DATA POWER PERFORMANCE

C+D PHARMACY PORTFOLIO 2012

THERE ARE 12,000 UK COMMUNITY PHARMACIES* 6 MILLION PEOPLE VISIT A PHARMACY EVERY DAY** 96% OF THE POPULATION CAN REACH A PHARMACY ON FOOT OR BY PUBLIC TRANSPORT** ADULTS VISIT PHARMACIES ON AVERAGE 14 TIMES A YEAR**

PHARMACY IS VITAL

UK community pharmacists dispensed over 926 million items in 2010 and, as medicines experts, pharmacists and their staff are uniquely qualified to ensure that medicines are more effectively optimised for the benefit of patients as well as the taxpayer. A vibrant, confident and competitive pharmacy market is vital to both local and national economies.

The C+D Pharmacy Portfolio offers you an unrivalled opportunity to access all levels of community pharmacy through its comprehensive range of media including market leading titles, industry events, training courses, online promotion and bespoke projects.

Whatever your objectives it is important that you find the right campaign to meet your requirements and to help your business continue to grow.

C+D's Pharmacy Portfolio provides an award winning*** range of media platforms and solutions and is therefore always in the best position to get your message across to the UK pharmacists and pharmacy staff

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*PSNC, CPWales, PSNI websites 2011
**NPA–Fast facts on pharmacy
*** 28 award wins and shortlists in the last three years

CIRCULATION 13,616* THE ONLY PAID-FOR TITLE IN THE MARKET SUPPORTING AND CHAMPIONING PHARMACY FOR OVER 150 YEARS 28 AWARD WINS AND SHORTLIST IN THE LAST THREE YEARS**

CHEMIST AND DRUGGIST

Chemist+Druggist is the leading newsweekly for the pharmacy community, providing breaking news, opinion, education and data to help pharmacy professionals and suppliers keep up to date with what's happening in the industry.

In conjunction with award winning campaigns and training* C+D has supported the industry for over 150 years and - as the only paid for title in the market – it ensures that your campaign is in a magazine that pharmacy professionals know, trust and pay for.

With around 12,000 community pharmacies in the UK*** C+D's paid-for circulation of 13,616* provides comprehensive coverage of the market getting you in front of the people that matter.

*ABC audit Jan – Dec 2010
**28 award wins and shortlists in 3 years
***PSNC, CPWales, PSNI websites 2011

- **NEWS**
- **OPINION**
- **CAMPAIGNS**
- **EDUCATION**
- **FEATURES**
- **JOBS**

PUBLISHED SINCE 1989 CIRCULATION 13,616** LONGEST SERVING PHARMACY ASSISTANT TITLE IN THE MARKET A KEY PROVIDER OF ASSISTANT-FOCUSSED TRAINING

OVER THE COUNTER

Changes to the pharmacy contract mean that pharmacists are taking a more front line role within primary healthcare provision, which in turn is resulting in pharmacy assistant roles taking on even greater importance.

Pharmacy assistants are key recommendation drivers making on average 7.7 product recommendations per day* Distributed with Chemist+Druggist on a monthly basis, OTC was first published in 1989, making it the original title for pharmacy assistants. Its key responsibility is to continually update assistants on the diverse range of knowledge they require in their community pharmacy roles.

The key focus of OTC is training, both practice-based, professional and retail - all designed to cover topics directly relevant to support staff. All of this goes toward creating a magazine perfect for pharmacy assistants and perfect for getting your marketing information across to this important audience.

