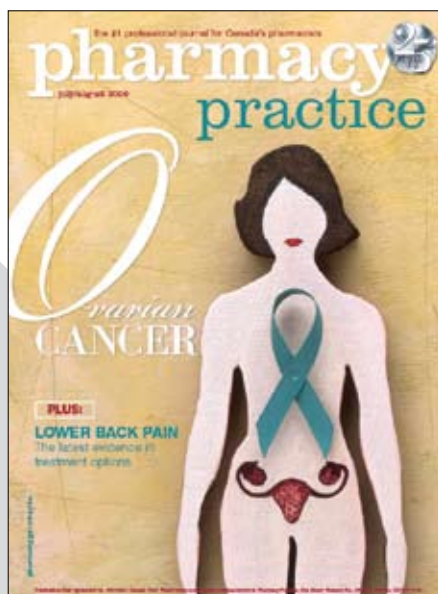


PHARMACY PRACTICE

**YOUR
MEDIA
PLANNER**

2010



ROGERS™
HealthcareGroup

Share the tools.

THE MEDICAL POST | PHARMACY PRACTICE | DRUGSTORE CANADA | CANADIAN HEALTHCARE MANAGER
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CANADIANHEALTHCARENETWORK.CA | PROFESSIONSANTE.CA

Shape the future.

MANDATE, CIRCULATION & READERSHIP

- A new era in the profession of pharmacy continues to unfold as more and more provinces adopt expanded scopes of practice for pharmacists. Provincial governments are playing an even greater role in mobilizing such change with new legislation and programs that demonstrate a growing recognition of the value of pharmacists integrating with physicians and other healthcare providers in patient care. The pharmacist's expertise will continue to garner influence with authority in drug selection and collaborative prescribing (especially with chronic diseases)
- *Pharmacy Practice* has been delivering authoritative information to all 17,000 English-speaking pharmacists across the country who work in community and hospital settings for more than 25 years. In fact, readership surveys over the past 10 years have consistently shown that this award-winning publication is the best-read pharmacy journal in the country
- *Pharmacy Practice* has a long-standing tradition of providing readers with the very latest on drug news, therapeutic treatments, in-depth analysis of the pharmacy issues and essential continuing education resources to provide optimal patient care. With pharmacists taking on an increasingly larger role in the healthcare system, *Pharmacy Practice* will continue to be the journal pharmacists can trust to get the information they need to stay on top of healthcare issues

WE PROVIDE READERS WITH

- Timely updates on healthcare and professional issues affecting pharmacy written by pharmacist experts
- New columns on environmental issues and ethics in the pharmacy
- Special programs and supplements including: our annual Commitment to Care & Service Awards, The Pharmacist's Guide to Health & Disease Management, Tech Talk for pharmacy technicians, The Student Career Guide for pharmacy students, and a series of supplements delving into key health and disease areas such as men's/women's health and diabetes

* PMB 2008 ** BPPG 2009 Readership Study

- The first of its kind healthcare portal (www.canadianhealthcarenetwork.ca) providing news and education to pharmacists, physicians, nurses and healthcare managers
- Collaborative initiatives with *The Medical Post*, Canada's leading publication for physicians

TOP 5 AREAS OF INTEREST ARE

- The latest clinical information on new drug treatments
- A free national print and online continuing education program
- In-depth clinical articles on timely topics pharmacists refer to again and again
- Advice on how to develop a better practice and improve patient care
- Ranking of the top prescription drugs in Canada and the most promising ones to come

KEYS FACTS ABOUT OUR AUDIENCE

- 17,000 (English, community and hospital pharmacists)
- 63% female, 37% male **
- Average age 43 **
- Average years in practice 17**
- Canadians rate pharmacists high among 18 professions, when it comes to honesty and ethics. Seventy-three per cent of respondents call community pharmacist standards of honesty and ethics "high" or "very high", (second only to doctors rated at 77%)

Ottawa, Sept. 22/CNW/- Nanos Research poll

READERSHIP INFORMATION

- #1 readership 79%* (English, community and hospital pharmacists) *
- #1 readership 78% with high volume pharmacies (English) *
- 3 readers per copy *
- Total readership 47,000*
- Average time spent reading 42 minutes *

"This magazine provides currency, relevance and inspiration to my daily practice. Thank you!"

