



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

Drug Channels Media Kit

www.DrugChannels.net



Learn more about reaching the Drug Channels community:

Paula Fein, M.S.Ed.

V.P., Business Development, Drug Channels Institute

paula@DrugChannels.net



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

“Drug Channels is one of my must-follow resources for knowledgeable insight into events that are shaping the future of our industry.” –VP Pharma Strategies and Account Management at a large PBM

Drug Channels is the leading resource for more than 70,000 professionals in the pharmaceutical and related industries

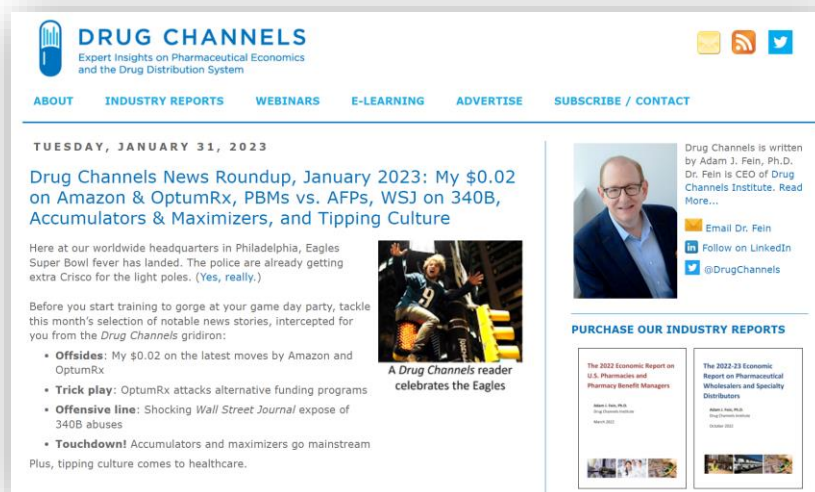
Since 2006, Drug Channels has been helping our thousands of readers make sense of pharmaceutical economics and the drug distribution system. We deliver timely analysis and provocative, highly regarded opinions on the dynamic healthcare system.

Drug Channels is the leading source for insight on:

- Pharmacy economics and prescription profits
- Pharmaceutical reimbursement
- Business strategies of key market participants
- Industry evolution and trends
- The fast-growing specialty drug market
- Healthcare reform and policy
- Legal aspects of the pharmaceutical supply chain



Drug Channels was created and is written by Adam J. Fein, Ph.D., CEO of Drug Channels Institute. Dr. Fein is one of the country's foremost experts on pharmaceutical economics and the drug distribution system. Dr. Fein excels at unlocking and explaining complex business and economic issues with humor and an accessible, straightforward style, making *Drug Channels* a popular and authoritative destination for both industry insiders and outsiders.