- **PRACTICE**
- **PROFESSIONAL**
- **RETAIL**

*LJ&P readership survey 2009
** ABC audit Jan-Dec 2010

ONE OF PHARMACY'S KEY INFORMATION SOURCES SINCE 1859

OVER 78,000 PRODUCTS LISTED AT ANY ONE TIME

AN INDISPENSIBLE TOOL FOR RETAIL PHARMACY PROFESSIONALS

CIRCULATION 13,616**

MONTHLY PRICELIST

The C+D Monthly Pricelist is the most comprehensive listing of all medicines and products sold through community pharmacy in the UK. The Pricelist has been one of pharmacy's key information sources since 1859 and now has over 78,000 products listed at any one time*

With its data used in pharmacy EPOS systems as well as by wholesalers and retail groups the Pricelist plays a central role in everyday pharmacy activity from pharmacists using the pip code to order stock, checking of trade and retail prices to being used in the dispensary to reference generic drugs to branded drugs.

Published monthly, distributed with C+D and also available online at www.cddata.co.uk it has become an indispensable tool for retail pharmacy professionals. Moreover with its great shelf life it provides an excellent way with which to reach and influence pharmacy professionals as they go about their daily working lives.

Also part of the C+D Pharmacy Portfolio is the bi-annual 'Guide to OTC Medicines and Diagnostics'. Spilt into therapy areas the guide is designed to be kept behind the counter and used by pharmacy staff as a comprehensive easy to use reference tool for OTC medicines and diagnostics.

*November 2011 in house data
** ABC January – December 2010

AOP EDITORIAL TEAM OF THE YEAR 2011

42,000 UNIQUE USERS PER MONTH**

9 MINUTES PER VISIT**

69% INCREASE IN UNIQUE USERS 2008-2011***

REGULAR E-NEWSLETTERS DELIVERED TO 13,700 SUBSCRIBING PHARMACY PROFESSIONALS****

OVER 352,000 PAGE IMPRESSIONS A MONTH*

ONLINE

With more and more pharmacy professionals having access to the internet for work purposes C+D on-line has quickly become a firm favourite in the industry and is very much at forefront of on-line pharmacy publishing. Winning the coveted 'Editorial Team' at the Association of On-line Publishers Awards 2011.

The site delivers the latest news, comment and clinical content as well as a host of pharmacy educational materials, opinion and features and can provide a number of flexible and measurable ways with which to reach the on-line pharmacy community.

An average of 42,000 unique users per month** with each user spending an average of 9 minutes per visit**, advertising on the site ensures that your brand messages are seen by a dedicated, and engaged community, of pharmacy professionals.

Alongside display advertising and bespoke projects on the C+D site e-mail promotion is a great way to engage with pharmacy professionals. C+D produces a range of regular e-newsletters delivering the latest clinical and industry news to over 13,700*** subscribing pharmacy professionals. Available to sponsor they provide a flexible and cost effective way to get your message direct into the inboxes of pharmacy professionals across the country.

In conjunction with our regular e-newsletters, bespoke e-mails written to a brief, can deliver your message within a relevant editorial context. Co-branded with C+D they offer an excellent way to raise the profile of your area of interest and also deliver your particular marketing messages alongside it.

*November 2011 in house data
**Omniture stats Sept – November 2011 average
*** Omniture 2007 – 2011
****13,722 subscribers to 'Saturday Review' Oct 2011

PRINT, ONLINE AND LIVE EVENTS TRAINING AND EDUCATION LED EXPERT TEAM OF MEDICAL WRITERS DELIVERED BY THE INDUSTRY'S KEY MEDIA BRANDS

BESPOKE

The C+D portfolio offers an extensive range of projects and promotional ideas and formats designed to support conventional trade advertising campaigns. Using our market leading titles and website the projects and promotions compliment and enhance an advertiser's particular brand and marketing communications.

Typically training and education led, projects can be used to deliver your message for a variety of different purposes.

- **To showcase expertise in your area**
- **To drive product recommendation**
- **To provide assesment led educational material.**
- **To provide a quick reference to your product information**
- **To ensure your product is used/applied correctly**
- **To advise on category management**

The projects and promotions offer a number of unique ways, utilising print, on-line and live events, to get your message across to a loyal audience of community pharmacy professionals.