— IRIS KRAWCHENKO, DELL PHARMACY, HAMILTON, ON
(PHARMACY PRACTICE READER FOR 24 YEARS)

2010 EDITORIAL CALENDAR*

FEBRUARY/MARCH

- The Top 100 Rx Drugs—An exclusive report from IMS
- Managing acute pain in children
- Preventing and treating constipation in children
- CE: Managing asthma in children

APRIL/MAY

- Going green: how to deal with pharma waste
- Defibrillators in the pharmacy
- CE: Preventing and managing type 2 diabetes

Supplement: Allergy/Asthma

(Managing Patient Communications Series for Physicians and Pharmacists**)

Supplement: Diabetes Update

- What's new in diabetes
- Managing diabetes in children
- Selecting a home blood glucose monitor

JUNE

- Preventing and treating Lyme disease and West Nile Virus
- Dermatologic toxicity of EGFR Inhibitors
- CE: Managing drug-induced sexual dysfunction

Supplement: Health & Disease Management

- How to develop a practice in specific disease areas
- Exclusive therapeutic category sponsorships

JULY/AUGUST

- How to prevent stroke
- Preventing and managing shingles/herpes zoster
- CE: Travel medicine

Supplement: Pain Management

(Managing Patient Communications Series for Physicians and Pharmacists**)

SEPTEMBER

- A cross-country look at pharmacist prescribing
- Managing ADHD in adults
- CE: A breast cancer update: prevention and management

OCTOBER

- Current issues in autism
- Dealing with discontinuation syndromes from mental health drugs
- CE: Drug allergies: risk factors, diagnosis and management

Supplement: Men's/Women's Health

- What's new in osteoporosis
- Current management of menopausal symptoms

- The latest in dyslipidemia guidelines
- Recent advances in the management of hypertension

NOVEMBER

- Medication adherence in adolescents
- Meet the Commitment to Care & Service Award winners
- CE: Managing multiple sclerosis

DECEMBER 2010/JANUARY 2011

- Drugs in the pipeline: A look at what's coming
- Managing acute exacerbations of chronic bronchitis
- CE: An HIV/AIDS update

* Editorial lineup subject to change

** A series distributed with *The Medical Post*, *L'actualité médicale*, *Pharmacy Practice* and *Québec Pharmacie*

SUPPLEMENTS CLOSINGS

	Issue date	Space + material closing
Diabetes	April/May	January 28
Health & Disease Management	June	April 17
Men's/Women's Health	October	August 13
Pharmacy Student Career Guide	November	September 16

Managing Patient Communications Series for Physicians and Pharmacists**

	Issue date	Space + material closing
Allergy/Asthma	April/May	January 25
Pain Management	July/August	May 17

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**"Good practical info that
I can take away and use."**

— JOHN SHASKE, HOWE SOUND PHARMACY, VANCOUVER, BC
(READER FOR 25 YEARS)

SPECIAL PROJECTS

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RX Q&A A unique marketing option that allows manufacturers to answer pharmacists' most frequently asked questions about their drug brands. Includes website posting online for 3 months.

PRINT AND ONLINE NATIONAL CE LESSON A CCCEP-approved, 8-page print (polybagged for maximum reach and exposure) and online (with online answering and immediate certification/accreditation) continuing education lesson. Posted for 32 months online.

PROVINCIAL CE WORKSHOP, PRINT & ONLINE PROGRAMS

Ensure your brand is top of mind with pharmacists in specific provinces based on provincial legislation around the enhanced role for pharmacists with either/or workshops, print and online programs.

THERAPEUTIC FOCUS A sponsored 4-page editorial report designed to be a learning tool aimed at expanding community and hospital pharmacists' knowledge about a particular disease state or condition. A leading pharmacist and physician will outline key concepts/perspectives in the treatment of the condition, including a case study. Includes website posting for 3 months.

DIABETES SUPPLEMENT (April/May) – The much-anticipated annual supplement on what's new in diabetes care, including the latest drug therapy advances and details on the latest diabetes devices on the market.

HEALTH & DISEASE MANAGEMENT SUPPLEMENT (June) An exclusive sponsorship opportunity for brands to align themselves with a specific disease state—one brand/sponsor per disease category. Includes web posting for 3 months.

MEN'S/WOMEN'S HEALTH SUPPLEMENT (October) – A series of clinical updates on what's new in men's and women's health. An exclusive opportunity for ad placement of your brands.

MANAGING PATIENT COMMUNICATIONS SERIES FOR PHYSICIANS AND PHARMACISTS Doctors and pharmacists are challenged daily by more informed and demanding patients seeking empowerment in their personal health decision making. This series explores patient issues/concerns and the physician/pharmacist roles: in diagnosis, treatment, education and adherence. Two critical areas Allergy/Asthma and Pain Management.

