

# Media Pack



## **BUSINESS DEVELOPMENT & LICENSING JOURNAL**



## **EDITORIAL REMIT**

First published in Spring 2006 this journal is targeted to the business development and licensing community in the Pharmaceutical and biotechnology industries. At present there are no other journals that provide a business perspective entirely focused on the needs of business development executives.

The journal contains articles on the key strands that support business development:

- business development operational issues
- commercial issues, including marketing and pricing
- financial matters - deal terms and trends
- industry awareness
- intellectual property rights
- relevant legal issues
- regulatory issues

All of the articles are peer reviewed and support the continuing professional development of senior executives in business development.

The journal also represents the in house journal for the national PLGs in each of the European countries, Canada & Japan covering over 1500 members. The journal is available to non-members by subscription. Moreover the journal provides a central point for news, people on the move and company updates.

In addition, the journal also provides a business forum by allowing members to advertise their product and technologies as new business opportunities.

For advertising and editorial queries, please contact the Editor Sharon Finch +44 [0]20 8654 6040.

For more information on the PLG, please visit [www.plgeurope.com](http://www.plgeurope.com)

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## **EDITORIAL BOARD**

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## **MEMBERSHIP & CIRCULATION**

There are eight Pharma Licensing Groups across Europe including Benelux, France, Germany, Italy, Nordic, Spain and, Switzerland and the UK. There are also PLG organisations in Japan and Canada.

The membership is not confined just to pharmaceutical companies - biotechnology, healthcare SMEs, generic and OTC companies are all present within the membership.

Companies often have more than one representative member of the PLG. Members are senior managers and directors of business development, Managing Directors or CEOs.

The table below shows the latest distribution list.

### **Journal Distribution**

<b>Country</b>	<b>Circulation</b>
Benelux	20
Central Europe	50
France	160
Germany	400
Italy	105
Nordic	45
Spain	150
Switzerland	140
UK	200
Canada	100
Japan	200
<b>Total</b>	<b>1570</b>

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## **PUBLICATIONS SCHEDULE**

<b>ISSUE</b>	<b>Issue date</b>	<b>Copy Deadline</b>
12	May 2010	28 <sup>th</sup> April 2010
13	September 2010	30 <sup>th</sup> July 2010



## ADVERTISING FEES

It is intended that the advertising content will not exceed 20% of the entire copy; the expected journal length will be 32 pages and therefore there are a maximum number of seven pages available for advertising in each edition of the journal.

Location	4 colour	2 colour
Inside Front or Back cover	€2,000	€1,800
Outside Back cover	€3,000	
Inside Pages	4 colour	2 colour
Double page spread	€3,700	€2,900
Full page	€1,850	€1,450
Half page	€925	€725
Quarter page	€475	€360
One page insert (provided by client)	€600	

A sample distribution list for the journal is available on request.

This journal targets business development and licensing executives in the Pharmaceutical and Biotechnology sector and it would be appropriate for the following company types to place advertisements:

Pharmaceutical	Biotechnology
Legal	Recruitment
Financial	Regulatory
Consumer Health	Consultants

### Recruitment:

For recruitment consultants wishing to advertise a job vacancy the PLG UK will send out an email message to all accessible members and place a half page 2 colour advert (specific to the job or generally about the recruitment company) in the next edition of the journal for €1,500.



## ADVERTISING SPECIFICATION

**Full page** Trim: A4 (210 x 297mm)  
 Bleed: 3mm all sides  
 Image area: Full page; no text within 10mm of advert edge

**Half page** Trim: A5 (210mm wide x 148mm deep)  
 Bleed: 3mm all sides  
 Image area: Half page, no text within 10mm of advert edge

### File type

4-colour adverts should be saved as PC or Mac TIF or JPEG, 300dpi, CMYK or Grayscale

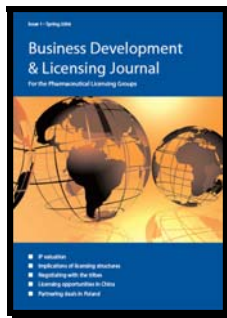
2-colour adverts (Pantone 287) should be supplied as Illustrator EPS files, with all fonts converted to Outline.

