Inspiring Canadian pharmacists to be their best.

As they continue to increase their role as crucial primary healthcare providers, pharmacists help patients manage chronic diseases, act as a first point of care for minor ailments, immunize for disease prevention and counsel on wellness.

The expert-written clinical features, columns and Continuing Education lessons in Pharmacy Practice+ equip pharmacists to practice confidently. All clinical content is pharmacist-written and reviewed by esteemed clinical editor Lu-Ann Murdoch (RPh, BScPhm, ACPR) to be current, accurate, research-based and unbiased. Plus, reading articles in Pharmacy Practice+ qualifies as a learning activity towards pharmacists’ continuing professional development requirements.

Pharmacists trust Pharmacy Practice+ for reliable, independently sourced and editorially sound articles and columns.

Multi-platform

Our multi-platform approach delivers the complete package of pharmacist information and education:

<table>
<thead>
<tr>
<th>Print</th>
<th>Online</th>
<th>Education</th>
<th>Tablet</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Pharmacy Practice Logo]</td>
<td><img src="https://www.healthcarenetwork.ca" alt="Online Home of Pharmacy Practice+" /></td>
<td><img src="https://www.eCortex.ca" alt="eCortex Logo" /></td>
<td>![Pharmacy Practice Mobile]</td>
<td>![Pharmacy Practice Mobile]</td>
</tr>
</tbody>
</table>

Canadian HealthcareNetwork.ca
The online home of Pharmacy Practice+

eCortex.ca
The best of print and online CE content, in one convenient location

Approach to target pharmacists
Meet some of the Content Creators

Vicki Wood
Editor
Vicki has been observing and reporting on events and trends in the pharmacy industry since 1994. As editor, she oversees content and the pharmacists’ section of our website.

Brett Ruffell
Associate Editor
Brett uses his social media savvy and ear for news to manage content on Canada’s most popular pharmacy website.

Valerie White
Web Editor
She keeps our bloggers and online discussions timely and engaging and keeps our website up and running.

Lu-Ann Murdoch
Clinical consulting editor; Drug News, Clinical Notes author
Canada’s undisputed—and most trusted—drug news expert, Lu-Ann keeps readers in the loop on drug launches and changes, new clinical guidelines, crucial research and more. She either writes, or critically reviews, edits and fact-checks, all clinical content.

Kelly Grindrod
mHealth and Social Media
Read Kelly’s column to find out how web technologies and social media are changing the delivery of primary care services.

Nardine Nakhla
OTC Issues
Nardine is passionate about the importance of community pharmacists as the logical first point-of-care for minor ailments.

Glen Schoepp
Medication Forum
Canada’s longest-running column on the nitty-gritty of appropriate Rx drug usage.

Sandra Knowles
Adverse Reactions
One of the country’s top experts reports on new and important drug safety issues.

Percent Agree Strongly with the following statements regarding Pharmacy Practice+:¹

98% “I trust the information”
97% “It is relevant and useful”
97% “CE lessons are thorough and topical”
94% “It meets my information needs”
78% “I consider it required reading”
70% “The advertisements in the magazine are useful”
53% “It provides information I use to make purchasing decisions”

Most popular topics in Pharmacy Practice+:¹

89% CE
76% Clinical and therapeutic
76% New products
65% Case studies and best practices

Reach

22,187 PRINT CIRCULATION\(^1\)

157,973 THE POWER OF COMBINED PRINT AND DIGITAL REACH\(^1\)

157,973 UNIQUE BROWSER AND e NEWSLETTER SUBSCRIBERS\(^1\)

78% PHARMACY PRACTICE+

2.8k FACEBOOK LIKES

31% CDN. PHARMACISTS JOURNAL (CPJ)

38 MINUTES AVERAGE TIME SPENT READING AN ISSUE OF PHARMACY PRACTICE+\(^2\)

135,786 CANADIAN HEALTHCARE NETWORK.ca

2k TWITTER FOLLOWERS

Alliance for Audited Media (AAR) Consolidated Media Report available upon request

