

DRUG STORE NEWS

specialty pharmacy

The source for business insights, analysis and perspective

2010
MEDIA
PLANNER



**Thousands of breakthrough
pharmaceutical products.**

**More access for millions
of hopeful patients.**

**Hundreds of billions of
dollars driving development.**

**NOW ONE SOURCE
COVERS IT ALL.**

Produced in
association with

ARMADA
Health Care

www.drugstorenews.com/specialtypharmacy

Specialty pharmacy is changing the healthcare landscape.

New treatments. New systems. New choices. Millions of chronically ill patients who once could be treated only in a hospital setting today have an increasing number of clinic- and home-based options for administering their medications and managing their regimens.

Specialty pharmacy has become central to their care. Once a highly fragmented market, this dynamic industry is becoming connected quickly. It is supported by a growing network of direct services and affiliated enterprises, all focused on the integrity of this new brand of patient care.

The \$70 to \$80 billion specialty pharmacy market, fueled by an expanding pipeline of complex products and protocols, is forecast to grow to more than \$500 billion in the next 15 to 20 years.

Against this backdrop, the Drug Store News Group, in association with Armada Health Care, has launched *Specialty Pharmacy*, a new information resource exclusively for the industry executives and pharmacy professionals who are leading the way.

In print and online, advertise your specialty pharmacy products and services here to connect with the influencers in this important and innovative new industry segment.



EDITORIAL EXCELLENCE

EXTRAORDINARY GROWTH DEMANDS EXCLUSIVE ATTENTION

In 1990, there were 10 specialty pharmaceuticals on the market and 100 in the pipeline. In 2010, it is estimated there will be as many as 500 commercialized products in the field and 2,000 more in various stages of research and development.

From one end of the pipeline to the other, only *Specialty Pharmacy* covers the innovations, issues and big ideas that are building this business. Content is determined by a dedicated team of magazine editors in consultation with an advisory board of industry professionals who bring hands-on experience and insights to every issue.

COVERAGE INCLUDES, BUT IS NOT LIMITED TO:

- Biosimilars
- Clinical Programs
- Conditions and Disease States
- Convergence of Specialty Pharmacy and Home Infusion
- Cost of Care
- Formulary and Fulfillment
- Legislative and Regulatory Issues
- Patient Experience
- Patient Services
- Payers and Processes
- Pharmacy Management
- Pharmaceutical Pipelines
- Systems and Reporting



EDITOR-IN-CHIEF, ROB EDER

Drug Store News Group editor-in-chief Rob Eder brings more than a dozen years of experience covering the retail pharmacy business to the launch of *Specialty Pharmacy* magazine. Widely recognized for his understanding of the macro forces that shape the pharmacy industry, Rob's vision is to establish *Specialty Pharmacy* as the media voice of this vital new market.

READERSHIP REACH

IN PRINT AND ONLINE, *SPECIALTY PHARMACY* CONNECTS WITH STAKEHOLDERS

Specialty Pharmacy is exclusively for decision-makers who distribute, produce, manufacture and pay for specialty pharmaceuticals. Target quarterly print circulation is a combined select list of 10,000 qualified senior pharmaceutical and retail pharmacy executives culled from the Drug Store News Group and Armada Health Care databases. The Specialty Pharmacy web page will reach thousands more professionals every month @ drugstorenews.com.

- National Specialty Pharmacy Providers
- Independent Specialty Providers
- Managed Care Organizations/PBM
- Affiliated Providers
- Hospital Affiliated Providers
- Pharma and Biotech Community

***SPECIALTY PHARMACY* 2010 EDITORIAL CALENDAR**

Issue Date Ad Close:	Jan. 18 Dec. 18	Apr. 19 March 19	Aug.9 July 9	Nov. 15 Oct. 15
Economics of specialty pharmacy	Mergers and Acquisitions	Biotech Companies on the rise	Patient Assistance Programs	Orphan Drug Patient Management Strategies
Profiles	Bioscrip/Amber	CVS Caremark/Diplomat	Walgreen's SP/Ascend SP	WalMart SP/Allion SP
Risk Management (REMS)	Best Practices: An Overview of REMS (i.e. TNF Inhibitors)	Best Practices: Provider Education	FDA Interview & Discussion	Best Practices: Patient Education
Pipeline	New Products in Development	New Products in Development	New Products in Development	New Products in Development
Disease state management	Rheumatoid Arthritis	Multiple Sclerosis	HIV	Oncology
Regulatory	Update from Washington	Update from Washington	Update from Washington	Update from Washington
Managed care perspective	Aetna/Aetna Specialty Pharmacy	Humana/Rightsource Specialty	Medco/Accredo Health	United Healthcare RxSolutions
Industry Events	ECRM Rx (January 18-21)	NACDS Annual (April 24-27) BIO (May 3-6) Armada Summit (May 4-7)	NACDS Rx (August 8-11)	NCPA (October 23-27) AMCP (October 2010) ECRM Specialty & Biotech (Nov. 1-4)

