

2008 Mandate, Circulation & Readership

pharmacy practice



Pharmacy Practice is the best read journal by Canadian pharmacists. This award-winning monthly publication delivers essential and authoritative information to all 17,500 English-speaking pharmacists across the country who work in community (traditional, grocery, mass and club) and hospital settings. As frontline healthcare professionals, pharmacists are key to delivering the latest information on medication use to patients and other healthcare providers. An integral part of the healthcare team, pharmacists also offer educational and clinical services that can ultimately improve patient compliance. That's why it's imperative to ensure you communicate your message to this influential sector.

We provide our readers with:

- the latest clinical information on drug treatments
- timely updates on healthcare and professional issues affecting pharmacy
- a national print and online continuing education program with the ability to get instant results online at www.pharmacygateway.ca
- in-depth clinical articles on timely topics readers refer to again and again
- advice on how to develop a better practice and improve patient care
- ranking of the top prescription drugs in Canada and the most promising drugs to come
- special programs and supplements to raise the pharmacist's profile and enhance professional practice, including our annual Commitment to Care & Service Awards, Tech Talk for pharmacy technicians, The Student Career Guide for pharmacy students and a series of clinical supplements delving into key health and disease areas such as diabetes, asthma, ADHD, overactive bladder, oral contraceptives, etc.
- a popular website, www.pharmacygateway.ca with news, clinical information, practice-focussed resources, CE, plus much more

The Facts on Readership

Pharmacy Practice is the **#1** read publication by Canadian pharmacists.*

- #1 81% readership* (English, community and hospital pharmacists)
- #1 82% readership* (English, hospital pharmacists)
- #1 average issue page exposure at 57%* (English, community & hospital pharmacists)
- #1 82%* readership with high-volume pharmacies (English)
- #1 for CE, clinical issues and being kept up-to-date

Circulation: 17,500

Frequency: monthly

*PMB Pharmacist Study 2006

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2008 Rate Card

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2008 ADVERTISING RATES — gross

B&W	1x	6x	12x
1 page	\$3,750	\$3,550	\$3,260
2/3 page	3,265	3,090	2,850
1/2 page	2,445	2,350	2,230
1/3 page	1,875	1,775	
1/4 page	1,475	1,375	

COLOUR — gross

		COVERS (FOUR-COLOUR ONLY)	
Four-colour process	\$1,800	Outside Back Cover	\$6,500
Four-colour on DPS	3,240	Inside Front Cover	6,400
Standard Colour	900		

ROP preferred positions charged at 15% over earned b&w rate. Covers and preferred positions are non-cancellable for duration of contract.

RX Q&A

2 pages	\$14,500	(PI extra, includes 4 colour, PAAB approval and website posting)
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SUPPLIED OUTSERTS (Outsert rates net, supplied pieces)

Ideal to distribute detail aids, educational materials, "Dear Pharmacist" letters, brochures, etc. Other circulation and size options available.

		1 pg/2 sides	2 pgs/4 sides	3 pgs/6 sides
Option 1	One per Pharmacist			
	Pharmacy Practice (English 17,500)	\$9,475	\$10,690	\$13,600
	plus Québec Pharmacie (French 7,100)			
	Total circulation 24,600			
Option 2	One per Pharmacy site (community & hospital)			
	Pharmacy Practice (English 7,000)	\$5,190	\$5,800	\$7,130
	plus Québec Pharmacie (French 1,800)			
	Total circulation 8,800			

APPOINTMENT NOTICES

\$200 net per column inch, non-commissionable.

SUPPLIED INSERTS

Charged at earned b&w rate, plus \$1,325 gross.

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Many other marketing and advertising options available. See the "Special Projects" page.

2008 DEADLINES

Issue Date	Space Close	Ad Material Due	Outsert Material Due	Mail Date
January	December 11	December 13	January 9	January 21
February	January 9	January 11	January 30	February 11
March	February 20	February 22	March 12	March 25
April	March 11	March 13	April 2	April 14
May	April 16	April 18	May 7	May 20
June	May 21	May 23	June 11	June 23
July	June 10	June 12	July 2	July 14
August	July 8	July 10	July 29	August 11
September	August 5	August 7	August 26	September 8
October	September 10	September 12	October 1	October 14
November	October 15	October 17	November 5	November 17
December	November 12	November 14	December 3	December 15

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2008 Special Projects

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Ask for the detailed proposal for each special project

• Rx Q&A

A unique marketing option that allows manufacturers to answer pharmacists' most frequently asked questions about their drug brands. Includes website posting on our two websites.

• Custom CE Lesson (Print and Online)

A CCCEP-approved print (polybagged) and online (with online answering and immediate certification/accreditation) continuing education lesson.

• Alberta Workshop, Print & Online CE Program

Ensure your brand is top of mind with Alberta Pharmacists with our ACP-approved workshop print/online CE Program. Reserve your therapeutic class—limited availability.

• Therapeutic Focus

Therapeutic Focus is a sponsored 4-page editorial report designed to be a learning tool aimed at expanding community and hospital pharmacists' knowledge about a particular disease state or condition. A leading pharmacist and physician will outline key concepts/perspectives in the treatment of the condition, including a case study. Includes website posting on our two websites.

• Diabetes Supplement (April)

In-depth information on diabetes care and new products relating to diabetes.

• Nutrition (Impact on Disease Treatment) Supplement (May)

An exclusive sponsorship opportunity for brands to align themselves with a specific disease state as it relates to nutrition affecting that disease state.

• Health & Disease Management Supplement (June)

An exclusive sponsorship opportunity for brands to align themselves with a specific disease state—one brand/sponsor per disease category.