1. Alliance for Audited Media, June 2016 (Pharmacy Practice+, Profession Santé).
### Calender and Content

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE CLOSE</th>
<th>MATERIAL CLOSE</th>
<th>MAIL DATE</th>
<th>SPECIAL REPORTS/Themes</th>
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</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>JAN 17</td>
<td>JAN 24</td>
<td>FEB 21</td>
<td>• New developments in diabetes management.</td>
</tr>
<tr>
<td>MARCH</td>
<td>FEB 13</td>
<td>FEB 21</td>
<td>MAR 20</td>
<td>• A pharmacist’s guide to medical marijuana.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Self-Care Feature: GI (Bloating, constipation, gas) in adults. New developments in probiotics, digestive enzymes, laxatives, fiber, diet, etc.</td>
</tr>
<tr>
<td>APRIL</td>
<td>MAR 28</td>
<td>APRIL 4</td>
<td>MAY 1</td>
<td>• Administering medications in patients with ostomies.</td>
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<tr>
<td>MAY</td>
<td>APRIL 18</td>
<td>APRIL 25</td>
<td>MAY 23</td>
<td>• Managing hypertension in the elderly.</td>
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<td></td>
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<td></td>
<td></td>
<td>• Antimicrobial stewardship in the community.</td>
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<tr>
<td>JUNE</td>
<td>MAY 16</td>
<td>MAY 23</td>
<td>JUNE 19</td>
<td>• Management of hormone-receptor-positive early breast cancer in postmenopausal women.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Optimizing naloxone use in opioid overdose.</td>
</tr>
<tr>
<td>JULY</td>
<td>JUNE 13</td>
<td>JUNE 20</td>
<td>JULY 17</td>
<td>• Top 50 Drugs (to be confirmed). Management of H. pylori infections.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• 5 Tips: encouraging kids to take their medication.</td>
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<tr>
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<td></td>
<td>• Self-Care Feature: Skincare—overview of anti-aging ingredients and care of aging skin.</td>
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<td></td>
<td>(New ingredients/formulations, any new guidelines, any cautions/concerns re: product use</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>and Rx use or health conditions.</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>AUG 22</td>
<td>AUG 29</td>
<td>SEPT 25</td>
<td>• Point-of-Care spirometry testing in the pharmacy.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>• Self-Care Feature: Musculoskeletal pain —new developments in self-care and pain</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>management.</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>SEPT 19</td>
<td>SEPT 26</td>
<td>OCT 23</td>
<td>• Optimizing antibiotic use in children.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Eliminating the top 5 prescribing cascades.</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>OCT 17</td>
<td>OCT 24</td>
<td>NOV 20</td>
<td>• Palliative care of patients with dementia.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• 5 Tips: Managing co-morbid disorders in patients on methadone.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Self-Care Feature: Cough/cold/flu— with focus on people with chronic conditions/taking</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td>chronic Rx meds.</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>NOV 14</td>
<td>NOV 21</td>
<td>DEC 18</td>
<td>• Testosterone replacement therapy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Self-Care Symposium Report</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Best of the best! Each year, pharmacy associations and retailers recognize their best</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>and brightest with recognition awards. This special feature shares the stories of these</td>
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<td></td>
<td>special pharmacists—both to celebrate them and to inspire others.</td>
</tr>
</tbody>
</table>
Print Advertising Rates

