

pharma<sup>™</sup>  
MANUFACTURING  
THE DRUG INDUSTRY'S VOICE FOR MANUFACTURING EXCELLENCE

# MARKETING PLANNER 2025

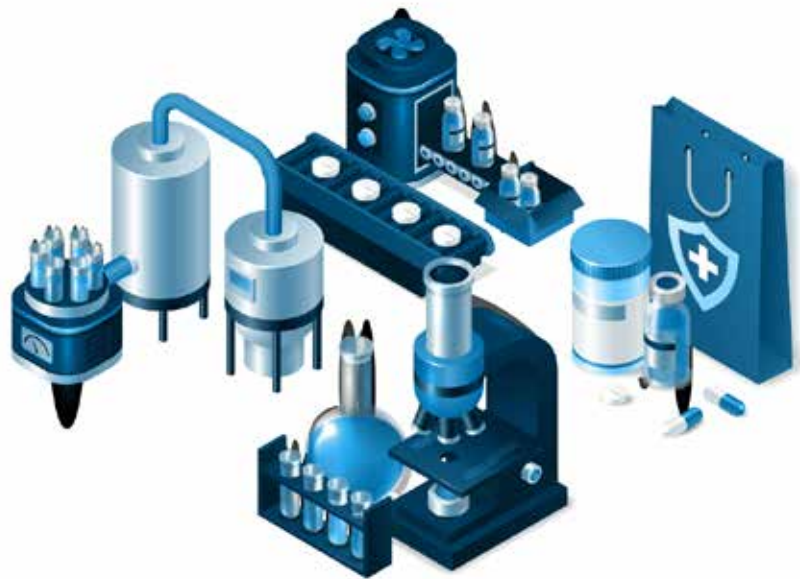
The drug industry's voice  
for manufacturing excellence.



# AT A GLANCE

## GENERATE DEMAND & HIGH-QUALITY LEADS IN PHARMA MANUFACTURING.

Leverage **Pharma Manufacturing's** engaged audience, comprehensive coverage, and multichannel opportunities to generate demand and high-quality leads in the pharma manufacturing sector. Pharma Manufacturing **helps manufacturers achieve much-needed increases in efficiency and profitability** in their ultimate mission to serve patients and save lives.



### PHARMA MANUFACTURING MAGAZINE

**25,000 subscribers**  
Quarterly Print Issues  
[+VIEW SPONSORSHIPS](#)



### pharmamanufacturing.com

**52,042 Average Monthly Page Views**  
Constant coverage of operations, engineering, quality control and more..  
[+VISIT WEBSITE](#)



### SOCIAL

**29,858 Followers**  
Join the Conversation on:  
[Facebook](#), [LinkedIn](#) and [X](#)



### eHANDBOOKS

Long form content that dives deep into pharma manufacturing's most pressing challenges  
[+VIEW SPONSORSHIPS](#)



### NEWSLETTERS

**10,000+ Reach**  
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.  
[+VIEW NEWSLETTERS](#)



### WEBINARS

Editorial driven webinars that build brand awareness and generate high quality leads for your organization.  
[+VIEW SPONSORSHIPS](#)



### PODCAST

Off Script Podcast  
**500+ Monthly Downloads**  
[+VIEW SPONSORSHIPS](#)



### INDUSTRY PERSPECTIVES

Multichannel content creation programs that are built from an interview featuring your SME  
[+ SEE EXAMPLES](#)  
[+VIEW SPONSORSHIPS](#)

## AVERAGE MONTHLY REACH

# 97K+

[+ VIEW FULL AUDIENCE PROFILE](#)

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



Leveraging our subject matter expertise, extensive data, and engaged audiences, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

# CONTENT CALENDAR

[+ PRINT AD SPECS](#)

	pharmamanufacturing.com		Q1 PRINT ISSUE	pharmamanufacturing.com		Q2 PRINT ISSUE	pharmamanufacturing.com		Q3 PRINT ISSUE	pharmamanufacturing.com	Q4 PRINT ISSUE	pharmamanufacturing.com
	JAN	FEB	MARCH	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
AD CLOSE			1/28			5/5			8/4		9/20	
MATERIALS DUE			2/5			5/13			8/12		10/8	
LEAD STORY	2025 industry predictions	regulatory decisions to watch	CDMO profile series	top industry challenges	Spring pharma events recap	Solid dose sector	generics and biosimilars	CGT sector	biopharma sector	advances in drug packaging	pharma startup profile series	top fives of 2025
OPERATIONS	predictive maintenance		solving fill-finish challenges	plant floor material handling/transfer	single-use systems	facility modernization	continuous manufacturing	preparing for natural disasters	Operational equipment effectiveness		Pharma Innovation Awards	
QUALITY & COMPLIANCE		designing next-gen cleanrooms	surviving an FDA inspection				contamination control strategies	Standout regulatory approvals & rejections		value of QbD	beyond CGMP compliance	
AUTOMATION & CONTROL	data management			cybersecurity		meeting data integrity standards with automation			sustainability practices	lab automation		smart pharma
SUPPLY CHAIN			Outsourcing trends		cold chain innovations		supply chain security		personalized medicine development			
DRUG DEVELOPMENT	role of AI in drug development		impact of decentralized trials on pharma			managing high potency APIs		excipient challenges		building a CMC strategy		speeding drug development
BUSINESS & CULTURE		politics and pharma	Global Dose: Profile of a geographical pharma hub	M&A landscape	working with U.S. government	Global Dose: Profile of a geographical pharma hub	Assuring drug access	Workforce retention and training	Global Dose: Profile of a geographical pharma hub	Protecting IP rights	Global Dose: Profile of a geographical pharma hub	trends in M&A deals
TAKING STOCK	Contributed thought leadership columns that examine the ins and outs of supply chain management, including measures needed to build more resilient and sustainable pharma supply chains											
ENGINEERING ANGLES	Contributed thought leadership columns that explore design, engineering and construction issues relevant to drug production											
ROUNDTABLE WEBINARS			AI's potential in pharma manufacturing			Pharma facility trends; Single Use Technology	Continuous Manufacturing	Sustainability	Radio Pharmaceuticals		Pharma workforce training	
EHANDBOOKS			Pharma predictions & trends	Quality assurance & control	Contract manufacturing	Regulatory compliance; Continuous Manufacturing	Packaging; Single Use Technology	Solid dose; Radio Pharmaceuticals	Supply chain; Sustainability	Cleanrooms	Smart pharma & automation	Pharma innovations

