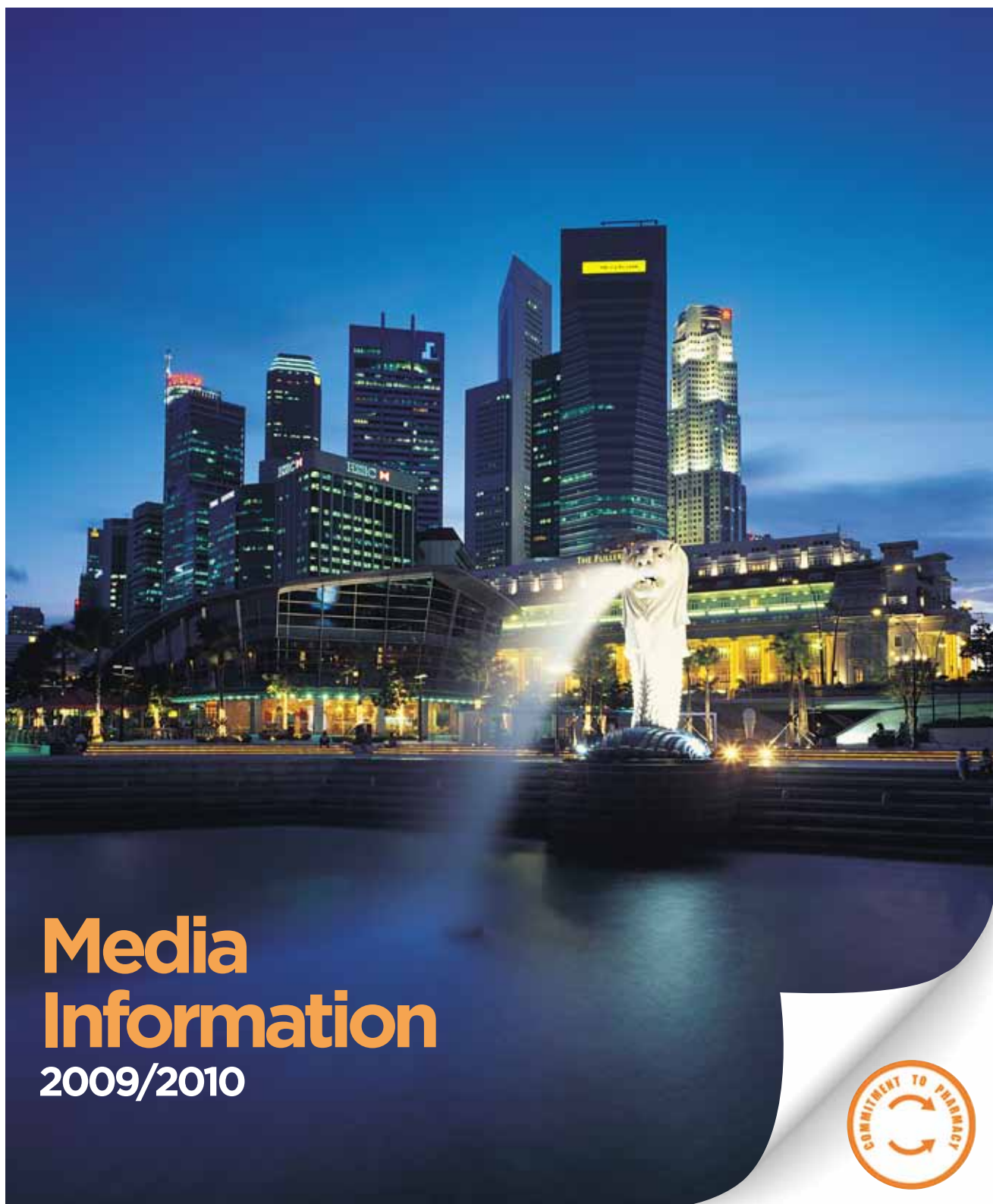


PHARMACY

ISSUE 01 | NOVEMBER 2009

# PROFESSIONAL

EXCLUSIVELY FOR MEMBERS OF THE ROYAL PHARMACEUTICAL SOCIETY



**Media  
Information**  
2009/2010



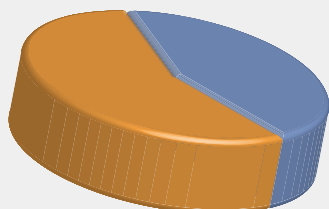
**Pharmacy Professional** is a high-quality **professional monthly** magazine, **exclusively** for members of the **Royal Pharmaceutical Society of Great Britain**, being launched in **November**.

Perfect bound and printed on **luxurious silk-finish paper**, the **68-page** magazine will be distributed initially to **50,000 pharmacists** at their home addresses with the **Pharmaceutical Journal**, the weekly publication of the Royal Pharmaceutical Society.

Edited by Jeff Mills, the magazine will include a potent **mixture of professional and business articles**, as well as **profiles of pharmacists** and **political comment**. There will also be a **rich selection of lifestyle features** including travel, motoring and other subjects.

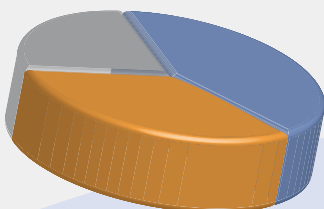
## Readership

Gender Split



43% male  
57% female

Biggest age group sectors



30-39 years – 27.7%  
40-49 years – 22.7%  
50-59 years – 16.4%

## Display Advertising Rates

Outside Back Cover	£3,750
Inside Covers	£3,250
Full Page	£2,950
Half Page	£1,750
Quarter Page	£875

## Publishing Schedule

- November issue – Copy Deadline: October 27th
- December/January issue – Copy Deadline: November 22nd
- February issue – Copy Deadline: January 27th
- March issue – Copy Deadline: February 17th
- April issue – Copy Deadline: March 15th
- May issue – Copy Deadline: April 17th
- June issue – Copy Deadline: May 17th

## Copy Approval

All copy is subject to approval by The Royal Pharmaceutical Society

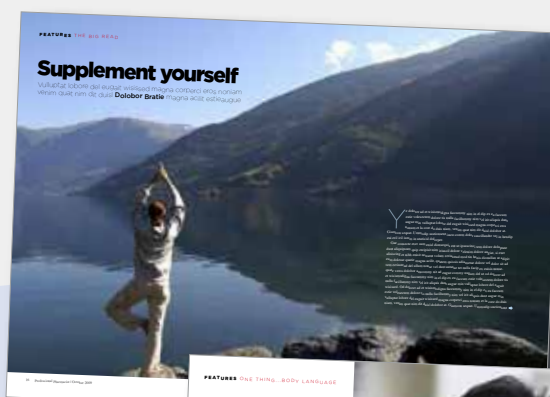
## Contact Details

### Advertisement Sales

Mark Toland: 0203 283 4056 mark@square7media.co.uk

### Loose Insert Sales

Gaynor Garton: 0203 283 4055 gaynor@square7media.co.uk



## Production Details

Width x Height	Type (mm)	Trim (mm)	Bleed (mm)
Full page	200 x 287	210 x 297	216 x 303
Half page landscape	175 x 130	210 x 148	216 x 150
Half page portrait	90 x 256	105 x 297	108 x 303
Quarter page	90 x 130		

## Artwork Format

All digital (PDF, TIFF, EPS, JPG) advertising images (CMYK) should have a minimum of 300 dpi at the correct printing dimensions. All fonts, images must be supplied with the document and a colour proof.