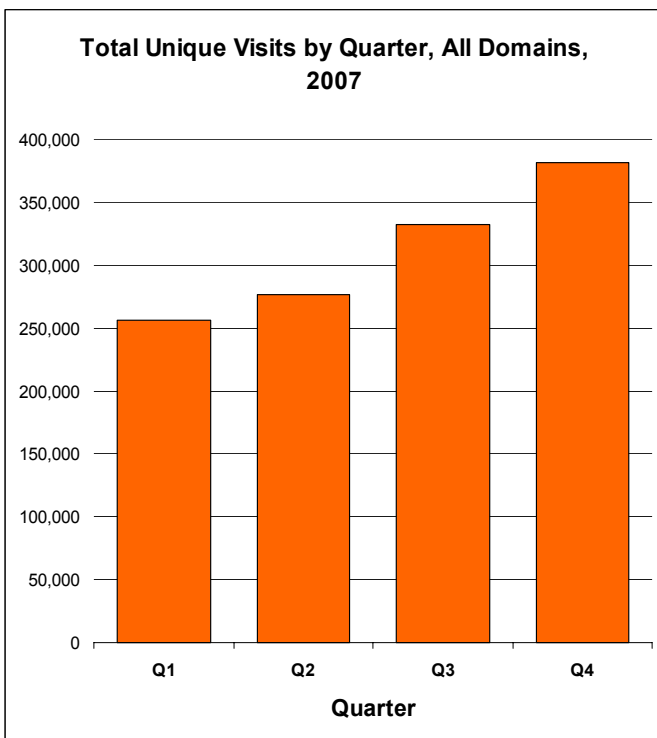


Figure 4: Visits to Portal Site by Quarter, 2007.

The Forums provide our readers and advertisers with several unique options for networking with one another.

Forums are organized under 5 main sections: News & Views, Open Discussions, Company Forums, International Forums, and Community Matters. [Request the Rate Card](#) for more information about the major subsections the Forums site and sponsorship options.

Continues...

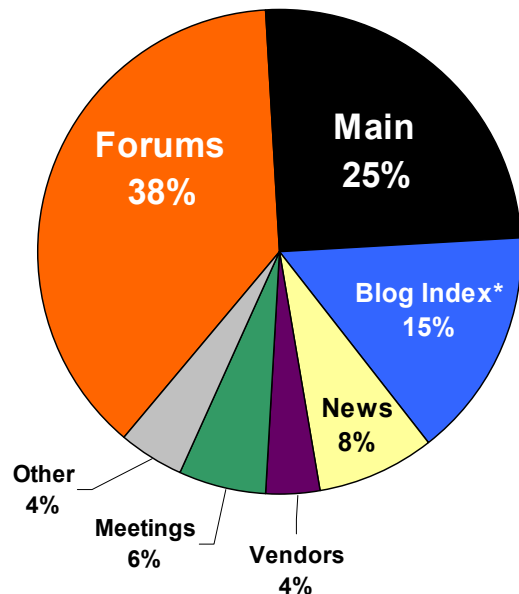


Figure 5A: Visits to Portal Site by Domains, Q4 2007.

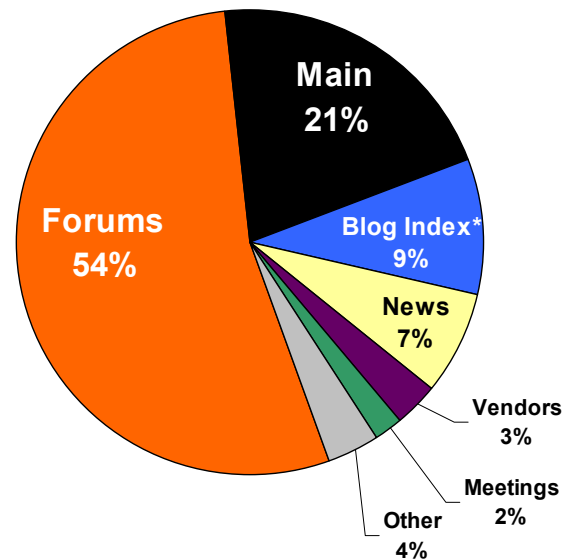


Figure 5B: Portal Site Pageviews by Domains, Q4 2007.

Pharma Marketing Blog

Pharma Marketing Blog (PMB) focuses on topics relating to best practices in pharmaceutical marketing and reflects the opinions of John Mack, the Publisher of *Pharma Marketing News*. Mack is widely recognized as an expert in pharmaceutical marketing practices and is often quoted in the press.

The target audience for PMB is marketing professionals. See Figure 6 for a breakdown.

