

Pharmaceutical Sales Management (PSM) is distributed quarterly, and without cost, to all those who work in healthcare sales management (1st – 4th line), training, HR and product management. It is the official publication of the PSMG (Pharmaceutical Sales Managers Group), a not-for-profit organisation, which provides a forum for senior sales managers to discuss key business issues.

The journal is produced by the industry, for the industry, thus ensuring that the content is delivered without bias and is relevant to the needs of the readership. The journal boasts a prestigious industry editorial advisory board that is tasked with setting editorial direction and maintaining standards of accuracy, credibility and professionalism. PSM's aim is to provide editorial of the highest standard, delivering independent, pragmatic information on issues such as:

- Sales performance measurement and management
- Training and development
- Legal issues
- Motivation and rewards
- Recruitment, human resource management and employment issues
- NHS and industry developments
- Career and Personal Development
- Sales support systems

## Distribution

Over 3000 named readers receive the publication.

Chairman, Managing Directors, General Managers	315
Sales and Marketing Directors, Sales Directors, National Sales Managers	380
First Line Sales Managers	1300
Trainers	325
Marketing, Product and Market Research Managers	200
Human Resources	200
Commercial Managers	300
TOTAL	3020
Service Organisations	300

If you require further information about rates or distribution, please contact one of the sales team on 0870 609 2834

## Adverts - sizes

	Trim	Type	Bleed
Full page	285 x 210mm	260 x 190mm	291 x 216mm
DPS	285 x 420mm	260 x 400mm*	291 x 426mm
Half page horizontal		128.5 x 190mm	
Half page vertical		260 x 93mm	
Quarter page		128.5 x 93mm	
Eighth page		63 x 93mm	

\* Allow 20mm gutter, unless the DPS is the centre-spread

## Supplied artwork

- All advertisements must be supplied as high resolution, composite CMYK format PDF files.
  - Adverts must be created to include bleed wherever they will be printed to the edge of the page
  - Crop marks must be outside the bleed area
  - Files must contain all images in high-resolution, CMYK format and have all fonts embedded
  - Files should not contain any TrueType or MultipleMaster fonts, original JPEG images, or copydot scan elements
- Files should be attached to an email and sent to:  
**john.milner@healthpublishing.co.uk**  
Subject titles must be marked with the name of the advertiser

2006

KEY DATES FOR THE YEAR

	EDITED COPY TO DESIGN	ADVERTISING DEADLINE	MAGAZINE DELIVERY DATE
QUARTER 1	15 FEB	23 FEB	10 MAR
QUARTER 2	17 MAY	25 MAY	8 JUN
QUARTER 3	7 AUG	15 AUG	4 SEP
QUARTER 4	3 NOV	14 NOV	4 DEC

## Technical Queries

For any technical queries please telephone  
**0870 241 4402**

## Advertising Rates

No. of Insertions *	Back Page	1 Page	1/2 Page	1/4 Page
1	£2,500	£2,000	£1,200	£700
2	£2,310	£1,850	£1,110	£648
4	£2,100	£1,700	£1,020	£595

\* Committed in a signed contract

## PR Services

Pharmaceutical Sales Management offers one exclusive double page PR feature per edition.

If required, our highly skilled team will write and design the article for you.

- £5500 PR feature using your supplied artwork
- £6000 PR feature with PSM design and editorial

## PSMG Meeting Sponsorship Packages \*

**Standard Meeting Sponsorship** £2,750

Includes: Exhibition Stand (max 3 other stands)

Full page PSM Advert

\* Details of stand only options available on request

Rate card prices are for colour

Complimentary in house design work for recruitment adverts

All rates exclude VAT

### Inserts

Where insert is supplied by client, the cost of insertion is £2,000

Additional costs will be incurred if client requires PSM to design, print and produce the insert

### Article Reprint

Minimum order of 1000 @ 0.90p per copy (for one double page spread). Each additional 100 copies will be charged at 5p less than previous 100, to a minimum of 0.75p

### Magazine Run-on

Minimum order of 1000 @ £1.05 per copy

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