Drug Channels Media Kit 2019

www.DrugChannels.net

Learn more about reaching the Drug Channels community:
Paula Fein, M.S.Ed.
V.P., Business Development, Drug Channels Institute
paula@drugchannelsinstitute.com
Drug Channels is the leading resource for more than 25,000 professionals in the pharmaceutical industry

Since 2006, Drug Channels has been helping our thousands of readers make sense of pharmaceutical economics and the drug distribution system. We deliver timely analysis and provocative, highly regarded opinions on the dynamic healthcare system.

Drug Channels is the leading source for insight on:
- Pharmacy economics and prescription profits
- Pharmaceutical reimbursement
- Business strategies of key market participants
- Industry evolution and trends
- The fast-growing specialty drug market
- Healthcare reform and policy
- Legal aspects of the pharmaceutical supply chain

Drug Channels was created and is written by Adam J. Fein, Ph.D., CEO of Drug Channels Institute. Dr. Fein is one of the country’s foremost experts on pharmaceutical economics and the drug distribution system. Dr. Fein excels at unlocking and explaining complex business and economic issues with humor and an accessible, straightforward style, making Drug Channels a popular and authoritative destination for both industry insiders and outsiders.
Reach Top Decision-Makers Across the Industry

Drug Channels attracts a large, diverse audience throughout the pharmaceutical and healthcare industries. Our readers’ backgrounds reflect the many diverse topics that Drug Channels reports and analyzes.

Our Subscribers’ Primary Industries, January 2019

- Pharmaceutical Manufacturer: 25%
- Retail, Mail, or Specialty Pharmacy: 14%
- Pharmacy Benefit Manager, Health Plan, Insurer, or Plan Sponsor: 13%
- Pharmaceutical Wholesaler or Distributor: 12%
- Consulting, Legal, and Other Services: 11%
- Hospital, Physician Practice, or Other Healthcare Provider: 9%
- Investment and financial services: 5%
- Information Technology: 5%
- Other*: 6%

Subscriber Job Titles Include:
- CEO
- COO
- President
- Executive Vice President
- Senior Vice President – Global Generics
- Vice President
- Vice President of Clinical Services
- Pharmacy Strategy Director
- Global Director
- Senior Director – National Accounts
- Director of Market Intelligence
- Director of Pharmacy Services
- Director of National Accounts
- Director of Retail Stores
- Senior Healthcare Analyst

* “Other” includes: GPO, PSAO, Buying Group, or Other Association; Academic or Educational Institution; Industry Association; Media. Figures exclude subscribers with unknown or undisclosed industry affiliations.
More Pharmaceutical Industry Leaders Turn to Drug Channels for Insight and Analysis Every Year

Drug Channels Average Monthly Website Traffic*

2018 Average Monthly Page Views: **73,956**
2018 Average Monthly Unique Visits: **51,755**

Drug Channels and Dr. Fein have been cited in:
- The Wall Street Journal
- The New York Times
- The Washington Post
- Los Angeles Times
- Chicago Tribune
- National Public Radio
- Forbes
- Fortune
- Bloomberg Business Week
- Kaiser Health News
- Pharmaceutical Executive
- Radar on Drug Benefits
- Drug Store News
- Academic research papers
- And many more!


Start advertising today: Contact Paula Fein, M.S.Ed., VP, Business Development, Drug Channels Institute, paula@drugchannelsinstitute.com
Your message will reach an engaged audience that regularly opens, clicks, forwards and shares Drug Channels content. We have an loyal and growing audience of more than 25,000 readers across email, RSS and social media platforms. Drug Channels has an engagement rate that is more than twice that of the average media platform.

**Email Subscribers**

*Consistent double-digit annual growth in email subscribers!*

<table>
<thead>
<tr>
<th>Year</th>
<th>Total number of email subscribers</th>
<th>Net number of new subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2008</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2009</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2010</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2012</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2013</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2014</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2015</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2016</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2017</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2018</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2019</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

More than 25,000 industry leaders connect with Drug Channels on diverse platforms:

- Email sent 2-3x per week to **18,000+** opt-in subscribers
- [@DrugChannels](https://twitter.com) tweets curated news and shared with **6,800+** Twitter followers
- All posts are shared with Dr. Fein’s and Paula Fein’s **7,300+** non-overlapping LinkedIn followers

1. Growth from January to January
2. All figures as of January 4

Start advertising today: Contact Paula Fein, M.S.Ed., VP, Business Development, Drug Channels Institute, paula@drugchannelsinstitute.com
Sponsored Event Posts announce your news with a custom e-mail and an online article

Drug Channels’ average **Unique Open Rate** for Sponsored Event Post emails in 2018 = **23.9%** (almost 70% higher than the industry average*)

Use Sponsored Event Posts to announce upcoming industry events and conferences. Your post will be included in an email to Drug Channels’ engaged and growing audience. These posts must be 400 words or fewer.

**Rates**

Please contact the publisher for information on advertising

---

* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber.

Average Publishing industry unique open rate = 14.2% (Source: Constant Contact, October 2018)
Sponsored Guest Posts deliver your thought leadership message directly to the Drug Channels community

**The Pursuit of Excellence: Implementing an Integrated High Performing Specialty Pharmacy Model**

Today’s guest post comes from Joseph Morse, CEO of Therigy. Joe describes the challenges faced by specialty pharmacy leaders and Therigy’s solution for achieving a high-performing, integrated specialty pharmacy service model.

You can also download Therigy’s case study: *Memorial Hermann Realizes Significant Care Enhancements and Cost Savings by Bringing Specialty Pharmacy Services In-House*. This case study explores how the largest health system in southeast Texas develops internal specialty pharmacy services.

Read on for Joe’s insights.

**It’s Time to Rethink Channel Strategy for Oral Oncolytics**

Today’s guest post comes from Akin Ghotbi, CEO of Therigy. As the specialty pharmacy industry has grown, the challenges experienced by physicians and practitioners have become more complex and include:

- High administrative workload on clinic staff
- Navigating insurance coverage for patients
- Disconnected communication across pharmacies, providers, and payers
- Delays in patients starting critical medication

How do you, as a leader in your specialty pharmacy, overcome these challenges and begin to develop an integrated model that is high-performing?

Drug Channels’ average **Unique Open Rate** for Sponsored Guest Post emails in 2018 = **28.5%** (more than double the industry average*)

Sponsored Guest Posts are especially valuable for launching new products and services because you communicate unfiltered messages to our community. These posts must be 800 words or fewer.

**Rates**

Please contact the publisher for information on advertising.

---

*Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber. Average Publishing industry unique open rate = 14.2% (Source: Constant Contact, October 2018)*
Banner ads promote your campaign, event, or publication

Banner ads appear on every Drug Channels page and cannot be blocked by a browser add-in. These ads can point to any link the sponsor chooses.

Banner ads are sold only with Sponsored Event Posts and Sponsored Guest Posts. They are not sold separately.

Rates

Please contact the publisher for information on advertising.

Start advertising today: Contact Paula Fein, M.S.Ed., VP, Business Development, Drug Channels Institute, paula@drugchannelsinstitute.com