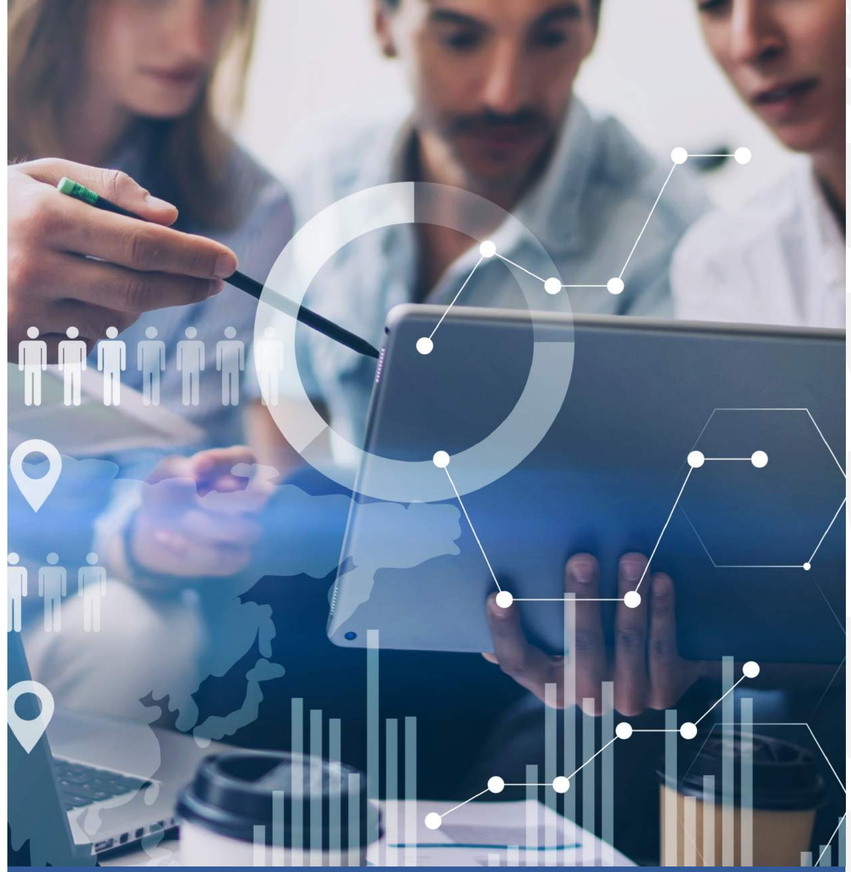


Фармацевтический ВЕСТНИК

PHARM VESTNIK.RU

LEADING PHARMACEUTICAL PORTAL

MEDIA KIT 2021

PHARMVESTNIK BRAND

PHARMVESTNIK — PHARMACEUTICAL INDUSTRY MOUTHPIECE

IN A CONVENIENT FORMAT. AT A CONVENIENT TIME. FROM A CONVENIENT DEVICE.

- Maximum reach
- Daily updated content
- Engaged and loyal audience
- 24/7 access to high-quality and up-to-date information

Фармацевтический ВЕСТНИК

bionika digital

PHARMVESTNIK

RATINGS

1

PHARMVESTNIK.RU

ranked 1st
among industry media in the Internet*

* Ipsos Comcon, 2019

2

PHARMVESTNIK.RU

ranked 2nd
among of the the most quoted sites
in medical and pharmaceutical industry**