Display Rates (including 4 colour charge)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DPS MAG</th>
<th>MAG. + 1/3 MAG HOR./VERT.</th>
<th>MAGAZINE</th>
<th>2/3 MAG. VERT.</th>
<th>1/2 MAG HORIZ./VERT.</th>
<th>1/3 MAG HORIZ./VERT.</th>
<th>1/4 MAG HORIZ.</th>
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</thead>
<tbody>
<tr>
<td>1x</td>
<td>$14,730</td>
<td>$11,425</td>
<td>$8,245</td>
<td>$7,415</td>
<td>$6,180</td>
<td>$5,525</td>
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<tr>
<td>4x</td>
<td>$14,290</td>
<td>$11,085</td>
<td>$7,995</td>
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<td>$5,995</td>
<td>$5,355</td>
<td>$5,040</td>
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<tr>
<td>7x</td>
<td>$13,865</td>
<td>$10,750</td>
<td>$7,755</td>
<td>$6,985</td>
<td>$5,820</td>
<td>$5,195</td>
<td>$4,885</td>
</tr>
<tr>
<td>10x +</td>
<td>$13,395</td>
<td>$10,385</td>
<td>$7,500</td>
<td>$6,745</td>
<td>$5,620</td>
<td>$5,025</td>
<td>$4,725</td>
</tr>
</tbody>
</table>

*See mechanical spec’s page for correlating size dimensions + other sizes. Effective January 1, 2017. All rates gross.

B&W: decrease by $2,065 gross.

Premium positions (extra to above rates):
- OBC 25%
- IFC 20%
- IBC 15%

One split-run ad maximum per issue.

Ask your Account Manager for Fair Balance rates.

Supplied Outserts

<table>
<thead>
<tr>
<th>Outserts</th>
<th>Rate</th>
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<tbody>
<tr>
<td>1 page / 2 sides</td>
<td>$8,670</td>
</tr>
<tr>
<td>2 pages / 4 sides</td>
<td>$10,100</td>
</tr>
<tr>
<td>3 pages / 6 sides</td>
<td>$12,200</td>
</tr>
</tbody>
</table>

Front Cover Tip-On

Consists of a 1/2 page ad on the front cover $11,200

No other company can match our reach, engagement and offerings for Pharmacists

Print rates include static ads in tablet edition (full page ad units ONLY).

Refer to page 8 for tablet enhancement information.
Custom Turn-Key Solutions

Rx or OTC Q&A
Promoting expertise answers to commonly asked questions by HCPs
A unique PAAB-approved marketing option that allows manufacturers to answer pharmacist most frequently asked questions about their brand. Print and online bundled solution for maximum timely reach and exposure.

Counselling Corner
Empowering patients through professional expertise
Counselling Corner is a communication tool that focuses on the information that an HCP needs to know to effectively educate his or her patient about using the drug manufacturer’s product. This unique format provides drug manufacturer with a valuable opportunity to enhance HCP-patient interactions with regard to their product. All content is PAAB-approved.

Sponsored CE
A CCCEP-accredited, 4 or 8 page print and online continuing education lesson for Rx or OTC products. See pages 9 and 10 for more details.

Custom Research & Roundtable Events
Rogers Healthcare Group custom research and roundtable event programs provide sponsors with a custom-built opportunity to survey and interact with select audiences within our highly engaged readership. Working with sponsor participants, Rogers Healthcare Group will create customized, turn-key research that provides the basis for a roundtable event to meet your objectives, including:

- Face-to-face interaction with your target audience
- Relevant content development for enriched audience engagement
- Integrated multiple media platforms to enhance your event

Live Accredited Event

Self-Care Symposium
(November)
A practical, education day designed to prepare pharmacists to counsel on the most popular self-care topics and conditions. Produced in partnership with the University of Toronto Leslie Dan Faculty of Pharmacy, this event features sessions based on the best-selling OTCs in drugstores as well as pharmacists’ most-requested nonprescription related educational topics. Sponsorship opportunities available. Ask your account manager for details.
Digital Platforms

Canadian HealthcareNetwork.ca

The online home of

Registered Users (EN/FR) 63,413
Page Views/month (EN/FR) 135,318
Unique Visitors/month (EN/FR) 15,547

#1 to reach and engage pharmacists

Marketing options

Email Advertising
• Editorial eNewsletter
Frequency (English Pharmacists):

S M T W T F S
✓ ✓

• Table of contents
• eNewsflash
• eDirects

Custom and Contextual
• Branded Profile Pages
• Therapeutic targeting
• Specialty eNewsletters

Display / Rich Media
• ROS
• Site Takeover
• Digital Bellyband and Big Box
• Expandable and in-banner video
• Mobile

Tablet Media Rates

Prices do not include production. Print rates include static ads for tablet editions.