As well as our 'off-the-shelf' project formats, if you're looking for something bespoke, we can create unique project ideas and formats designed to meet your particular requirements.

PLEASE TALK TO OUR SALES TEAM TO DISCUSS WHAT'S RIGHT FOR YOUR BRAND OR SERVICE 0207 921 8126/8456

BESPOKE EVENTS **THE PREMIER INDUSTRY AWARDS NIGHT** **ROUND TABLE DISCUSSIONS** **SEMINARS**

LIVE

The C+D team have a wealth of experience in the organisation and execution of a range of live events that can help businesses reach and interact with pharmacy professionals from across the UK.

Involvement can range from sponsorship of an existing programme of events or the organisation of bespoke events, such as seminars and round table discussions, providing an excellent way with which to align your brand and services and to communicate directly to your target audience.

The C+D Awards in association with the NPA celebrate the people, services and organisations at the forefront of community pharmacy in the UK and is the C+D portfolio's key annual event

Through a number of high profile sponsorship packages the C+D Awards offers advertisers a unique opportunity to associate themselves with excellence in UK community pharmacy.

Extensive promotion across the portfolio in the 6 months before the event ensures a high level of entrants and attendants and the highest possible level of promotion for the sponsors.

PLEASE TALK TO THE SALES TEAM TO DISCUSS THE OPTIONS
0207 921 8126/8456

OVER 12,900 REGISTERED JOB SEEKERS*

19,200 UNIQUE MONTHLY USERS*

GENERATING 2,134 APPLICATIONS PER MONTH

RECRUITMENT

C+D Jobs is the essential job portal for anyone working in the community pharmacy sector. Whether you are a jobseeker or looking to recruit C+D jobs can help.

The fully interactive site allows jobseekers to browse jobs from leading employers in the sector; set up email alerts on jobs that match their criteria and access a wealth of career advice. Recruiters can post vacancies, display a company profile and see how many people have viewed or applied for their jobs via the online dashboard.

C+D Jobs has tripled its registered job seekers to over 12,900* and doubled its unique monthly users to over 19,200* in the last year alone. With over 500* jobs live at any one time the site generates over 2,100* applications per month making it the first point of call for recruiters and candidates alike.

" DAY LEWIS HAS BEEN USING C+D JOBS AS A RECRUITMENT TOOL FOR 3 YEARS AND WE HAVE SEEN SOME EXCELLENT RESULTS. PROVIDING SOME OF THE FINEST QUALITY CANDIDATES MAKING THE RECRUITMENT PROCESS SMOOTHER AND ATTRACTIVELY MORE COST EFFECTIVE THAN ALTERNATIVE OPTIONS. WE HAVE RECEIVED A SERVICE SECOND TO NONE AND LOOK FORWARD TO WORKING CLOSELY WITH C+D JOBS FOR MANY YEARS TO COME."

Peter Glover, Superintendent Pharmacist

*Omniture stats – January 2012

PLEASE TALK TO OUR SALES TEAM TO DISCUSS WHAT'S RIGHT FOR YOUR BUSINESS 0207 921 8123

C+D Jobs

The home of pharmacy jobs

FEATURE LIST 2012

C+D

Jan 21	Contraception & sexual health
Feb 18	Smoking cessation
March 24	Family planning
March 31	Allergies
April 14	Travel Health
May 5	Footcare
May 19	Women's health
June 2	Analgesics
June 23	Children and babycare
July 21	Incontinence
August 4	Skincare
August 18	Headlice and worming
Sept 8	Digestive health
Sept 29	Pet health
Oct 13	Winter remedies
Oct 27	Vitamins, minerals and supplements
Nov 10	Eye & ear care
Nov 24	Oral health
Dec 8	Weight management

Feature lists are subject to change. Editorial deadline is usually four weeks for C+D prior to publication. For the latest information on C+D email **jennifer.richardson@ubm.com** or telephone **020 7921 8084**.