## PREVIOUS PLG SPONSORS AND ADVERTISERS.

3i	HamelN Pharma	PricewaterhouseCoopers
Amdipharm	Healthcare solutions	Proctor & Gamble
Ashurts	Helsinn	Proge Farm
AstraZeneca	Ingenium Resource	Quisisana
Atlantic Healthcare	Janssen Cilag	Robapharm
Avance Basel	Johnson & Johnson	RSA
Aventis	Kohne Pharma GmbH	Daiichi Sankyo
Bannert Manlik	Labopharm	Santaris
Bayer Healthcare	Medius Associates	Smartanalyst
Bridgehead	Merck & Co	Talking images
Copenhagen Capacity	Morgan Lewis	The Quo Group
Desitin	Napp Pharmaceuticals	TriFerMed
Eames Jones Judge Hawkings	Nicholas Hall & Company	Walker-Nichols
ERBI	Novartis	Wilborg
Eurand	Pfizer	Wood Mackenzie
Evaluate Pharma	Pharmalicensing	Xplico
GBR Search	PharmaLwaw	

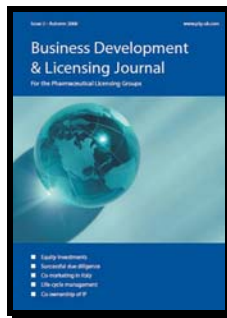


## CONTENT OF PREVIOUS ISSUES



### Issue 1 - Spring 2006

Issues arising from the TGN1412 clinical trial  
 IP valuation in pharmaceuticals and biotech  
 Legal Implications of different licensing structures  
 Negotiating with the tribes  
 Licensing opportunities in China's emerging bio-pharma industry  
 Building ethical and generic partnering deals in Poland  
 The great leap for small and medium-sized pharma companies



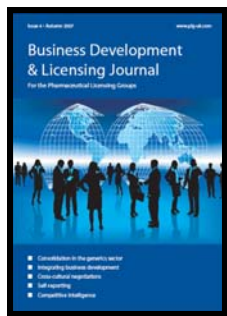
### Issue 2 - Autumn 2006

The business development professional: an evolving breed  
 The key to successful collaborations: rigorous and independent due diligence  
 Equity investments in licensing deals  
 Co-marketing in Italy: a history of success  
 Co-ownership of intellectual property rights: a warning for the unwary  
 How organisations negotiate: managing a love-hate relationship  
 Life-cycle management under scrutiny



### Issue 3 - Spring 2007

Negotiating performance clauses in licensing contracts  
 Global pricing strategies for pharmaceutical goods  
 Drug delivery  
 Product life-cycle management through second indications - a case study  
 Data protection for pharmaceuticals in the European Union  
 'Mind the gap': how to negotiate with innovators and scientists  
 Patent pools - a practical guide



### Issue 4 - Autumn 2007

Consolidation in the generics sector  
 Mind the gap: integrating business development  
 Communication during cross-cultural negotiations  
 How inaccurate self-reporting affects your business liability  
 Competitive intelligence: when ignorance is not bliss  
 Termination: intellectual property and related issues  
 Book reviews



## Issue 5 - Spring 2008

The interface between the pharmaceutical industry and academia in the UK  
Cultural aspects in managing development and marketing alliances

The Pharma Negotiator: a style profile

Negotiating boomerang deals

Opportunities and barriers in the biosimilar market: Evolution or revolution for generics companies?



## Issue 6 - Autumn 2008

Venture Capital and Not for Profit Interaction in Medical Innovation:  
Establishing an Equitable Solution?

The Changing Face of R&D in the Future Pharmaceutical Landscape

Negotiating Clinical Trials: The Process of Building and Sustaining Trust or  
How do Cats Share the Milk?

Book reviews

The Art of War Gaming



## Issue 7 - Winter 2008

Partnerships: Necessary but not sufficient for the future of the  
Pharmaceutical Industry

The perfect business development organisation? Comparison of theory and  
practice along the pharmaceutical licensing process

The Reverse Start-Up Model: An organisational approach to bridge the  
innovation gap

Opportunities and challenges in licensing

Creating real value in pharmaceuticals. Driving business development  
through portfolio strategy



## Issue 8 - Spring 2009

Strategic options for getting the most out of late-stage licensing deals

Trends in the therapeutic area focus of leading pharmaceutical companies

Royalty recovery and audits

Managing and motivating negotiators

Prepare to meet your partner

Book review and author review



## Issue 9 - Autumn 2009

European Commission Pharmaceutical Sector Inquiry  
 Managing Growth by Minimising Risk  
 Regulatory Data Exclusivity in the European Union  
 Diversified or Dead?  
 Negotiating with Governments  
 Evaluating Licensing Opportunities



## Issue 10 - IPLS 2009

The Development of Personalised Medicine  
 Survival of the Fittest: How the financial Crisis is Saving Big Pharma  
 Crating Value with Alliance Management  
 Difficult Negotiations with Difficult Negotiators  
 Pharma at the Crossroads



## Issue 11 - Spring 2010

New Oilfields in Pharma  
 Licensing Deal Valuation  
 A Revolution in Healthcare  
 Innovation in Negotiation  
 Paediatric Legislation - A Potential Roadblock to New Drugs in Europe  
 Deal Watch