In the 2007 Pharma Blogosphere™ [reader survey](#), PMB ranked within the top 3-4 pharma-related blogs in readability, usefulness, and credibility by readers employed by pharmaceutical companies (see "[How Readable, Credible & Useful are Pharma Blogs?](#)").

Pharma Marketing Blog consistently ranks 11-20 in [eDrugSearch's Healthcare 100](#) list of the world's top blogs on health and medicine. Among pharma-related blogs on that list, Pharma Marketing Blog has been the #1 rated US-based pharma blog ever since the list was created in June, 2007.

Support for the Pharmaceutical Industry

PMB is widely read by industry insiders, the majority of whom support the pharmaceutical industry according to the PMB reader survey mentioned above. Overall, 65% of Pharma Marketing Blog readers are somewhat or very supportive of the pharmaceutical industry whereas only 19% are somewhat or very unsupportive of the industry. Approximately 84% of PMB readers employed by pharmaceutical companies are supportive of the industry.

Statistics

The following table presents some statistics relating to visitors, page views, posts, and interaction with readers through comments to posts.

Year	Visits	Page Views
2007	178,037	288,472
2006	81,062	127,260

Syndication

Pharma Marketing Blog is available via RSS feed and its posts are syndicated via BlogBurst, a service that places blogs on top-tier online destinations. In 2007, PMB posts were placed on: Biospace (1,585,562 views), Reuters (1,410,967 views), FoxNews (1,393,623 views), IBS (115,095 views), iVillage (18,980 views), Palm Beach Post (5,372 views), coxohio.com (5,269 views), San

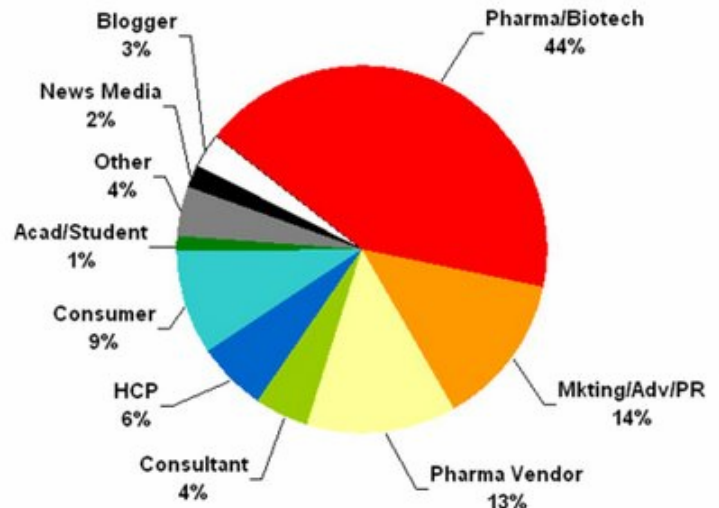


Figure 6: Pharma Marketing Blog Visitor Profile.

Diego Union Tribune (4,480 views), Austin American Statesman (733 views), and UsaToday.com (357 views).

Pharma Marketing Talk

Pharma Marketing Talk (PMT) is a 15 to 30-minute call-in talk-show podcast that airs live via the Web approximately every 2 weeks. PMT podcasts cover a variety of pharmaceutical marketing subjects and guests are marketing experts, thought leaders, and advertisers.

Live listeners can participate in an online chat with John Mack, the host, and the guest to ask questions or make comments. Listeners can also call in by phone and be conferenced in live. Each show is archived and can be downloaded to iPods (or other portable MP3 players) or listened to via Web-based streaming audio.

PMT is hosted on BlogTalkRadioSM, a leading syndicated social radio network, where it is available to thousands of listeners. PMT is also available through the iTunes Web site and through Pharma Marketing Network (see www.talk.pharma-mkting.com).

In 2007, 33 shows aired, 13 (39%) of which were part of "advertorial" packages. The average number of archive downloads was 338 as of 4 January 2008. For a complete list of archived podcasts, see www.talk.pharma-mkting.com. [Request the Rate Card](#) for more information about Pharma Marketing Talk podcast sponsorship options.

Continues...

Pharma Marketing Vendor Directory

Pharma Marketing Network's Vendor Directory (www.vendors.pharma-mkting.com) is an online B2B "yellow pages" for the pharmaceutical industry consisting of hundreds of pharmaceutical marketing vendors, consultants, executive search firms, medical education companies, ad agencies, and other companies servicing the needs of pharmaceutical manufacturers.

A listing in one of the 35 categories of the Pharma Marketing Vendor Directory increases a company's visibility among Pharma Marketing Network members and site visitors. It also can increase greatly a company's search engine visibility—an astounding 26% of Vendor Listings in the online Vendor Directory achieve the #1 position in a Google search on their corporate names!