For the latest information regarding advertising in C+D email **dan.linton@ubm.com** or telephone **020 7921 8456**. C+D is published and distributed every Saturday by UBM Medica.

MECHANICAL DETAILS

C+D MAGAZINE

All measurements in mm

Front Cover	Type:	190 x 64
	Trim:	210 x 75
	Bleed:	216 x 78
Full Page	Type:	190 x 272
	Trim:	210 x 297
	Bleed:	216 x 303
DPS	Type:	400 x 272
	Trim:	420 x 297
	Bleed:	426 x 303
Half Page (Upright)	Type:	93 x 272
	Trim:	103 x 297
	Bleed:	106 x 303
Half Page (Across)	Type:	190 x 132
	Trim:	210 x 143
	Bleed:	216 x 146
Half Page DPS	Type:	400 x 132
	Trim:	420 x 143
	Bleed:	426 x 146
Mini Page	Type:	142 x 203
Quarter Page (Across)	Type:	190 x 64
	Trim:	210 x 75
	Bleed:	216 x 78
Quarter page (box)	Type:	93 x 132
Eighth Page (Across)	Type:	190 x 30
Single Column	Type:	45 x 272

CLASSIFIED AND RECRUITMENT

All measurements in mm

Recruitment	
Quarter page	91 x 130
Half page (Upright)	91 x 260
Half page (Across)	182 x 130
Full Page	182 x 260
Classified	
Quarter page	91 x 130
Half page (Upright)	91 x 260
Half page (Across)	182 x 130
Full Page	182 x 260
Classified Column Width	
1 column	43.5
2 column	91
3 column	138.5
4 column	186
Half page	186 x 132
Full page	186 x 265
Quarter page	91 x 132

C+D MONTHLY PRICELIST

Front Cover 133 x 200

This allows for a 1mm border in a colour of your choice

Full Page

Type:	148 x 270
Trim:	165 x 297
Bleed:	171 x 303

Cancellation deadline two months. Supplied format required: pass4press version 9 compliant PDF files. Full specification available on request. Production schedules available on request.

FEATURE LIST 2012

OTC

January/February **Families special**
Family planning (inc. contraception), pregnancy, babycare

March **Summer is coming**
Allergies (inc. hayfever), preparing a first aid kit, summer skincare

April **Travel special**
Travel health, managing medicines abroad, nausea and motion sickness

May **Head to toe month**
Scalp, conditions, footcare, ear problems

June **Minor ailments**
Pain relief, women's health (cystitis, thrush and menstrual problems), child health pt1 (illness and fever)

July **Long-term conditions**
Care of the elderly (inc. incontinence), Medical devices, Diabetes and OTC medicines

August **Back to school**
Child health pt2 (cuts and grazes), headlice and worms, vitamins, minerals and supplements

September **Gastrointestinal**
Upper GI (heartburn), lower GI (constipation),IBS and IBD

October **Winter is coming**
Winter remedies (coughs,colds and sore throats), infection control, winter skincare

November **Christmas countdown**
Beauty and cosmetics, oral care, eye conditions

December **Fit for the new year**
Smoking cessation, weight management, fit for the new year.

Feature lists are subject to change. Editorial deadline is usually four weeks for OTC prior to publication. For the latest information on OTC email **chris.chapman@ubm.com** or telephone **020 7921 8086**.

For the latest information regarding advertising in OTC email **dan.linton@ubm**.com or telephone **020 7921 8456**. OTC is published and distributed every month by UBM Medica

MECHANICAL DETAILS

OTC MAGAZINE

Full Page	Type: 188 x 274 Trim: 210 x 297 Bleed: 216 x 303
DPS	Type: 394 x 281 Trim: 420 x 297 Bleed: 426 x 303
Half Page (Upright)	Type: 92 x 281 Trim: 105 x 297 Bleed: 108 x 303
Half Page (Across)	Type: 188 x 138 Trim: 210 x 148 Bleed: 216 x 151
Half Page DPS	Type: 394 x 138 Trim: 420 x 148 Bleed: 426 x 151
Quarter Page (Across)	Type: 188 x 67 Trim: 210 x 77 Bleed: 216 x 80
Quarter page (box)	Type: 92 x 138
Eighth Page (Across)	Type: 188 x 33
Single Column	Type: 60 x 270

Cancellation deadline two months. Supplied format required: pass4press version 9 compliant PDF files. Full specification available on request. Production schedules available on request.