PHARMACY STUDENT CAREER GUIDE (November) Circulated to all pharmacy students as well as to all pharmacy faculties and international pharmacy graduate students in Canada (except in Québec), this guide is designed to provide career-minded students with all the resources they need in planning their professions.

COMMITMENT TO CARE & SERVICE AWARDS (November) Be a sponsor of Canada's premier pharmacy awards program, recognizing excellence in more than 10 categories. Sponsorship benefits include a 9-month promotion program, presentation at the evening awards dinner in November and advertising. The popular afternoon roundtable sessions include winners, honourable mentions, sponsors, plus association members and other key pharmacy contacts.

ONLINE RESEARCH PANEL A nationally representative sample of Canadian pharmacists' opinions and insights available to conduct online research based on your brand or company's strategic goals.

TRI-PROFESSIONAL CONFERENCE An Ontario-based, one-day accredited conference with pharmacists, physicians and nurse practitioners, with a focus on a collaborative care approach to the provision of healthcare treatment. Clinical disease-specific sessions throughout will focus on interdisciplinary approaches to treatment. A full national print and online report to follow conference.

COMMUNITY PHARMACY REPORT Rogers, the Canadian Association of Chain Drugstores (CACDS) and the Canadian Association for Pharmacy Distribution partner to produce the Community Pharmacy Report – The Complete Report on Trends and Insights in Canada.

CAREER FORWARD A virtual job fair geared to pharmacists, physicians and nurses looking to make a move or get some expert career advice.

Pharmacy Practice's online home is CanadianHealthcareNetwork.ca. This unique gated healthcare portal is a community for pharmacists, doctors, nurse practitioners/nurses and healthcare managers where each professional group will derive value from content solely for them, but will also learn from and interact with fellow professionals. Please see the CanadianHealthcareNetwork.ca Web Media Kit for more information.

“A great way of keeping up to date!”

— ROCHELLE MYERS, THE MONCTON HOSPITAL, MONCTON, NB
(PHARMACY PRACTICE READER FOR 5 YEARS)

2010 PUBLISHING SCHEDULE AND ADVERTISING RATES

ISSUE	AD CLOSING	MATERIAL	MAILING DATE
February/March	January 12	January 19	February 16
April/May	March 31	April 6	May 3
June	May 25	June 1	June 28
July/August	June 22	June 29	July 26
September	August 24	August 31	September 27
October	September 21	September 28	October 25
November	October 19	October 26	November 22
December/January 2011	November 9	November 16	December 13

B&W	1x	4x	8x
1 page	\$3,950	\$3,750	\$3,450
2/3 page	\$3,420	\$3,320	\$3,020
1/2 page	\$2,575	\$2,475	\$2,375
1/3 page	\$1,920	\$1,840	\$1,750
1/4 page	\$1,975	\$1,875	\$1,775

COLOUR

Four-colour process	\$1,875
Each additional colour in the same issue	\$1,775
Standard colour	\$950
Matched colour	\$1,050

Premium positions preferred positions charged at 15% over earned b&w rate.

Covers and preferred positions are non-cancellable for duration of contract.

RX Q&A

DPS \$15,950. Includes 4 colour, content/writing, design, website posting for 3 months and PAAB approval. PI extra.

SUPPLIED OUTSERTS Outsert rates net, supplied pieces. Ideal to distribute detail aids, educational materials, "Dear Pharmacist" letters, brochures, etc.
Other circulation and size options available.

	1 PG/2 SIDES	2 PGS/4 SIDES	3 PGS/6 SIDES
Option 1	\$9,665	\$10,905	\$13,875

One per Pharmacist

Pharmacy Practice (English 17,000) plus
Québec Pharmacie (French 7,300)

Option 2	\$5,295	\$5,920	\$7,275
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One per Pharmacy Site (community & hospital)

Pharmacy Practice (English 7,300) plus
Québec Pharmacie (French 1,800)

APPOINTMENT NOTICES

\$300 net per column inch, non-commissionable.

SUPPLIED INSERTS

Charged at earned b&w rate, plus \$1,550 gross.

