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The Pharma Review®

India's Leading Bi-monthly Pharma Journal



MEDIA KIT

Introduction

The Pharma Review® India's leading Bi-monthly Pharma journal, is appropriately referred to as "THE UMBRELLA JOURNAL OF INDIAN PHARMA INDUSTRY."

The journal is very rich in editorial content, covering articles on various fields of pharmacy including Drug Development, Process, Manufacture, Clinical Trials, ADR's, Bio & Nano Technology, Herbal Medicine interalia.

The journal has a strong technical and R&D section where Research Papers are published by authors from India & overseas.

Abstracted & Indexed

The Pharma Review® is abstracted & indexed by :-

1. International Pharmaceutical Abstracts - USA
2. Chemical Abstracts – USA
3. Index Copernicus – Poland

The journal is also listed in the prestigious Ulrich's Database – USA.

Circulation & Readership

India is ranked 3rd in terms of volume & 14th in terms of revenue in the world pharmaceutical market. There are over 8000 pharma manufactures in India operating in large, medium & small scale sector.

It is very interesting to note that less than 20% the number of companies account for 80% of India's Pharma turnover. The Pharma Review® has over the years developed a very planned & scientific method of distribution so as to ensure that key players have access to the journal.

Being rich in content it has a long shelf life and is read by decision makers, middle management, technical marketing & academia.

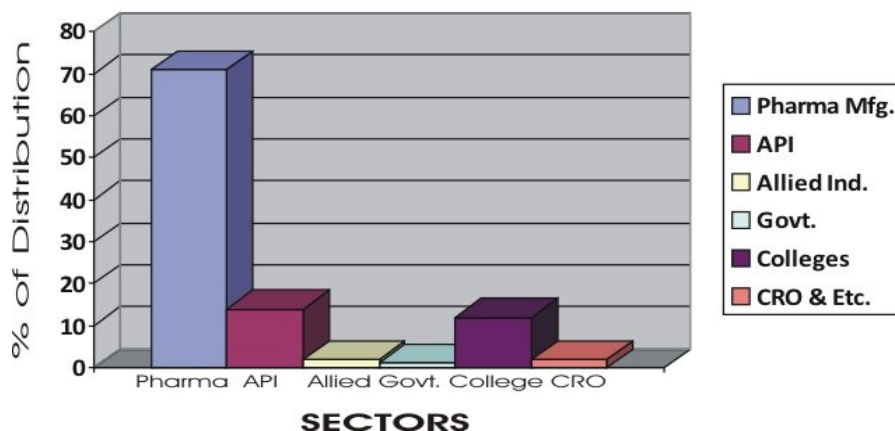
Award Sponsor - Dr. P. D. Sethi Annual Award

The Pharma Review® Sponsors the Dr. P. D. Sethi Annual Award for the Best Research Paper published in the field of Pharmaceutical Analysis in honour of Dr. P.D. Sethi, Eminent Pharma Analyst. The award carries a reward of Rs. 10,000/- and a Certificate and was established in 2005. For full details please visit <http://www.kppub.com/awards.htm>

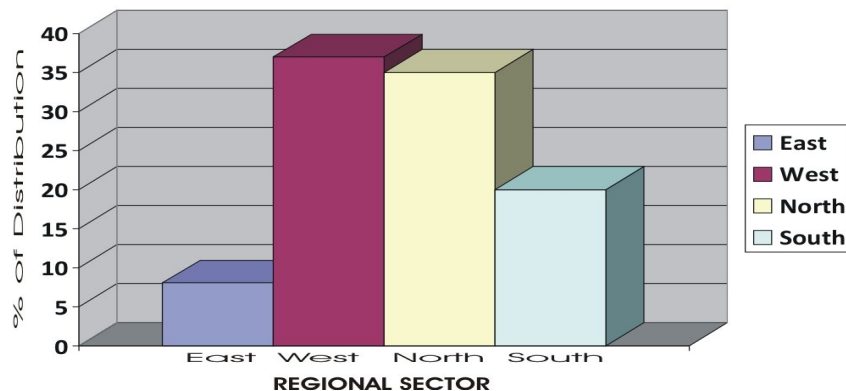
Print Run

5500 no. copies of each issue (Hard Copies)
1500 no. copies of each issue (Soft E-book on CD)

Distribution Profile



Regional Circulation



Issues - 6 issues in the year

Issue	Date of Publication
Jan.- Feb.	15 Feb.
Mar. - April	18 Apr.
May - June	15 June
July - August	15 Aug.
Sept.- October	15 Oct.
Nov. - December	10 Dec.

** Date of publication can vary depending on pharmaceutical expos where The Pharma Review® participates.

Editorial Calendar

Each of 6 issues covering editorial content under the broad headings :

1. Articles
2. Alternative Medicine
3. R & D
4. Hospital & Clinical Pharmacy
5. Product & Company Profiles
6. Association & Institution News
7. International Pharmaceutical News
8. Book Review, Concerns & Did you Know
9. Exhibitions & Conferences
10. List Forthcoming Events & Conferences

Atleast 2 issues a year have special focus on areas like Clinical Trials, Pharmacovigilance, Spurious Drugs etc.

Participating in National & International Pharma Expos & Conferences

The Pharma Review® has the unique distribution of being the 1st journal in India to participate in Pharma Expos internationally and distribute copies from their own stalls.