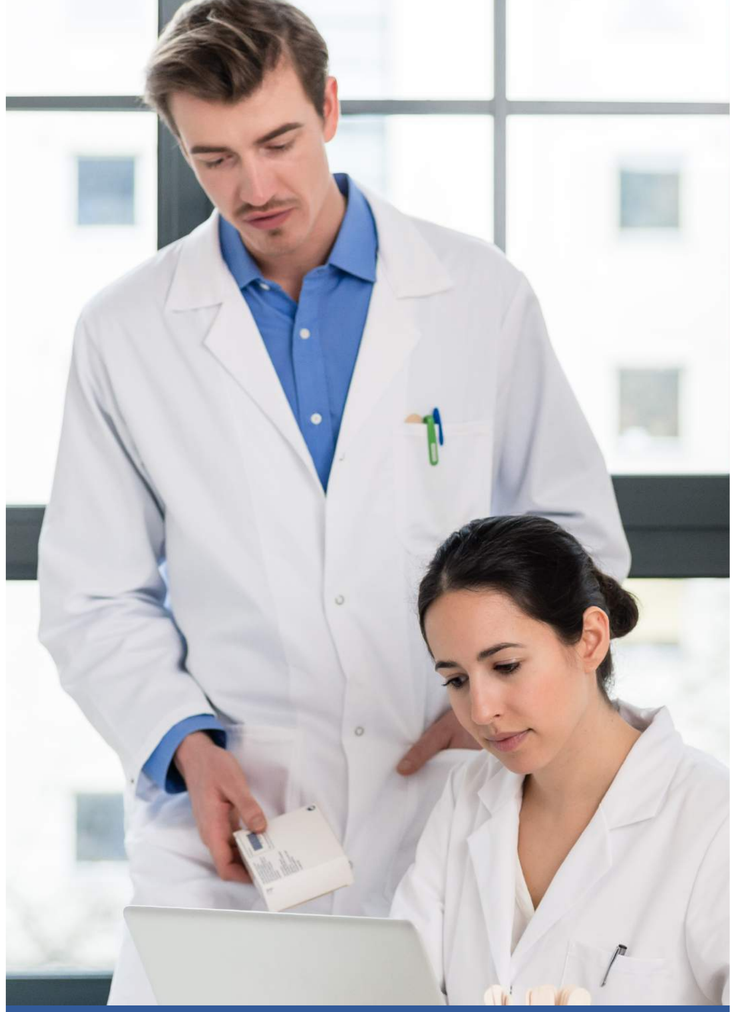
** Medialogy, 2020

Фармацевтический ВЕСТНИК

bionika digital

PHARMVESTNIK

AUDIENCE OVERVIEW



Фармацевтический ВЕСТНИК

280K visitors*

35K registered users

900K page views*

20K e-mail subscribers

52K subscribers in social networks**

16 300	8 000	7 000	6 800	6 400	4 200	3 300

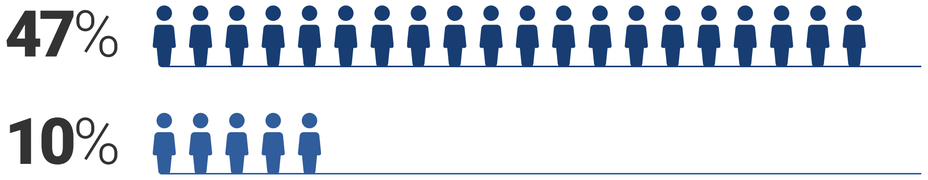
*Google Analytics. February, 2021
** Data for March, 2021

Фармацевтический ВЕСТНИК bionika digital

PHARMVESTNIK

AUDIENCE SEGMENTATION

PHARMACY EMPLOYEES



47% Pharmacists

10% Pharmacy's heads, pharmacy chain's directors

REPRESENTATIVES OF THE PHARMACEUTICAL INDUSTRY

24% Medicine producers companies managers

9% Distribution companies managers

4% Research companies representatives, pharmacy chains software developers

6% State regulators representatives

1% Specialized universities management and students, industry conferences organizers

PHARMVESTNIK

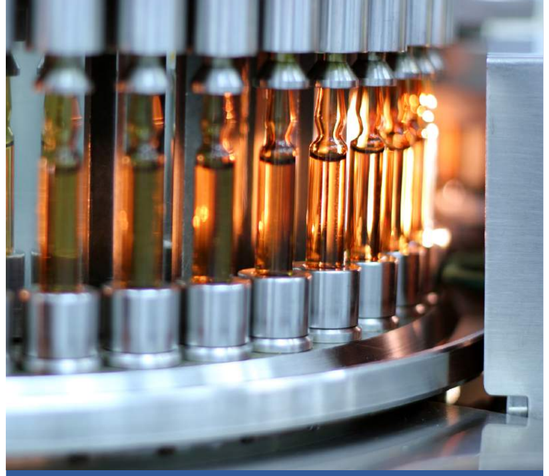
AUDIENCE BEHAVIOR*

*authorized users

PHARMACIES

10 435

contacts in the database



PRODUCERS

3 500

contacts in the database

DISTRIBUTORS

1 300

contacts in the database

INTERESTS BY HEADINGS

News	32%
Trainings	10%
Pharmkruzhok	13,5%
Tests	4,9%

News	44,1%
Events	10,3%
Articles “Production”	4,5%
Pharmvestnik-TV	1,7%

News	52,7%
Rubric “Distribution”	6,9%
Articles “Retail”	2,9%
Pharmvestnik-TV	1%

> 65 000
pharmacies in Russia*

> 3000
pharmacy groups**

> 1000
medicines producers**

> 4000
pharmaceutical distributors**

* Based on data from Ministry of Health of Russian Federation
** Based on data from AlphaRM

