



BUSINESS DEVELOPMENT & LICENSING JOURNAL



Media Pack



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 editorial queries, please contact the Editor Sharon Finch +44 [0]20 8654 6040.
For advertising queries, please contact Adam Collins +44 [0]1737 356 391.

For more information on the PLG, please visit www.plgeurope.com

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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

Country	Circulation
Benelux	20
France	150
Germany	460
Italy	100
Nordic	40
Spain	150
Switzerland	160
UK	200
Canada	100
Japan	200
Total	1580

PUBLICATIONS SCHEDULE

ISSUE	Issue date	Copy Deadline
16	September 2011	29 th July 2011
17	January 2012	19 th November 2011
18	May 2012	6 th April 2012
19	September 2012	27 th July 2012



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

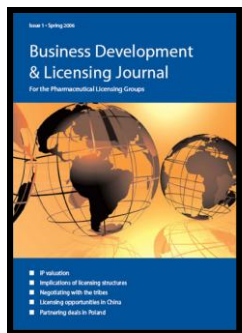
2-colour adverts (Pantone 287) should be supplied as Illustrator EPS files, with all fonts converted to Outline.

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	RauCon
Avance Basel	Johnson & Johnson	Robapharm
Aventis	Kohne Pharma GmbH	RSA
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Eames Jones Judge Hawkings	Nicholas Hall & Company	TriFerMed
ERBI	Novartis	Walker-Nichols
Eurand	Pfizer	Wilborg
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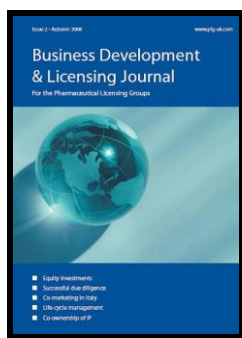


CONTENT OF PREVIOUS ISSUES



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?



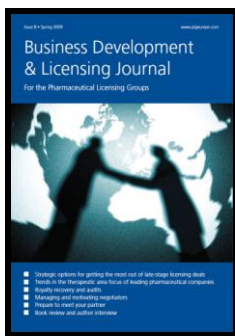
Issue 6 - Autumn 2008

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?
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Issue 7 - Winter 2008

Partnerships: Necessary but not sufficient for the future of the Pharmaceutical Industry
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Issue 8 - Spring 2009

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 Royalty recovery and audits
 Managing and motivating negotiators
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 Book review and author review



Issue 9 - Autumn 2009

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Issue 13 - Autumn 2010

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Issue 14 - Winter 2010

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Protecting margins in an unpredictable market
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Overcome the obstacles to effective renegotiation
Implications of the UK Bribery Act
Deal Watch



Issue 15 - Summer 2011

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Patent box proposals: mixed response and demands for clarification
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The secrets of building a successful coalition
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