Over the last 10 years we have participated in countries like Bangladesh, Brazil, Egypt, Germany, Indonesia, Nepal, Pakistan, Singapore, Syria, Thailand and Vietnam etc.

We are associated with some major Pharma Expo Brands around the world.

- CPhI / P-Mec India, China & Worldwide
- Allworld Exhibition Event
- IBC Singapore
- IPEX Indonesia
- FICCI - India

- Informax USA
- Vlnexad - Vietnam
- GPE Expo - India

Encouraging Feedback

It is a fact that via advertisement in The Pharma Review® we got very good response to our products from all over India as well as broad. And still we hope that we will Continue to receive for future Business development.

J. J. Shah, Partner, SSPM Systems & Engineers, Ahmedabad

Yours is a singular periodical, which deals with all he branches of the pharmaceutical field, name any.

Dr. Jamal S. Qadry, Dubai

It was indeed a pleasure to read articles in your publications. The same has been acknowledged by our clients in France also. I would request you to send us a latest update on the press release which were sent to you to as which ones are you utilizing/utilized for your publication.

Deepika Prakash, Press Atache, French Embassy, New Delhi

Also noteworthy is the journal's contribution to the globalization of the Indian Pharma Industry. Wishing great success to The Pharma Review.

Dilip Charegaonkar, M. D., Anchrom Enterprises, Mumbai

Advertisements

The Pharma Review® offers an excellent platform to advertisers to showcase your products. Presently we have over 110 leading companies in various fields as regular advertisers in each issue and bulks of our advertisers have been with us since the beginning. A Complete list of our advertisers is available at http://www.kppub.com/clients_a2d.htm

Mechanical Data

	Vertical (Inch)	X	Horizontal (Inch)
Front Cover	7".75		7"
Back Cover (Full Page)	10"		7.25"
Full Page (Bleed)	11"		8.25"
Full Page	10"		7.25"
Half Page			
i) Vertical	10"		3.25"
ii) Horizontal	5"		7.25"
Quarter Page	4.5"		3.25"
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Material Required:

- Soft Copy in Corel Draw upto Version 11 with all fonts convert to curves
- Or a high resolution EPS / PDF file
- With Colour proofs to be supplied by advertiser

Schedule of Advertisement Material Dead Line

Issue	Date for receipt of Material
Jan. - Feb.	25 Jan.
Mar. - April	25 March
May - June	25 May
July - August	25 July
Sept. - October	25 Sept.
Nov. - December	05 Nov.

All Advertisers Can Avail Of Additional Benefits at No Additional Cost

(For a full years contract)

- 1) Publicity on our website with web link (company profile & advertisement in individual pages).
- 2) Full page B & W company profile in any one issue during the year. (Supplied by you)
- 3) One ½ page B/w product profile in two issues. (Supplied by you)
- 4) 1 to 2 page technical article to be published under your name. (Supplied by you)
- 5) Added advantage of distribution in over 15 Pharma Expos & conference around the year.

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KONGPOSH Publication - OTHER PUBLICATIONS

- Special Supplement The Pharma Review – This Supplement is distributed at P-Mec/CPhI India & Indian Pharmaceutical Congress (IPC). The Supplement carries a review of the Pharma

Industry and have company advertisements along with company profiles.
http://www.kppub.com/tpr/sp/the_pharma_review.html

- Indian Pharma Reference Guide - an annual publication which is "A MINE OF INFORMATION" of the pharmaceutical industry in India providing complete data of the industry and is a must for you if you plan to do BUSINESS in India. Over 1200 pages, divided into 8 sections, covering Pharmaceutical Association, Institutions, Bulk Drug Manufacturers, Pharmaceutical Manufacturers, Herbal Manufacturers, Manufacturers of Machines-Packaging Material-Surgical Instruments, Chemists & Druggists, and much more. It provides the complete data of the pharma industry, Trade and Profession in India. The guide has a print run of 4000 copies and is also available in E-Book soft format. http://www.kppub.com/indian_pharma.htm
- High Performance Thin Layer Chromatography – Content Uniformity of Pharmaceutical Formulations by Dr. P. D. Sethi. <http://www.kppub.com/hptlc.htm>
- Elements of Pharmacovigilance - The book is written by national and international team of outstanding contributors who have an excellent standing within the Pharmacovigilance community. It includes the latest theoretical and practical aspects of Pharmacovigilance and provides an exemplary coverage of all the relevant issues on drug safety. <http://www.kppub.com/pharmacovigilance.htm>
- Regulation of Clinical Trials – This book is a valuable compilation of benchmark national and international guidelines and statements relating to clinical research along with original chapters written by the author. http://www.kppub.com/regulation_clinical_trials.htm
- Special Supplement New Drug Delivery System (NDDS) & Analytical Method Development NDDS/AMD – The CD contains a unique collection of Research Papers published in The Pharma Review in the recent past selected by our Editorial Board and Industry experts, making it a valuable reference resource. A must for all companies involved in Research & Development, Pharmaceutical Education Institutes and other organisations. http://www.kppub.com/other_publications.htm
- Special Supplement AYUSH – A Collection of Articles on Ayurveda (Herbal), Yoga & Naturopathy, Unani, Siddha and Homeopathy by Eminent Pharma Personalities. http://www.kppub.com/other_publications.htm