FEATURE | GROSS
--- | ---
Load screen (Ad prior to cover, one per issue) | $3,100
Link-enabled page (Link out to client webpage, no other rich media features) | $725

For more digital opportunities, please see our Digital Media Kit at CanadianHealthcareNetwork.ca/mediakits
Continuing Education

The longest running, farthest-reaching national pharmacy CE program in Canada.

Wow, that’s quite a statement. But we stand by it. We know that online learning is efficient, on-demand and interactive. But we also know that nothing beats the tangible, tactile nature of print.

If you are looking for a provider with turnkey lesson development, accreditation, multi-platform distribution and promotion to the largest built-in audience in Canada, there’s only once choice.

Our online CE is powered by eCortex.ca, our inter-professional, bilingual learning platform for pharmacists, physicians, and nurses - the only one of its kind in Canada. With accredited and non-accredited courses, eCortex.ca supports a range of education formats such as text only, video, PDF and PPT.

We specialize in Online and Print combination

WE ASKED PHARMACISTS TO RANK THEIR TOP 3 ONLINE CE PROVIDERS:1

<table>
<thead>
<tr>
<th>Provider</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacy Practice+/CanadianHealthcare Network.ca/eCortex.ca</td>
<td>63%</td>
</tr>
<tr>
<td>next highest provider</td>
<td>22%</td>
</tr>
<tr>
<td>next highest provider</td>
<td>5%</td>
</tr>
</tbody>
</table>

THINK MULTIPLE PLATFORMS DON’T MATTER FOR CE? WE ASKED PHARMACISTS WHAT PLATFORMS THEY PREFER:1

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>online</td>
<td>74%</td>
</tr>
<tr>
<td>print</td>
<td>54%</td>
</tr>
<tr>
<td>live</td>
<td>38%</td>
</tr>
</tbody>
</table>

MULTI-PLATFORM REACH

88,850 TOTAL REACH

Online registrants: 63,413 practicing pharmacist, pharmacy students and technicians
Print: Pharmacy Practice+: 22,187 Profession Santé: 7,888
Tablet: Québec Pharmacie: 3,250 (Sept 2016)

3. Alliance for Audited Media, December 2015 (Pharmacy Practice+, Profession Santé).
4. Internal Entitlement Database
Continuing Education (Cont’d)

1. Turn-key CE Program
Have our expert content development team create a CE lesson on any topic of your choice, in the format of your choice (print/online, video, slides etc) in English and French. We work with you developing an outline to ensure that your learning and communication objectives are met. We support this program with an extensive promotional campaign to ensure the uptake of your CE program reach the as many pharmacists as possible.

INCLUDES:
• Content Development: Turn-key 4 or 8 page lesson development from outline to accreditation (English and French)
• Accreditation: 1 Year CCCEP and OPQ accreditation
• Online Posting: Posted on eCortex.ca for one year
• Print Distribution: Distributed in Pharmacy Practice+ and Profession Santé
• Tablet Distribution: Distributed in tablet editions of Pharmacy Practice+, Profession Santé and Québec Pharmacie
• Promotion: Online and print promotional support

PROMOTIONAL PACKAGE:
• 4 months of ROS display/banner ads
• Monthly feature/link in our CE eNewsletters (6/year)
• 4x Editorial eNewsletter Wedge ads (quarterly)
• 4x Editorial eNewsletter banner ads (quarterly)
• 2x Print ad features in eCortex.ca ad (every 6 months)
Investment: $45,000+ (English and French)

2. Pharmacy Practice+ Editorial CE Lesson Sponsorship
Our expert advisory board and clinical editor guides our selection of the most pertinent and timely educational topics to develop our Pharmacy Practice+ Editorial CE lessons. Sponsor a lesson on one of these topics for less than a turnkey lesson, while still benefiting from the visibility within Pharmacy Practice+ editorial.