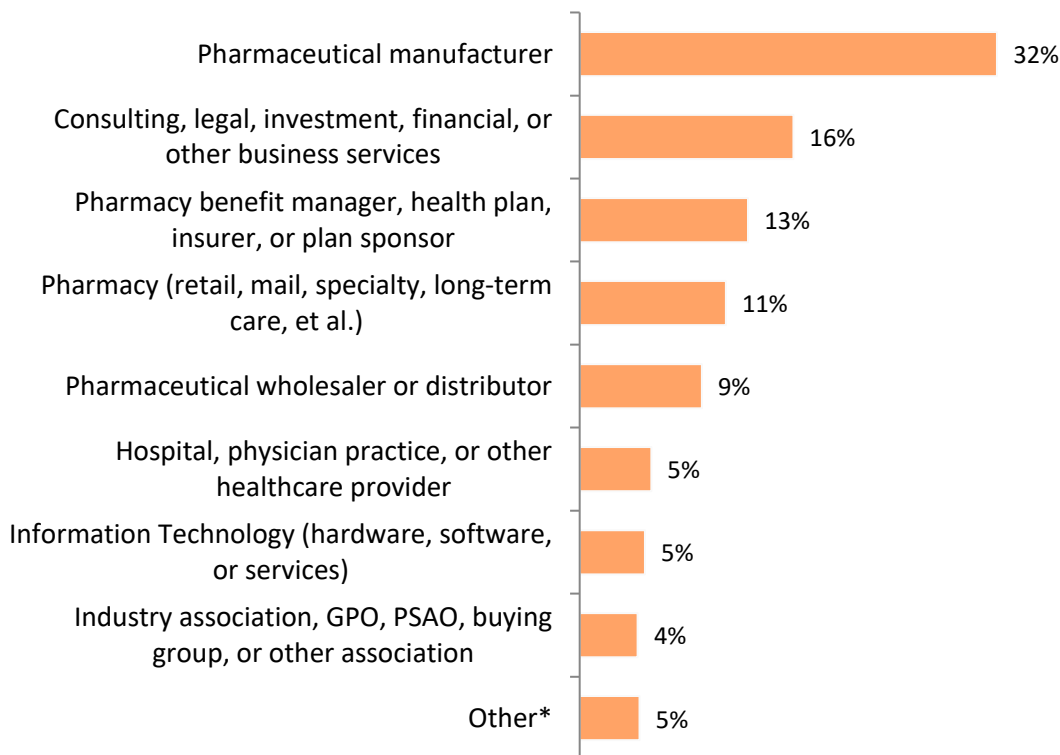




Reach Top Decision-Makers Across the Industry

Drug Channels attracts a large, diverse audience throughout the pharmaceutical and healthcare industries. Our readers’ backgrounds reflect the many diverse topics that Drug Channels reports and analyzes.

Our Subscribers’ Primary Industries, January 2023



Subscriber Job Titles Include:

- CEO
- COO
- President
- Executive Vice President
- Senior Vice President – Global Generics
- Vice President
- Vice President of Clinical Services
- Pharmacy Strategy Director
- Global Director
- Senior Director – National Accounts
- Director of Market Intelligence
- Director of Pharmacy Services
- Director of National Accounts
- Director of Retail Stores
- Senior Healthcare Analyst

* “Other” includes: Academic or Educational Institution and Media. Figures exclude subscribers with unknown or undisclosed industry affiliations.



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

“Great informative and timely information with a wit
and humor that reminds us that serious issues all need
to be tempered with a sense of levity.”
– *Director of Clinical Strategic Initiatives
at a large chain pharmacy*

Your message will reach an engaged audience of 75,000+ people who regularly open, click, forward, and share *Drug Channels* content.

Drug Channels Website Traffic (2023)¹

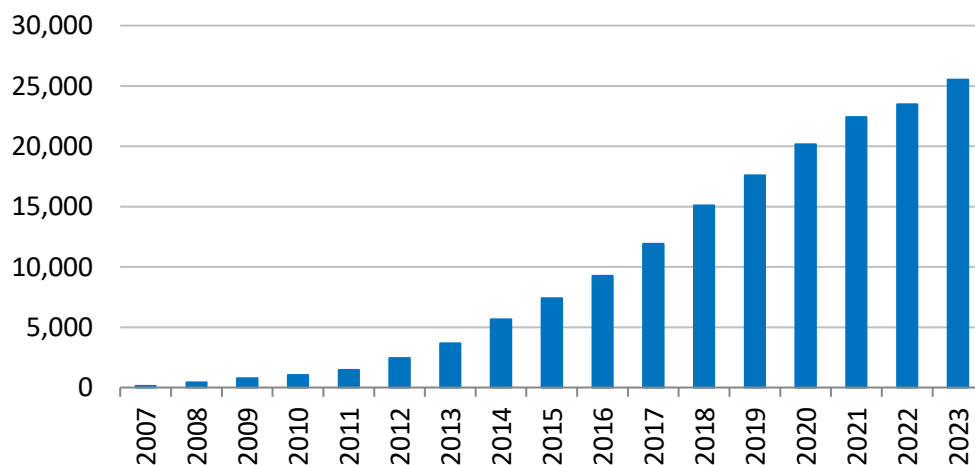
Average monthly page views = 90,000

Average monthly unique visits = 71,000

Email Subscribers

Consistent annual growth in email subscribers

Total number of email subscribers



1. Traffic data for www.DrugChannels.net from Google Analytics for January through September 2023.

2. All figures as of October 1, 2023. Total audience excludes estimated number of individuals who follow Drug Channels on multiple platforms.