PRINT RATES

C+D AND OTC

All rates are exclusive of VAT

DPS p2+3	**£9,690**
DPS	**£8,878**
Front cover quarter strip	**£4,563**
Full page	**£4,563**
Half page spread	**£5,479**
Half page	**£2,740**
Quarter page strip	**£1,546**
Eighth page strip	**£916**

Discounts are available on series bookings

Special promotions

Front cover barn door	**£15,844**
Front cover flap – full	**£13,909**
3-page gatefold	**£13,909**
Front cover flap – half	**£8,194**
C+D cover and page package	**£7,312**
C+D belly band, front cover and outside back cover	**£16,559**

National inserts to full circulation

(excluding printing)

Loose 2 page (single sheet)	**£2,086**
Loose 4 page	**£2,851**
Loose 6 page	**£3,768**
Loose 8 page	**£4,762**
Bound 2 page	**£5,626**
Bound 4 page centre	**£7,151**
Tip-ons/Product Samples*	**£3,971** + space cost

Colour sep charges

C+D (print and on-line)	**£300**
OTC (print and on-line)	**£300**

For more information on colour-seps or to make a booking please call Maurice Ryan on 0207 921 8123

C+D MONTHLY PRICELIST

Front cover	**£4,562**
Outside back cover	**£3,877**
Inside front cover	**£3,296**
Inside back cover	**£3,296**
Full page	**£2,801**
2pp bound insert ex. printing	**£3,862**
'Brand Booster'	**£334**
Spine	**£1,493**

CUSTOM PROJECTS – PRINT, ONLINE, AND LIVE EVENTS

Through utilising print, on-line and live events, custom projects offer a number of unique ways to get your message across to our community pharmacy audience. Whatever the budget and communication need, there is a custom project solution to meet your requirements.

RECRUITMENT AND CLASSIFIED

Recruitment Rate	**£28 scc**
Quarter page	**£800**
Half page	**£1,601**
Full Page	**£3,203**
Classified Rate	**£18 scc**
Quarter page	**£514**
Half page	**£1,029**
Full Page	**£2,059**

Loose insert rates based on 9g sheet – for heavier inserts add £75/additional gram.
*Sample required

ONLINE RATES

ONLINE DISPLAY ADVERTISING

Standard on-line advertising positions such as leaderboards, skyscrapers and MPU's are sold on a CPM basis. CPM is the charge for every 1,000 page impressions your on-line ad receives which means you pay for your advert being seen a guaranteed number of times. There is a minimum order of 30,000 impressions
£55 CPM

EMAIL NEWSLETTER SPONSORSHIP

Type	1 mailing	4 mailings	8 mailings	12 mailings
C+D Daily, Clinical or Saturday roundup (cost per mailing)	**£650**	**£600**	**£525**	**£425**

Bespoke mailings are charged at £2,750 per mailing

For more information on any of our products and services or to make a booking please contact the sales team on 0207 921 8126/8456

C+D JOBS

Job of the Week	**£375**
Premium Listing	**£150**
Basic Listing	**£99**

C+D Jobs Inventory

Type (availability)	Rates
Button	**£500**
Skyscraper	**£1,500**
Banner	**£1,500**
MPU	**£2,000**

For more information regarding C+D Jobs or to make a booking please contact Maurice Ryan on 0207 921 8123

C+D PHARMACY PORTFOLIO 2012