PHARMVESTNIK

PORTAL STRUCTURE

NEWS

Daily updated section.
Analytical materials, expert content, interviews with industry leaders
400 news per month by 5 content sections

PHARMKRUZHOK

Special section for pharmacists.
Key events of the pharmacy business, latest news, Q&A
more than 14 000 articles

PHARMVESTNIK-TV

The first pharmaceutical video channel in the Internet.
Interviews with top experts, reportages from events and pharmaceutical business news
7 years on the air

NEWSPAPER «PHARMACEUTICAL VESTNIK»

Online version of the weekly print edition
2-4 editions per month

REFERENCE GUIDES

Directories of persons, companies, medicines
more than 1600 documents

Фармацевтический ВЕСТНИК

bionika digital

PHARMVESTNIK

PHARMKRUZHOK

ФАРМКРУЖОК

AUDIENCE
50 000
visitors

NEWSLETTER
8 200
subscribers

SOCIAL NETWORKS
6 700
subscribers

Pharmkruzhok – special section for PHARMACISTS audience

- regularly updated news content
- combination of educational and entertaining contents
- individual mailing

WE OFFER AND GUARANTEE

- native integration of your brand into the content section for pharmacists audience
- possibility of **RX medications** promotion directly to authorized specialists
- high engagement and loyalty audience rate

Фармацевтический ВЕСТНИК

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PHARMVESTNIK

PHARMKRUZHOK

- We are the first to find out and share the latest news of the pharmaceutical community with our readers
- We teach strategies for interacting with pharmacy visitors
- We come up with and implement interactivies – trainings, educational videos, quizzes, services
- We provide a unique opportunity to participate in pharmacists rating and receive useful gifts and recognition from Pharmvestnik.ru portal
- Our experts: leading lawyers, business coaches, specialists in the field of pharmaceutical education

RUBRICS

PHARMACIST SCHOOL
top Russian and world “pharmacy” news

THE LAWYER ANSWERS
Q&A consultations for pharmacy employees

TRAININGS
interactive games, tests, and quizzes for a professional audience

HEAD OF PHARMACY
everything for the pharmacy manager: laws, regulatory authorities resolutions

PHARMACY PROCUREMENT
sales trainings, pharmacy product ranges

PHARMACISTS RATING
TOP of the most active and knowledgeable pharmacists

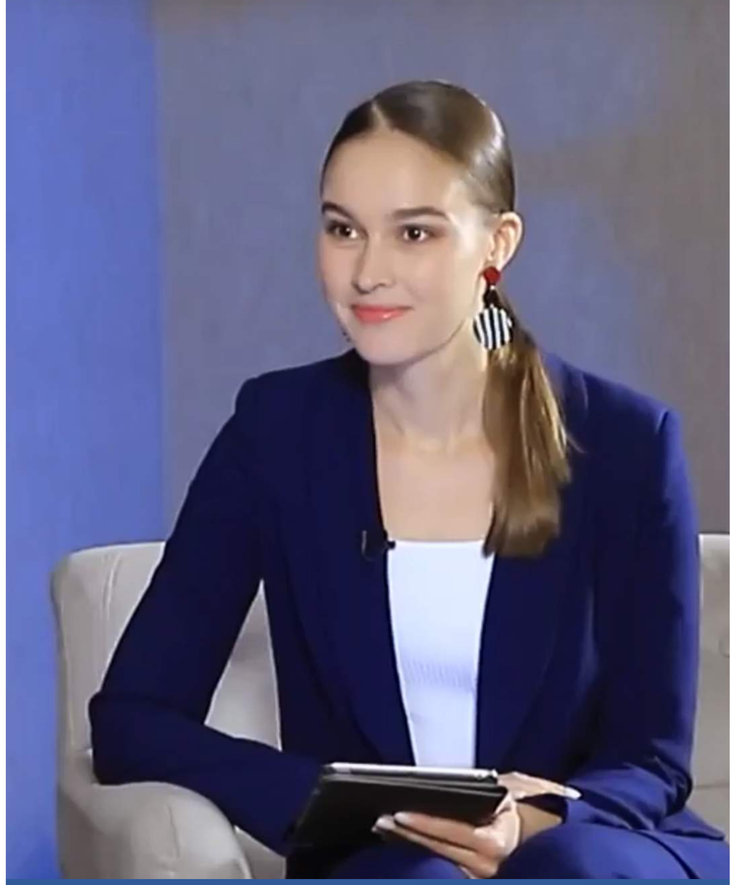
“APTEKAR” MAGAZINE
online version of the glossy edition for pharmacists

