

The definitive source for industry trends, news and information for healthcare professionals in the biopharmaceutical marketplace.



Now in its 16th year of publication, BioSupply Trends Quarterly is the definitive source for industry trends, news and information for the biopharmaceutical marketplace.

BioSupply Trends Quarterly Reaches Your Market — In Print and Online

With timely and critical information, each themed issue of BioSupply Trends Quarterly (BSTQ) covers topics ranging from product breakthroughs, industry insights and innovations, up-to-the-minute news on the latest clinical trials, accessibility, and service and safety concerns. Also included in each issue are in-depth profiles, informative columns, research updates, product news and valuable immune globulin and influenza vaccine resource guides. Readers also benefit from customer feedback and insight on the topics pertinent to their business.

In Every Issue:

- Washington Report
- Reimbursement FAQs
- BioDashboard
- BioResearch
- BioResources
- BioProducts
- Patient Focus
- Industry Insight



AN INDUSTRY AWARD-WINNING JOURNAL



2023

MarCom Awards

Platinum: "Just Arrived: A Trio of Active and Passive Vaccines Against RSV"

Platinum: "An Update on Treating PTSD"

Platinum: "The Opioid Crisis: Fentanyl and the Safety of Prescription Drugs"

2022

MarCom Awards

Platinum: "Impacts of an Aging Demographic on Healthcare"

Gold: "How COVID-19 Is Changing the Future of Healthcare"

Gold: "Long-Term Effects of COVID-19"

Society of Professional Journalists San Diego Pro Chapter

Third Place Science/Technology Story: "Emerging Novel Viruses"

2020

MarCom Awards

Platinum: "Opioid Dependence in Infants: A Growing Crisis"

Gold: "Counteracting the Anti-Vaccine Movement"

Gold: "Making Sense of the Suicide Epidemic"

2019

MarCom Awards

Platinum: "Artificial Intelligence and Big Data"

Platinum: "The Evolution of Medical Aid in Dying"

Gold: "Opioid Dependence in Infants: A Growing Crisis"

2018

MarCom Awards

Platinum: "The Evolution of Medical Aid in Dying"

Gold: "Flublok: A Potent New Weapon Against the Shape-Shifting Influenza Virus"

Honorable Mention: "Growing Old with HIV"

2017

San Diego Press Club's Annual Excellence in Journalism Awards

First Place:

"Irreproducible Research: The Need for Study Validation"

2015

MarCom Awards

Gold: Magazine Cover

Gold: Feature Article

"Mandatory Childhood Vaccines: The Debate"

2014

MarCom Awards

Gold: Magazine Cover

Gold: "The Anti-Vaccine Movement: Where Are We Now?"

Gold: "Practicing Medicine: A New Quality of Care"

2013

MarCom Awards

Platinum: Magazine Cover

Gold: "The State of the Biologics Marketplace"

Gold: "Influenza: A Historical Look at the Future"

Honorable Mention: "The Growing Threat of Counterfeit Drugs"

2012

MarCom Awards

Platinum: "The State of the Biologics Marketplace"

Gold: Magazine Cover

Gold: "The Growing Threat of Counterfeit Drugs"

2010

Cision U.S. Inc.

Top-10 Pharmaceutical Magazines

Circulation: 40,000+

BioSupply Trends Quarterly has national distribution to:

- General practice physicians
- Hospital and clinic chiefs of staff and buyers
- Pharmacy managers and buyers
- Specialist physicians
- Other healthcare professionals

Our 40,000-plus magazines mailed to these subscribers are shared with multiple colleagues with buying power — broadening the exposure of each issue to more than 100,000 healthcare professionals!

Each magazine reaches:

MORE THAN

16,000

SPECIALIST PHYSICIANS

MORE THAN

12,000

HOSPITALS AND
CLINICS AND THEIR
CHIEFS OF STAFF
AND BUYERS

MORE THAN

6,000

PHARMACIES
AND PHARMACY
BUYERS

MORE THAN

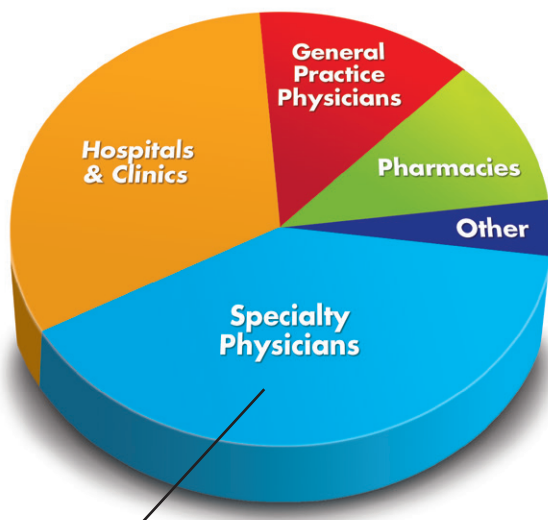
6,000

GENERAL PRACTICE PHYSICIANS

Subscriber Demographics

Your advertising in BioSupply Trends Quarterly magazine will reach more than 40,000 subscribers every three months. This audience has purchasing influence. They are empowered to initiate, evaluate or recommend the purchase of products and services, and they buy the products and services they read about in BioSupply Trends Quarterly. Our influential audience includes:

Healthcare Professionals



Neurology
Hematology/Oncology
Allergy/Immunology
Infectious Diseases
Internal Medicine

- More than 16,000 specialist physicians, including neurologists, allergists, immunologists, hematologists, oncologists and others.
- More than 12,000 hospitals and clinics, and their chiefs of staff and buyers involved in large-scale purchasing decisions.
- More than 6,000 pharmacies and pharmacy buyers seeking information on the trends, leading indicators and products impacting their industry.
- More than 6,000 general practice physicians who are positioned to build ongoing relationships with suppliers of the vaccines, plasma products and biopharmaceuticals that are essential to the success of their practices.

Why Advertise in BioSupply Trends Quarterly?

- Target buyers employed by hospitals, healthcare facilities and pharmacies across the country.
- Promote your products and services to your customers — the pharmaceutical decision-makers.
- Keep your message fresh in the eyes of potential customers by showcasing your ads regularly in the publication they rely upon to be accurate, informative and helpful for their business.
- Associate your company with cutting-edge trends, news and information.
- Receive FREE exposure in BioSupply Trends Quarterly's online edition in an easy-to-read, click-through format!

I typically skim most of the professional journals I receive, but BioSupply Trends Quarterly was so full of valuable content, I practically read it from cover to cover. Keep up the good work!

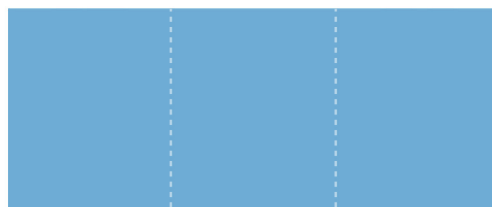
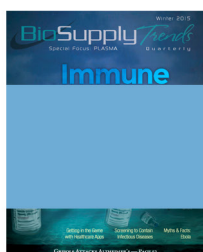
— Tom L. Bratz, RPh

Really great magazine with very informative articles. Thank you for keeping us abreast of the latest changes in national legislation, reimbursement and malpractice. This is good stuff!

— Raina Ernstoff, MD

Other Advertising Options

Bellyband
17.75" x 6" wrap-around,
full color.



Gatefold Ad

If a typical spread is simply not enough to satisfy your needs, the extra space is the perfect complement to a great idea.



French Door Cover

Allows you to take advantage of the front cover's powerful impact. The overlap draws upon the reader's curiosity, demanding that it be opened.



Inserts

Inserts can be inserted loosely, tipped into the magazine using releasable glue or stitched in during the binding process.

ONLINE PRESENCE

BSTQuarterly.com Advertising



728 x 90 Banner Ad

- Positioned at the top of every page
- Only one spot available

Annual Traffic:

WEBSITE, TABLET AND
CELLPHONE VIEWS:

5,700+

eMAGAZINE VIEWS:

500+

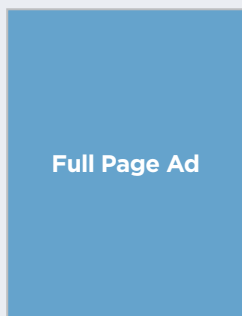
eNEWSLETTER VIEWS:

3,700+

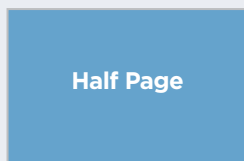
eMagazine Advertising

(eMagazine averages 330 sessions per month)

Cost-effective, full and half-page advertisements are available in the online version of BSTQ.



Full Page Ad



Half Page

(As an added value, all advertisements in the print magazine are automatically included in the online version)

Additional Option:

Product video
embedded in eMagazine

* Video provided by company

eNewsletter Advertising

The BioSupply Trends eNewsletter is the fastest way to engage your audience with your brand's message. Advertising in our eNewsletter will boost your website traffic and expose your organization to thousands of healthcare professionals.