Some Stats

The Vendor Directory subdomain of the Pharma Marketing Network portal site received 105,293 page views in 2007 and accounted for 70,451 unique visits. The TOP categories are shown in Figure 7.

Pharma Marketing News



LISTING OPTIONS

ENHANCED: Large, bold color font for name; Up to 125-word description; Active (clickable) Web and email links; Logo; PLUS...Your company name appears prominently NEAR the TOP of the page in the "Recommended Vendors" menu in bold text. **\$74.95** per Year

PREFERRED: Same as Enhanced, BUT up to 250-word description; PLUS...Your company name AND small logo appear prominently AT the TOP of the page in the "Preferred Vendors" menu in bold text. **\$149.95** per Year

SPONSOR: Same as Preferred, BUT includes banner ad at top of page. **\$295.00** per Year

[DETAILS AND ORDER ONLINE HERE](#)

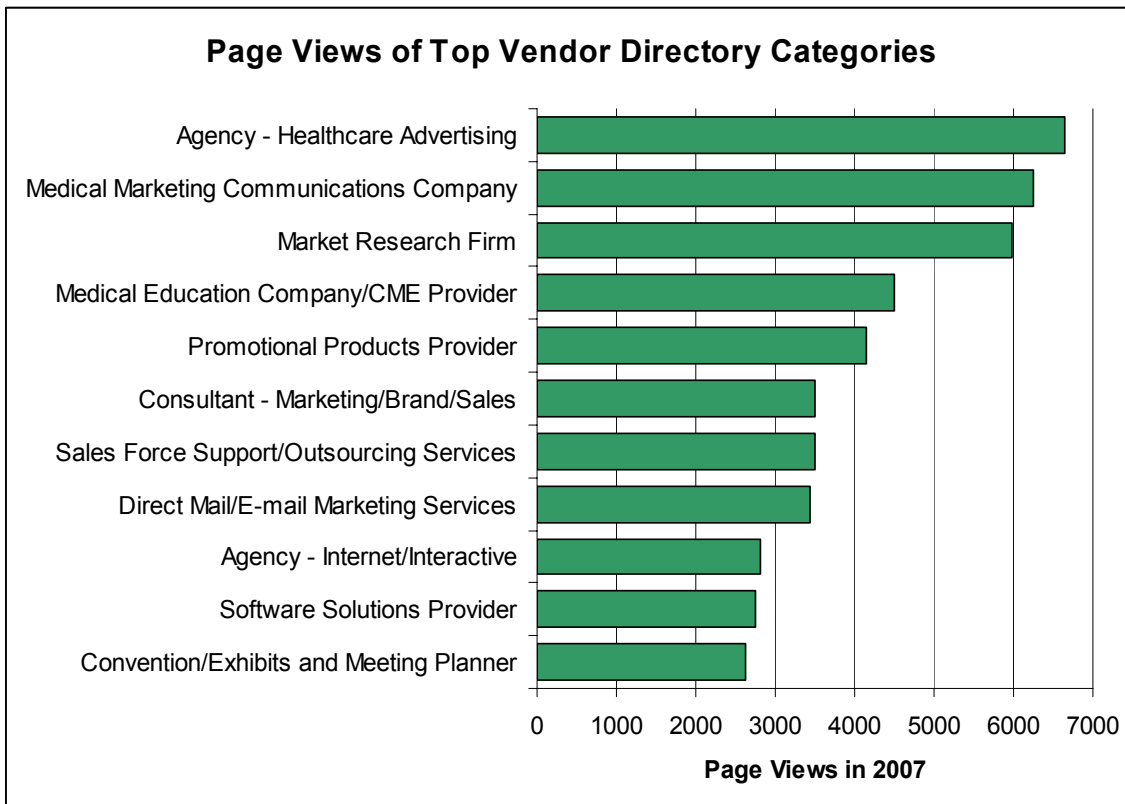


Figure 7: Page Views in 2007 for the Top Vendor Directory Categories.

Pharma Marketing News

Pharma Marketing News is an independent, free monthly electronic newsletter focused on issues of importance to pharmaceutical marketing executives. It is a service of the **Pharma Marketing Network** – The First Forum for Pharmaceutical Marketing Experts – which brings together pharmaceutical marketing professionals from manufacturers, communications companies, and marketing service providers for wide ranging discussions and education on a multitude of current topics.

Pharma Marketing Network & *Pharma Marketing News* provide executive-level content, professional networking & business development with permission-based emarketing opportunities.

Publisher & Executive Editor

John Mack
VirSci Corporation
www.virsci.com
PO Box 760
Newtown, PA 18940
215-504-4164, 215-504-5739 FAX
editor@news.pharma-mkting.com

[Subscribe Online](#) • [Download Media Kit](#) • [Request a Rate Card](#)