INCLUDES:
• Lesson Sponsorship: Choose a selected 8 page ‘editorial’ lesson of your choice below (English only)
• Online Posting: Lesson posted on eCortex.ca for one year
• Print Distribution: Distributed in Pharmacy Practice+ tablet edition
• Promotion: Online promotional support

PROMOTIONAL PACKAGE:
• Company name and logo on CE lesson printed in Pharmacy Practice+
• Company name and logo on CE lesson online at eCortex.ca (1 year posting)
• Full page sponsor print ad opposite the lesson
• Company name and logo on ¼ page promotional print ad
• Featured / linked in our CE eNewsletter
• 1x Editorial eNewsletter Wedge ads (quarterly)

3. Host and Promote
Place your existing CE lesson on eCortex.ca to extend your reach to our audience! We can host lessons in a variety of formats such as PDFs, videos, slides and audio, seamlessly integrating it into our eCortex.ca learning platform. We also include a robust promotion package to raise awareness of your program to our audience of 63,413† pharmacists.

PROMOTIONAL PACKAGE:
• 4 months of ROS display / banner ads
• Bi-Monthly feature / link in our CE eNewsletters (6/year)
• 2x Editorial eNewsletter Wedge ads (quarterly)
• 4x Editorial eNewsletter banner ads (quarterly)
• 2x Print ad features in eCortex.ca ad (every 6 months)

For all CE options, promotions and rates ask your account manager.

1. Alliance for Audited Media, December 2015 (Pharmacy Practice+, Profession Santé).
Mechanical Specifications

Standard Unit Size in Inches

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Full Page</td>
<td>7.875&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>2 DPS</td>
<td>15.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>3 2/3 Page Vertical</td>
<td>4.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>4 1/2 Page Island</td>
<td>4.625&quot;</td>
<td>7.5&quot;</td>
</tr>
<tr>
<td>5 1/2 Page Vertical</td>
<td>3.375&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>6 1/2 Page Horizontal</td>
<td>7&quot;</td>
<td>4.625&quot;</td>
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<tr>
<td>7 1/3 Page Vertical</td>
<td>2.25&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>8 1/3 Page Horizontal</td>
<td>7&quot;</td>
<td>3.125&quot;</td>
</tr>
<tr>
<td>9 1/3 Page Square</td>
<td>4.625&quot;</td>
<td>4.625&quot;</td>
</tr>
<tr>
<td>10 1/4 Page Horizontal</td>
<td>7&quot;</td>
<td>2.375&quot;</td>
</tr>
<tr>
<td>11 1/4 Page Square</td>
<td>3.375&quot;</td>
<td>4.875&quot;</td>
</tr>
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</table>

MAGAZINE TRIM SIZE: 7.875" 10.75"

FOR FULL PAGE ADVERTISERS
- Allow 0.125" (3 mm) bleed on all four sides of full page ad (if applicable)
- Single page ad size including bleed measures 8.125" W × 11" D (206 mm x 279 mm)
- Double page ad size including bleed measures 16" W × 11" D (406 mm x 279 mm)

TYPE SAFETY
All type matter of illustration material not intended to bleed to be kept 0.25” from publication trim. Double page spreads hold 0.25” 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.

METHOD OF PRINTING
Offset

METHOD OF BINDING
Saddle stitch

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 http://www.magazinescanada.ca/advertising/production/tools or contact the Production Manager for details. Rogers Publishing does not accept responsibility for material content, or colour-trapping. Ad material not to specifications will not be used and must be resupplied.

For ad templates, visit www.addirect.sendmyad.com
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