Фармацевтический ВЕСТНИК

bionika digital

PHARMVESTNIK

PHARMVESTNIK-TV



7 years
on the air

600
thematic videos

Pharmvestnik-TV – video channel
for pharmaceutical industry professionals.

– These are reports from events,
– latest pharmaceutical business news,
– interviews with leading experts,
– broadcasts and webinars for pharmacists.

PHARMVESTNIK

PHARMVESTNIK-TV

RUBRICS AND FORMATS

For pharmaceutical business audience

PHARM NEWS
Reportages from pharmaceutical industry events

PHARM BUSINESS
video interviews about hopes, achievements and prospects with top officials of pharmaceutical companies

VIDEO BROADCASTS
webinars, round tables, teleconferences

PODCASTS
weekly releases about the main topics of the week in the pharmaceutical industry

For pharmacists

SPECIAL PROJECTS
training and entertainment videos for pharmacists

WEBINARS
training courses, lawyers consultations, business coaches and medical experts

PODCASTS
key issues of the pharmacy market

PRIEM! / entertainment and training program for pharmacists

bionika digital

WE ARE YOUR PARTNER FOR EFFECTIVE COMMUNICATION WITH THE PHARMACEUTICAL COMMUNITY

WHAT THE CLIENT WILL GET

1. Effective channel for PR and GR
2. Maximum target audience reach
3. Marketing tools to promote your brand
4. 100% safe environment and product native integration into the portal content
5. Targeted communications by rubrics, audiences, and geography
6. Contact with the target audience and payment only for the result
7. Transparent statistics

BIONIKA DIGITAL
ADVERTISING FORMATS

FOR PHARMACEUTICAL INDUSTRY SPECIALISTS

NEWS / ARTICLES

Publication in the corresponding news feed heading, in rubric
Pharm News, Pharmvestnik-TV

CPA: 80–110 ₽
KPI: 1000 views

Example of a news item

INTERVIEW

Publication of text or video interview with pharmaceutical companies representatives in the headings Production, Pharm business

CPA: 80–110 ₽
KPI: 1500 view

Example of an interview item

BANNERS

Sizes: 240x400, 1127x140, 350x200.
Targeting by rubrics and headings/tags

CTR: 0,3–0,35%
CPM: 900–1250 ₽

EMAIL MARKETING

Individual direct mailing by selected audiences: TOPs, distributors, producers, pharmacy employees

KPI – OPEN E-MAILS
CPA: 150–250 ₽

INFORMATIONAL OFFICE

You company subscription PR-service at Pharmvestnik.ru

PACKAGE DEAL:
FROM **110 000 ₽ per month**

Фармацевтический ВЕСТНИК

bionika digital

BIONIKA DIGITAL
ADVERTISING FORMATS

FOR PHARMACISTS

NEWS / ARTICLES

Publication in rubrics
Pharmacist School, Head of Pharmacy

CPA: 80–110
KPI: 1000–1500 views

Example of a news item

BROADCASTS

Live webinars and video recordings
at Pharmkruzhok section

CPA: 110 ₽
KPI: 1000 views

Example of a video item

QUIZZES / GAMES

Tests, quizzes, puzzles, crosswords, filwords for knowledge, memorization and recognition of drugs and packages

CPA: 500–700 ₽
KPI: 300–500 passings

Example of an interactive item

INTERACTIVE COURSES / TRAININGS

Special projects with an ability to integrate tests, interactive tasks, videos and interactive simulators at Pharmkruzhok section