# ADVERTISING & PROMOTIONS

## DIGITAL AD RATES

AD TYPE	NET RATE (CPM)
Leaderboard Unit	\$160
Rectangle	\$150
Half Page	\$160
Billboard	\$160
Welcome Ad	\$3,750/week
In-Article Video	\$175
In-Banner Video	\$125
Native Ad	\$150
Standard Banner Bundle	\$150
In-Article Premium	\$175
In-Article Flex	\$175
Billboard Flex	\$175

## Digital Ad Material Contact

[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.

[+ DIGITAL BANNER AD SPECS](#)

[+ NEWSLETTER SPECS](#)

## DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Pharma Manufacturing's content. [+VIEW SPECS](#)

## CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

## NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

## NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

## THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Pharma Manufacturing's reputation.

## AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

## AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

## SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

## MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

## CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

# NEWSLETTERS

## DAILY DOSE

The "Daily Dose" – Relevant news and informative content delivered straight to inboxes of busy pharma professionals.

Daily (Monday–Friday)

### Stats

Subscribers..... 10,113  
Avg Total Open Rate\* .....38.86%

### Net Per Issue

Sponsored Content - Position 1 ... \$1,425  
Sponsored Content - Position 2 .....\$750  
Sponsored Content - Position 3 .....\$500

## SINGLE SPONSOR ENEWSLETTER

Pharma Manufacturing's Single Sponsor eNewsletter allow you to build your own customized eNewsletter that combines our award-winning editorial with your own content to create an exclusive branding and thought-leadership marketing opportunity.

Exclusive; One Sponsor

### Net Per Issue

Single Sponsor..... \$6,000

## + NEWSLETTER SPECS



All newsletter rates are net per issue  
\* Audience Engagement Report 2024

## Market Focused Insight with MARKET MOVES NEWSLETTERS

### INDUSTRIAL SUSTAINABILITY

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact.

**Target audience:** C-suite, management and staff titles focused on operations, engineering, automation, technology, strategy, innovation, sustainability, regulatory compliance, HSE (health, safety and environment).

**Sponsorship Opportunities:**  
Sponsored Content in 2 Positions – \$3,000 each

Twice Monthly on Tuesdays

**+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA**

# RATES, SPECS & SUBMISSION

## PHARMA MANUFACTURING MAGAZINE DEADLINES

**Q1:** Ad Close 1/28 | Materials Due 2/5

**Q2:** Ad Close 5/5 | Materials Due 5/13

**Q3:** Ad Close 8/4 | Materials Due 8/12

**Q4:** Ad Close 9/20 | Materials Due 10/8

## PHARMACEUTICAL INDUSTRY COVERAGE

Discovery

Early Phase  
Development

Late Phase  
Product Development & Process Development

Tech Transfer / Scale Up

Commercial Manufacturing

Packaging

Distribution



pharma  
MANUFACTURING

## MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"  
Pharma Manufacturing Publishes 4 Quarterly Issues

### Monthly Magazine Rates

4-COLOR RATES	1X
Full Page	\$5,445
1/2 Page H or V or Square	\$3,650
1/3 Page Sq or V	\$2,320

### Print Ad Material Contact

**Jennifer George**  
[jgeorge@endeavorb2b.com](mailto:jgeorge@endeavorb2b.com)  
Include advertiser name, publication, and issue date

## WANT TO KNOW WHAT IS COMING UP?

Go to our online content calendar for topics, due dates, supplements and webinars.

[+ CONTENT CALENDAR](#)

## SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

[+ PRINT SPECS](#)

[+ DIGITAL BANNER AD SPECS](#)

[+ NEWSLETTER SPECS](#)

# CONTACT US

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ENDEAVOR BUSINESS MEDIA

## ADDRESSING THE ENTIRE PROCESSING ECOSYSTEM

Serving the information needs of the engineering, operations, and management professionals responsible for the safe, resilient, optimal, and sustainable production of society's basic needs, from chemicals and plastics to food and pharmaceuticals.

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[processing.endeavorb2b.com](https://processing.endeavorb2b.com)

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THE DRUG INDUSTRY'S VOICE FOR MANUFACTURING EXCELLENCE

FOOD PROCESSING  
— THE MAGAZINE OF THE FOOD INDUSTRY —



# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering highquality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