ADDITIONAL RATE BUNDLE DISCOUNTS BY BRAND

Discounts on booked advertisements in the same month Web minimums applicable (impressions/month)

Pharmacy Practice

- + *Québec Pharmacie* **10% OFF**
- + *Pharmacist Web* (English and French)

Pharmacy Practice

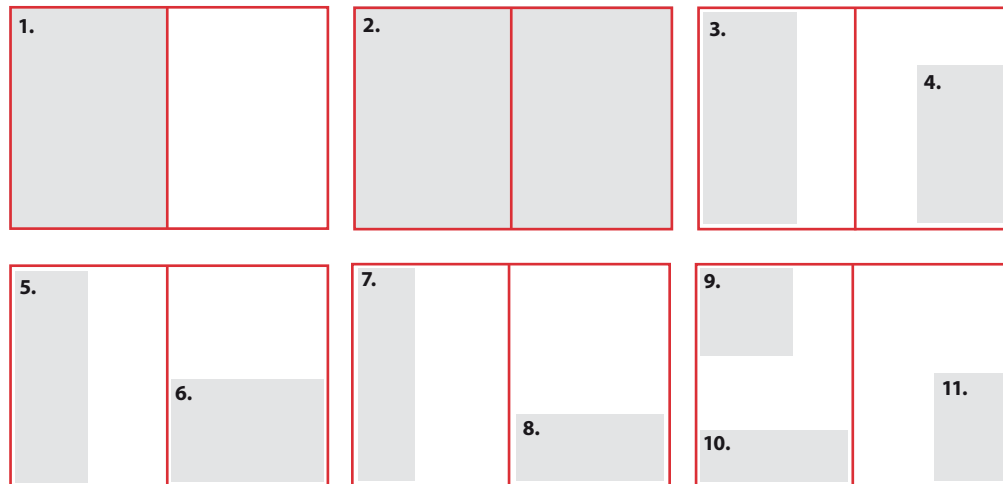
- + *Québec Pharmacie* **15% OFF**
- + *The Medical Post*
- + *L'actualité médicale*
- + *Pharmacist and physician Web* (English and French)

Pharmacy Practice

- + *The Medical Post* **20% OFF**
- + *L'actualité médicale*
- + *Drugstore Canada*
- + *Québec Pharmacie* **or**
L'actualité pharmaceutique
- + *Canadian Healthcare Manager*
- + *Physician, pharmacist, nursing and healthcare managers Web* (English and French)

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MECHANICAL SPECIFICATIONS



Standard Unit Size in Inches

	AD SIZE	WIDTH	DEPTH
1	Full Page	7-7/8"	10-3/4"
2	DPS	15-3/4"	10-3/4"
3	2/3 Page Vertical	4-5/8"	10"
4	1/2 Page Island	4-5/8"	7-1/2"
5	1/2 Page Vertical	3-3/8"	10"
6	1/2 Page Horizontal	7"	4-5/8"
7	1/3 Page Vertical	2-1/4"	10"
8	1/3 Page Horizontal	7"	3-1/8"
9	1/3 Page Square	4-5/8"	4-5/8"
10	1/4 Page Horizontal	7"	2-3/8"
11	1/4 Page Square	3-3/8"	4-7/8"

Magazine Trim Size:

7-7/8"

10-3/4"

MECHANICAL SPECIFICATIONS (2)

FOR FULL PAGE ADVERTISERS

- Allow 1/4" (6mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 8-3/8"W × 11-1/4"D (213 mm x 286 mm)
- Double page ad size including bleed measures 16-1/4"W × 11-1/4"D (413 mm x 286 mm)

TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 3/8" from publication trim. Double page spreads hold 1/4" from gutter or each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.

SHIP FILES TO

Pharmacy Practice
Attention: Liz Stone
One Mount Pleasant Road
7th Floor
Toronto, Ontario
M4Y 2Y5

STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all supplied physical material if not requested within 3 months from the last time of use.

DIGITAL FILE ADVERTISING SPECIFICATIONS

PDF/X-1a or a generic PDF created to Rogers Publishing specifications sent online using Magazines Canada AdDirect at www.addirect.sendmyad.com. Check www.rogersdigitalads.com or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Production charges apply for material not to specifications or for alterations.

METHOD OF PRINTING

Offset

METHOD OF BINDING

Saddle Stitch

INSERT/POLYBAG

Rates and quantities are available upon request.

ENVIRONMENTAL POLICY

For details on the Rogers Publishing environmental policy, please visit www.rogerspublishing.ca/environmental

COMMISSIONS

- Agency Commission: 15% of gross billing allowed on space, colour, position, and charges for special insert stock, to recognized agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable.

GENERAL

- Advertiser and agency agree that *Pharmacy Practice* shall be under no liability for its failure for any cause to insert any advertisement.
- Publisher will not be responsible for production of colour advertisements unless a MAC standard proof is supplied.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertisement" in at least 10 pt. type at the top of the page.

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