

Peer reviewed. Indexed in EMBASE/Excerpta Medica, RPS e-PIC and Pharm-line.

pharmacy

IN PRACTICE

MEDIA PACK



Cost-effective communication with pharmacists



Peer-reviewed and credible marketing medium



Increase share of voice

Effective brand communications with Pharmacy in Practice



Pharmaceutical advisors and hospital pharmacists are becoming increasingly influential in formulary and drug budget decision-making processes. However, access to these key opinion leaders has always been difficult for traditional pharmaceutical representatives.

To this end, Pharmacy in Practice is a focused and respected publication that can effectively communicate key brand messages, aligned with government policy and NHS targets.

Pharmacy in Practice is circulated to over 6,700 pharmacists and is the only peer-reviewed journal that carries review articles on all aspects of pharmacy practice.

Uniquely, the journal offers a place for peer-reviewed pharmacy research submissions, which are often independent evaluations of medicines and pharmacy practice.

With at least three feature articles per issue, Pharmacy in Practice has a reputation for delivering content that is considered highly valuable by pharmacists. As a result, Pharmacy in Practice has a consistently high readership rate and a very pro-active reader base.

Pharmacy in Practice offers a highly effective way to communicate with today's senior pharmacy decision-makers.

Pharmacists play a key role in formulary and prescribing budget decisions

Secondary care pharmacists have become involved in specialist clinical roles that reflect the increased complexity of modern drug treatments. These are detailed in the table below.

Roles and responsibilities of pharmacists

- Strong influence on formulary decisions and development
- Drug budget management and prescribing analysis
- NICE and SIGN guidelines management and implementation
- Clinical risk management
- Purchasing and procurement of drugs
- Patient medication reviews and medicines management
- Applied pharmacoconomics
- Increasing role as independent and supplementary prescribers
- Advising clinicians and other prescribers on choice of drugs

Through participation in these activities, secondary care pharmacists are a vital part of the clinical team, with their own unique contribution to make to patient care. It is estimated that a hospital may spend as much as 40% of its clinical supplies budget on medicines.

The pharmacist's knowledge and understanding of clinical roles can help to ensure that, in co-operation with medical colleagues, medicines' budgets are used to best effect. This does not necessarily mean seeking out the cheapest available product but it does mean selecting medicines that are best suited to a particular patient's need.

The comprehensive training of secondary care pharmacists on all aspects of medicines' use – from formulation to applied therapeutics – makes these health care professionals pivotal to the medicines management process, ensuring the safety, efficacy and economy of drug use.

Current circulation

PCO Pharmaceutical advisors	930
Primary care pharmacists	103
Oncology pharmacists	186
Chief & Principle pharmacists	327
PCPA requestor	191
Hospital pharmacists	4003
Information pharmacists	339
Clinical pharmacists	523
DTC/Formulary pharmacists	51
Requestors	50
Subscribers	51
DE-DUPED figure	6754



Pharmacy in Practice forward features

Special sections

We have begun a series of special sections within Pharmacy in Practice. Planned special sections include:

Oncology	July/August
Cardiology	June
Mental health	October
Oncology	November/December

Therapeutic options series

Provides evidence-based information – including clinical data, mechanisms underlying medicine actions, diagnostic techniques and cost benefits.

Supplementary prescribing series

Covers examples of best practice and successful supplementary prescribing.

Research into practice

Two linked pharmacy practice research papers are reviewed and briefly

summarised. They are designed to impart useful information, tips or ideas about pharmacy practice to stimulate thought and discussion among readers.

Medication review series

Helps pharmacists with their expanding roles in undertaking patient reviews, explaining how to carry out a medication review. Medication reviews using case studies in specific disease areas are also included.

Medicines partnership series

Introducing the concept of motivational interviewing as a counselling style that pharmacists can use with patients for eliciting behaviour change by helping patients explore and resolve ambivalence in their willingness to take medicines.

Basic pharmacy skills series

With the expansions in pharmacists roles it is important for them to remain on top of the basic skills. In this series, we will look

cardiovascular (hypertension, heart disease, MI), gastrointestinal (dyspepsia, GORD, colitis), musculoskeletal (rheumatoid arthritis, monitoring pain) and respiratory systems, as well as conditions such as diabetes.

Special features for 2008

Multiple sclerosis - management update
Psoriatic arthritis
Statins and cholesterol management
Urinary tract infection in children: diagnosis, treatment and long-term management
Ischaemic stroke (acute management)
Mini-series on dermatology including eczema, psoriasis, bacterial infections and fungal infections
Glioma management with carmustine implants and temozolomide

Advertising opportunities

- Advertising
- Special sections
- Book mark/belly band wrapper
- Split front cover
- Gatefold
- Advertorial
- Product focus

Advertising benefits

- High-value placement in a peer-reviewed and highly credible journal
- Circulation over 6,700 prescribing and formulary influencers
- High readership maximises return on investment
- Flexible placement options
- Customised sizing available
- Enhanced brand credibility through alliance with Pharmacy in Practice content



Circulation: over 6700 pharmacists and pharmaceutical advisors
Frequency: 9 issues in 2008

Inserts and supplements

- Bound outsert
- Bound insert
- Loose inserts
- Tip on insert
- Re-prints
- Reply paid cards
- Supplements

Supplement and insert benefits

- Cost-effective delivery of sales materials
- Content is treated with journalistic objectivity and integrity
- Flexible supplement options
- Strengthen brand value by associating it with peer-reviewed and highly credible content
- Position the brand as a supporter of job-critical information by expanding your marketing beyond traditional advertising

RATES

Effective date: January 2008

2008 rates

SIZE	RATE £
Whole page	1200
Double page spread	2100
Half double page spread	1300
Two thirds double page spread	1500
Whole page + half column	1300
Half whole page	900
Third whole page	800
Quarter whole page	650

**Loose inserts: must be no larger than 280×210mm
(the price may be effected by paper weight)**

SIZE	RATE £
Two page	1000
Four page	1250
Eight page	1500
Twelve page	1750
Bound outsert	Please call for rates

**Other inserts: must be no larger than 280×210mm
(the price may be effected by paper weight)**

SIZE	RATE £
Supplements	Please call for rates
Reply paid cards	1000
Tip on insert	1000
Postcard	1000
Bound insert (two page)	Please call for rates
Bound insert (four page)	Please call for rates

Other marketing opportunities

Re-prints (minimum order of 1000)	Please call for rates
Special sections	Please call for rates
Book mark/belly band wrapper	Please call for rates
Split front cover	Please call for rates
Gatefold	Please call for rates
Advertorial	Please call for rates
Product focus	Please call for rates
Dimensions	Please call for rates



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