More than 75,000 industry leaders connect with Drug Channels on diverse platforms:²



Email sent 2x to 3x per week to more than **25,000** opt-in subscribers



[@DrugChannels](https://twitter.com/DrugChannels) shares daily posts with nearly **17,000** Twitter/X followers



[Dr. Fein](https://www.linkedin.com/in/dr-fein) shares daily posts with more than **46,000** LinkedIn followers. The number of followers is growing by ~1,000+/month.



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

"I am beyond pleased with our sponsored guest post on Drug Channels! Our post on Drug Channels led to multiple meetings with prospective customers and investors. It was a pleasure working with you."

– CEO at a pharmacy technology vendor

Sponsored Guest Posts deliver your thought leadership message directly to the Drug Channels community

Engage Specialists in Their Workflow With GoodRx Provider Mode

Today's guest post comes from Banshi Nagji, President of Healthcare at GoodRx.

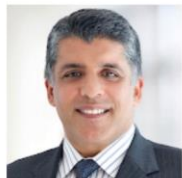
Banshi explains how GoodRx Provider Mode delivers a prescription savings flow that offers health care professionals (HCPs) efficient access to the information they need at critical moments of care.

[Click here to learn how GoodRx Provider Mode can help manufacturers reach and engage HCPs.](#)

Read on for Banshi's insights.

Engage Specialists in Their Workflow With GoodRx Provider Mode
By Banshi Nagji, President, Healthcare, GoodRx.

In the late 1990s, a handful of brave pharma marketers started experimenting with the emerging internet to reach and educate their healthcare professional (HCP) customers, using sites like Physicians Online and Medscape to post content taken directly from their products' detail aids, sometimes called 'brochureware.' It was primitive but seemed innovative at the time. Fast forward to today, and it's clear that providers—and pharma marketers—need more sophisticated digital tools to keep up with the demands of their increasingly challenging jobs.



Innovation Brings Unwavering Patient Support in a New Era of Specialty Medicine
By Megan Marchal, Director of Specialty Pharmacy Strategy, CoverMyMeds

Developments in the specialty medication space could throw speed bumps in an already complex access journey. An incoming tide of new specialty therapies, including biosimilars, cell and gene therapies and oncology therapies, are expected to launch within the next year. In 2021, 72 novel active substances launched in the U.S. with more than half indicated for rare diseases. The drug pipeline continues to grow, with over 6,000 products in active development globally, a 68% increase over 2016.



Drug Channels' average **Unique Open Rate** for Sponsored Guest Post emails in 2022 = **32.7%**
(47% higher than the industry average*)

Sponsored Guest Posts are especially valuable for launching new products and services because you communicate unfiltered messages to our community. These posts must be 800 words or fewer.

[Click here to view our guest posts.](#)

Rates

Please [contact Paula Fein](#) for information on advertising.

* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber.
Average Publishing industry unique open rate = 22.2% (Source: MailChimp, 2022)

Start advertising today: Contact Paula Fein, M.S.Ed., VP, Business Development, Drug Channels Institute, paula@DrugChannels.net



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

"We have worked with Drug Channels on a variety of events for many years. We have always seen great traffic and traction from our partnership. Drug Channels never fails to deliver!" – Associate Marketing Manager at an event organizer

Sponsored Event Posts announce your news with a custom e-mail and an online article

Value-Based Care Summit

Value-Based Care Summit

Accelerating Healthcare's Shift in the Move from Volume to Value
In-Person Event | January 26-27, 2023 | Boston, MA
www.thinc360.com/value

Use promo code **VBCDC** to save \$100. Register Today.

View the [Agenda Snapshot](#).