• Pharmacy Student Career Guide (November)

Circulated to all pharmacy students as well as to all pharmacy faculties and international pharmacy graduate students in Canada (except in Quebec), this guide is designed to provide career-minded students with all the resources they need in planning their careers.

• Commitment to Care & Service Awards (November)

Be a sponsor of Canada's premier pharmacy awards program recognizing excellence in 10 categories. Sponsorship benefits include a nine-month promotion program, presentation at the evening awards dinner in November and advertising. The popular afternoon roundtable sessions include winners, honourable mentions, sponsors, plus association members and other key pharmacy contacts.

• Website www.pharmacygateway.ca and www.monportailpharmacie.ca

These websites include online CE, news, current and past issues, newsletters, pharmacist clinical and business sections, "Ask the Expert," resources plus much more. Our two websites are part of rxPassport.ca, the leading web portal for Canadian pharmacists with over 20,000 pharmacists and technicians registered.

• Online Research Panel

A nationally representative sample of Canadian pharmacists' opinions and insights available to conduct research with pharmacists.



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2008 Editorial Schedule

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2008 EDITORIAL AND CE CALENDAR*

- January**
- Drugs in the pipeline
 - Current issues in the management of COPD
- February**
- Nonapproved uses of drugs
 - Oral sucrose for pain control in neonates
 - *CE: The pharmacist's role in self-management support of patients with chronic disease*
- March**
- Creating an environmentally friendly pharmacy practice
 - Getting ready for pharmacist prescribing
 - *CE: Management of community-acquired pneumonia*
- April**
- Management of acne
 - Carpal tunnel syndrome
 - *CE: Acute on chronic pain*
- April Supplement (Diabetes)**
- What's new in diabetes therapy?
 - What's new in diabetes devices?
 - Diabetes in pregnancy
- May**
- Antiplatelet agents: who needs them?
 - Sexual-health issues
 - *CE: Atrial fibrillation/warfarin*
- May Supplement (Nutrition: Impact on Disease Treatment)**
- June**
- Getting ready for summer: Lyme disease, West Nile virus, sunscreens, poison ivy, heat stroke and other topics
 - Medication adherence in the elderly
- June Supplement (Health & Disease Management)**
- July**
- Home care: the pharmacist's role
 - *CE: Management of obesity*
- August**
- Management of alcoholism
 - Management of anemia in the community
 - *CE: Optimal use of antipsychotics in the elderly*
- September**
- Management of colorectal cancer
 - How to manage drugs that increase fracture risk
 - *CE: Uncomplicated hypertension*
- October**
- Emerging infections of public health concern (XDR-tuberculosis, drug-resistant STDs, *C. difficile*, community-acquired MRSA, mumps, etc.)
 - Tourette's syndrome
 - *CE: Alopecia*
- October Supplement (Women's Health)**
- Advances in contraception
 - New trends in managing osteoporosis
- November**
- Transplant patients: care in the community setting
 - *CE: Vitamins & minerals: therapeutic uses, drug & disease-induced deficiencies*
- December**
- 2007 New drugs review
 - Top Rx drugs in 2008

*Subject to change

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2008 Mechanical Specifications

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STANDARD UNIT SIZE IN INCHES

	Width	Depth
Trim size (200 mm x 273 mm).	7-7/8	10-3/4
1 page (type safety)	7	10
2/3 page	4-5/8	10
1/2 page island	4-5/8	7-1/2
1/2 page horizontal	7	4-5/8
1/2 page vertical	3-3/8	10
1/3 page 1 col. wide	2-1/4	10
1/3 page square	4-5/8	4-5/8
1/3 page horizontal	7	3-1/8
1/4 page horizontal	7	2-3/8
1/4 page square	3-3/8	4-7/8
1/6 page 1/2 col.	2-1/4	4-7/8
DPS	15-3/4	10-3/4

For single page advertisers allow 1/4" (6 mm) bleed on all four sides of ad.

- Single page bleed size is 8-3/8" x 11-1/4" (213 mm x 286 mm). Single page type safety zone is 7" x 10" (177.8 mm x 254 mm).
- Double page spread size is 16-1/4" x 11-1/4" (213 mm x 286 mm), to trim to 15-3/4" x 10-3/4" (400.05 mm x 273.05 mm). DPS type safety zone is 10" x 14-1/2" (254 mm x 368.3 mm). Please allow 1/4" (6 mm) on each side of gutter.

Digital files advertising specifications: Digital Files must be prepared as follows: PDF/X1a, or a Generic PDF created to Rogers Publishing Specifications on a Macintosh formatted CD-ROM with MAC standards proof. Check www.rogersdigitalads.com or contact Production Manager for details. Every attempt is made to verify the supplied file to the supplied proof; however, Rogers Publishing does not accept responsibility for material content or colour trapping. Production charges apply for material not to spec., or for alterations.

Method of Printing: Offset

Method of Binding: Saddlestitch

COMMISSIONS

- **Agency Commission:** 15% of gross billing allowed on space, colour, position and charges for special insert stock, to recognized agencies only.
- Prices are subject to the additional 6% Goods and Services Tax (G.S.T.), where applicable.
- Accounts payable at office of publication in Canadian funds, or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- If first insertion on a contract is not used within two months from date of contract and if, in the meantime, a new rate schedule is published, new rates will apply.
- Based on total pages used within twelve months from date of first insertion.
- Advertisers and agencies assume liability for all content (text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

GENERAL

- Advertiser and agency agree that Pharmacy Practice shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless Mac standards proofs as specified are supplied.
- All files, photography, artwork, offset materials, etc., will be destroyed if not demanded within one year after last used.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top.
- Published by
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