CPA: 700 ₽
KPI: 500 passings

Фармацевтический ВЕСТНИК

bionika digital

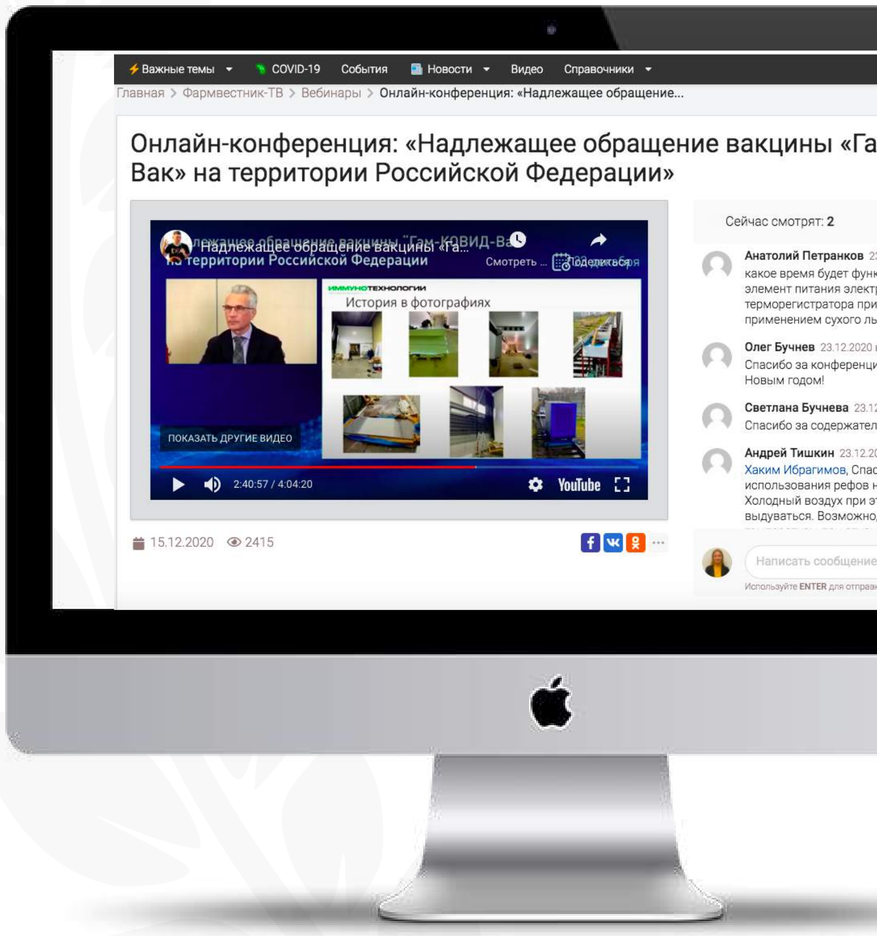
BIONIKA DIGITAL
VIDEO FORMATS

FOR PHARMACEUTICAL INDUSTRY SPECIALISTS

SECTION: PHARMVESTNIK-TV

Webinar, teleconference, online round table

KPI: from 250 online participants & from 1000 video record views
CPA: 110 ₽



WE OFFER AND IMPLEMENT

- Experts search for theirs further participation in video shooting
- Target audience attraction to broadcast (collection of registrations, email marketing and push notifications)
- Speaker's technical support in case of remote connection
- Live chat for asking questions to expert on the air
- Broadcast record promotion within 30 days (banners, announcement at Pharmvestnik.ru social networks group, email marketing, push notifications)
- Reporting on the quantity of online viewers / video record playbacks
- Target audience analysis: specialty, place of work, geography

EXAMPLES

Online conference | Round table | Webinar

Фармацевтический ВЕСТНИК

bionika digital

BIONIKA DIGITAL
TRAINING FORMATS

FOR PHARMACISTS

SECTION: PHARMKRUZHOK
Rubric: Trainings / Tests

Interactive course, test, webinar

KPI: 300-500 passings of cource/test, from 1000 webinar views
CPA: 500-700 ₽

WE OFFER AND IMPLEMENT

- Thematic and educational content for training formats
- Interactive tasks, videos and interactive simulators
- Integration of questions about medicine / brand
- Access for authorized users only
- Target audience attraction through all communication channels (website, push notifications, SMM)
- Transparent reporting: number of test passings based on internal Bionika Digital analytics, user response statistics, announcement impressions by each communication channel