SENT ONCE A MONTH
TO NEARLY

2,300

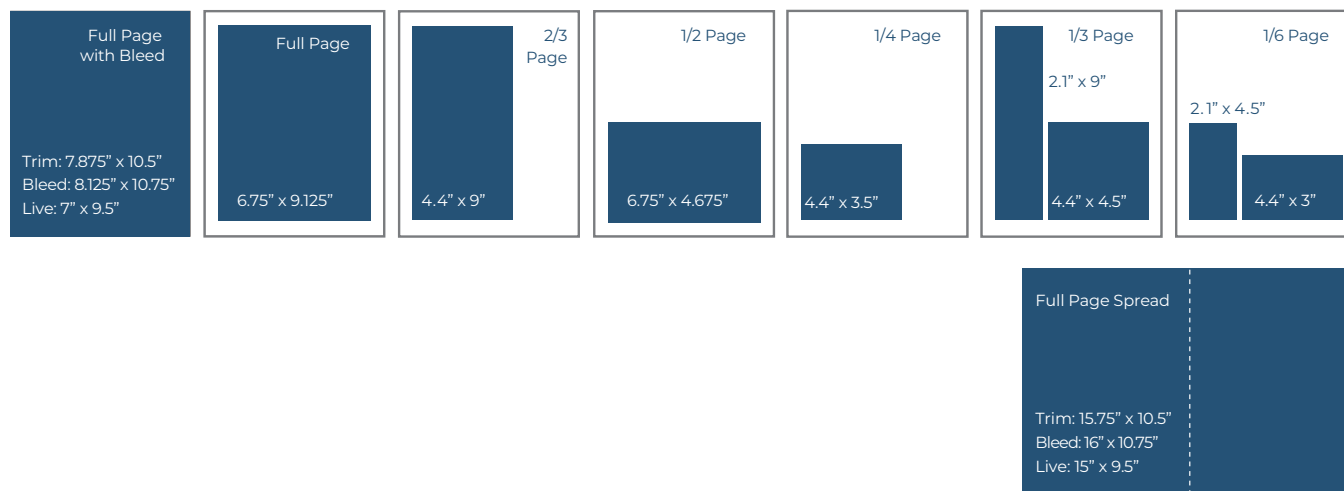
OPT-IN SUBSCRIBERS



Available Ad Units

- 300 x 250
- 468 x 60

AVAILABLE AD SIZES



ADVERTISING SPECS

Ad Submission Guidelines

Please submit your ad as a High-Resolution (minimum 300 DPI) PDF in CMYK format, with all fonts embedded. Computer-to-plate, web-offset on 70# gloss book stock (text) and 100# coated cover stock (cover). Perfect bound. Color: CMYK process.

To submit online, go to:

www.BSTQuarterly.com/AdvertisingUpload.aspx

Contact information:

Ronale Rhodes

951.296.2500 ext. 1362

advertising@BSTQuarterly.com

Color

Colors must be converted to CMYK process. Total density should not exceed 300%. We recommend a color proof accompany your ad. We cannot assume responsibility for digital ads supplied without a color proof.

Type size

We cannot guarantee the legibility of reversed type under 10pt.

Editorial Calendar 2024

biosupplytrends
QUARTERLY

Winter 2024

Theme: Critical Care

- Platelet Rich Plasma Therapy: The Future of Healing?
- The Proven Success of IG Therapy to Treat CIPD
- The Future of Orphan Drugs
- Why Bedside Manner Matters — and How to Make Yours Better

Update: Molluscum Contagiosum

Myths and Facts: Plasma Donation

Healthcare Management: Overcoming Challenges of Delivering Quality Healthcare

Patient/Physician Profile: Chronic Inflammatory Demyelinating Polyneuropathy

Industry Insight: Coming Soon: Pre-Hospital Dried Plasma for Severe Acute Hemorrhage

Ad Reservation Deadline: Oct 19

Ad Materials Deadline: Nov 17

Spring 2024

Theme: Safety

- Improving Patient Safety in the Primary Care Setting
- Mitigating AI Risks for Consumer Health Misinformation
- Solving Clinical Trial Delays by Accelerating Patient Recruitment
- Caring for Mental Health in a World of Uncertainty

Update: Treating Malaria

Myths and Facts: Sleep Disorders

Healthcare Management: Do Hybrid Medical Teams Work?

Patient/Physician Profile: Anxiety

Industry Insight: Fibrinogen Concentrates and Cryoprecipitated Fibrinogen Complex Vie for Treatment of Massive Hemorrhage

Ad Reservation Deadline: Feb 14

Ad Materials Deadline: Mar 13

Summer 2024

Theme: Vaccines

- Vaccine Resistance: Where Are We Now?
- COVID Vaccines: What's Available Now and What's in the Works?
- Viruses, Variants and Vaccines: Staying Ahead of the Spread?
- Overview of FDA's Rare Diseases Working Group

Update: Treating Neutropenia

Myths and Facts: High Blood Pressure

Healthcare Management: Promoting Health Equity in Healthcare

Patient/Physician Profile: HIV

Industry Insight: RSV Vaccines to Prevent Lower Respiratory Tract Disease in Older Adults: A Deeper Dive

Ad Reservation Deadline: Apr 16

Ad Materials Deadline: May 16

Fall 2024

Theme: Innovation

- How Gene Therapy Can Cure Disease
- ChatGPT in Healthcare
- Next Generation Primary Care: How "Going to the Doctor" Is Changing
- Bio-Identical Hormone Replacement

Update: Treating Menopause

Myths and Facts: Hormone Replacement Therapy

Healthcare Management: Going Green in Healthcare

Patient/Physician Profile: Menopause

Industry Insight: Gene Therapy for Sickle Cell Disease: On the Cusp of a Life-Transforming Intervention

Ad Reservation Deadline: Aug 16

Ad Materials Deadline: Sep 13