PRINT ADVERTISING RATES

Black & White Rates (gross)

	Full Page	1/2 Page	1/4 Page
1x	\$3,995	\$2,670	\$2,205
3x	\$3,890	\$2,590	\$2,150
6x	\$3,435	\$2,535	\$2,090
12x	\$3,280	\$2,430	\$1,990
24x	\$3,085	\$2,265	\$1,965
36x	\$2,825	\$2,125	\$1,775
48x	\$2,770	\$2,075	\$1,715
60x	\$2,735	\$2,020	\$1,630
72x	\$2,680	\$2,000	\$1,600

Insert Rates*

	2 Page	4 Page	6 Page	8 Page
1x	\$7,275	\$14,515	\$18,260	\$23,190
3x	\$7,060	\$13,915	\$17,505	\$22,230
6x	\$6,865	\$13,320	\$16,760	\$21,280
12x	\$6,555	\$12,800	\$15,805	\$20,060
24x	\$6,160	\$12,145	\$14,935	\$18,960
36x	\$5,655	\$11,195	\$13,710	\$17,410
48x	\$5,545	\$10,935	\$13,405	\$17,015
60x	\$5,465	\$10,715	\$13,100	\$16,650
72x	\$5,370	\$10,515	\$12,900	\$16,380

* Non-commissionable mechanical fees apply

COLOR & POSITION RATES

COLOR CHARGES	
Standard 4 Color on 1 page	\$2,260
Standard 4 Color on 2 page spread	\$4,155
Standard 2 Color on 1 page	\$885
Standard 2 Color on 2 page spread	\$1,625
Matched 2 Color on 1 page	\$1,005
Matched 2 Color on 2 page spread	\$1,845

PRODUCTION SPECIFICATIONS

PAGE SIZES	WIDTH x HEIGHT
Publication Trim Size	8" x 10 7/8"
Bleed Full Page Size	8 1/4" x 11 1/8"
Non-Bleed Full Page Size	7" x 10"
Bleed Spread Size	16 1/4" x 11 1/8"
Non-Bleed Spread Size	15" x 10"

COVER CHARGES:

Cover 4 Earned rate + 25%. Cover 2 Earned rate + 15%

ONLINE ADVERTISING RATES (gross)

Website Ad Size	300 x 250 TOP	300 x 250 MIDDLE	120 x 240 TOP	468 x 60 ROS	120 x 600 SKY
Rate	\$2,500/mo.	\$2,000/mo.	\$1,500/mo.	\$1,800/mo.	\$2,000/mo.

E-NEWS ADVERTISING RATES (gross)

E- News Ad Size (bi-weekly)	728 x 90 Leaderboard	240 x 400 Box
Rate	\$2,070/mo. (two issues)	\$1,725/mo. (two issues)

With more than 70,000 unique visitors and 300,000-plus page views each month, Drug StoreNews.com is the #1 online

source for news, knowledge and networking in the retail pharmacy industry. The site's new *Specialty Pharmacy* category page (above left) and bi-weekly *Specialty Pharmacy* e-newsletter (above right/ circ. 2,971) maximize your reach and frequency to this important professional audience.



Wayne Bennet
 Publisher
 212-756-5557
 wbennett@
 drugstorenews.com

Pam Bernadella, RPh
 Director, Custom
 Education Solutions
 763-432-7461
 pbernade@lf.com

Sharon Ames
 Rx Category
 212-756-5166
 sames@
 drugstorenews.com

Mary Fagnano
 West
 323-860-6308
 mfagnano@
 drugstorenews.com



Chris Benz
 Marketing Director
 Phone: 973-564-8004
 chris.benz@
 armadahealthcare.com

Eric Savitch
 Natl. Sales Manager
 856-489-3336
 esavitch@
 drugstorenews.com

Michael Shaw
 NY/New England/Intl.
 212-756-5284
 mshaw@
 drugstorenews.com

Catherine Stephany
 Central
 312-645-5081
 cstephan@
 drugstorenews.com

SPECIALTY PHARMACY IS PUBLISHED QUARTERLY (JAN., APR., AUG., NOV.) FOR COMPLETE DIGITAL-AD FILE SPECIFICATIONS CONTACT: THERESA NICOSIA • SENIOR PRODUCTION MANAGER: 212-756-5033 TNICOSIA@LF.COM • 425 PARK AVE • NEW YORK, NY 10022