EXAMPLES

Interactive cource | Test | Webinar

Фармацевтический ВЕСТНИК

bionika digital

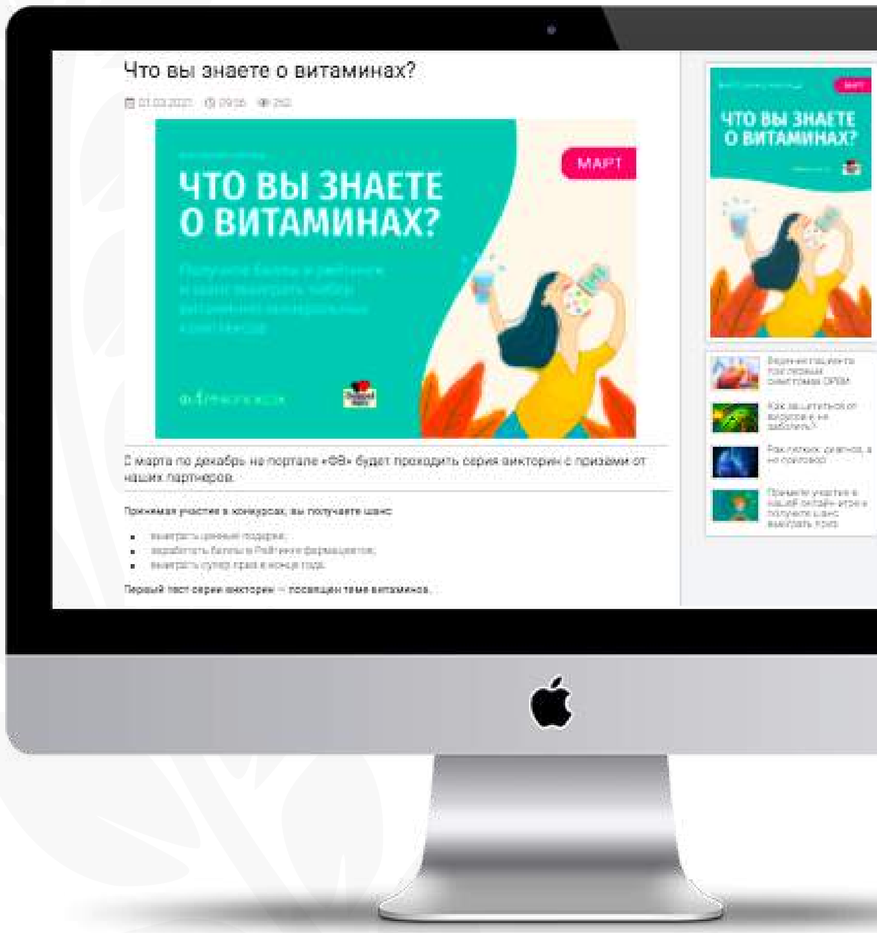
BIONIKA DIGITAL
ENTERTAINMENT FORMATS

FOR PHARMACISTS

SECTION: PHARMKRUZHOK
Rubrics: Pharmacist School, Training

Quizzes, interactive games (puzzle, crossword, filword, "guess the medicine" game)

KPI: 300-500 passings
CPA: 700 ₽



WE OFFER AND IMPLEMENT

- Content preparation for interactive formats based on remembering / recognizing brands
- Integration of the medicine / brand into content and mechanics
- Access for authorized users only
- Target audience attraction through all communication channels (website, push notifications, SMM)
- Transparent reporting: passings statistics, number of views based on internal Bionika Digital analytics, announcement impressions by each communication channel

EXAMPLES

- Quizze
- Interactive game
- Puzzle
- Fillword

Фармацевтический ВЕСТНИК

bionika digital

BIONIKA DIGITAL
INFORMATIONAL OFFICE

Your company's personal account inside our portal includes:

- Company page at ”Organizations directory” with custom structure containing up to 5 tabs – your news, videos, persons, vacancies
- Company portfolio page (integration into ”Medicines directory”)
- Company key learders page at ”Persons directory”
- Company logo in the logos list at the top of the portal – 250K views per month
- News and article/interview in the news feed based on the "Basic" or "Optimal" package deal
- Announcements integration in the news feed and daily digest for all subscribers of the portal Pharmvestnik.ru

EXAMPLES

Glenmark

Katren

bionika digital

DIGITAL COMMUNICATIONS LEADER IN THE B2B SEGMENT OF THE PHARMACEUTICAL AND MEDICAL INDUSTRIES

client@bionika-digital.ru

Фармацевтический ВЕСТНИК

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