As healthcare stakeholders continue to prioritize the move to value-based care and aim to provide equitable access to care for all, leaders must develop novel approaches to empower the patient and ensure effective risk-sharing strategies.

The **Value-Based Care Summit**, produced by The Healthcare Innovation Company (thINC), brings together stakeholders across all healthcare sectors, including payers, providers, and manufacturers to discuss novel approaches, innovative models, and mutually beneficial partnerships to accelerate the journey to value-based care.

Can't miss content highlights including:

strategies driven by market dynamics, product types, site of care and reimbursement, all delivered by an expert speaking faculty.

View the [agenda](#) to see the complete picture – the program, speakers, and more, and visit www.informaconnect.com/trade for further details and to register. Drug Channels readers will **save 10% off** when they use code **22DRCH10** and register prior to November 11, 2022.*

You'll attend a Featured Session with **Bill Roth, General Manager and Managing Partner, Blue Fin Group, An IntegriChain Company**, as he covers Current and Future Trends Impacting Trade and Distribution, a **Policy Address**, a **Wall Street Address**, a **Partnership Pavilion Panel** (3PL, Distribution and Pharmacy), a **Distribution Stakeholder Showcase**, and an **Update from NCPDP**.

thinc
HEALTHCARE
VALUED-BASED CARE SUMMIT
January 26-27, 2023 | Boston, MA



Accelerating Healthcare's Shift
in the Move from Volume to Value

www.thinc360.com/valuebased

Strategies Summit

MASTER THE
COMPLEXITIES OF
PHARMACY AND
DISTRIBUTION
MODELS TO
ACCELERATE
PATIENT
ACCESS

Drug Channels' average **Unique Open Rate** for Sponsored Event Post emails in 2022 = **28.9%**
(30% higher than the industry average*)

Use Sponsored Event Posts to announce upcoming industry events and conferences. Your post will be included in an email to Drug Channels' engaged and growing audience. These posts must be 400 words or fewer.

Rates

Please [contact Paula Fein](mailto:paula@DrugChannels.net) for information on advertising.

* Unique Open Rate is the percentage of subscribers who opened an email. It does not include duplicate opens from the same subscriber.
Average Publishing industry unique open rate = 22.2% (Source: MailChimp, 2022)



DRUG CHANNELS

Expert Insights on Pharmaceutical Economics
and the Drug Distribution System

"Drug Channels is my best source of current, up-to-date information about current events affecting pharmacies, wholesalers and PBMs." – *Professor of Pharmacoeconomics and Health Outcomes at a school of pharmacy*

Banner ads promote your campaign, event, or publication

The screenshot shows the Drug Channels website homepage. The main content area features an article titled "The Big Three PBMs' 2023 Formulary Exclusions: Observations on Insulin, Humira, and Biosimilars". The sidebar on the right contains a section titled "PURCHASE OUR INDUSTRY REPORTS" and a "FEATURES" section. A red dashed box highlights the "Drug Channels 2023 Video Webinar Series" banner ad in the sidebar. A red arrow points from the sidebar to the detailed view of the banner ad on the right.

HYBRID EVENT
March 20-22, 2023
Philadelphia, PA
**Use Promo
23DCPAP10
to Save 10%**

**DRUG CHANNELS
INSTITUTE**
**Drug Channels
2023 Video
Webinar Series**
*Live events with
Dr. Adam J. Fein*

PHIL
**Medication
Access, Simplified**
Manufacturers experiencing
GTN challenges leverage
the PHIL platform to
ensure patients can access
and adhere to therapy.
Learn More

covermymeds
**Clearing the
path for patients
with solutions
like Provider
Medication Alerts.**
FIND OUT HOW

Banner ads appear on every Drug Channels page and cannot be blocked by a browser add-in. These ads can point to any link the sponsor chooses.

Banner ads are sold only with Sponsored Event Posts and Sponsored Guest Posts. They are not sold separately.

Rates

Please [contact Paula Fein](mailto:paula@DrugChannels.net) for information on advertising.