

Frontshop: Product News

Frontshop: What's Hot product directory is read regularly by 2/3 of readers (*second only to the main feature articles*)

Over 80% of readers keep *Pharmacy Business* issues for future reference

With 2.7 readers per copy, every issue of *Pharmacy Business* is read by 50,000 purchase decision makers and influencers

Over 85% of readers spend 30 minutes or more with every issue

Source: Fall 2009 *Pharmacy Business* Readership Survey.

Rates

PRODUCTS	1-4x	5-8x	9-12x	13-16x
COST PER PRODUCT	\$895.00	\$850.00	\$805.00	\$750.00

NOTE: Six units per page. Costs include layout from supplied image (3"x3", 300 dpi jpeg). Maximum of 75 words per product listing (supplied copy).

Deadlines

2010 ISSUE	SPACE CLOSING DATE	MATERIAL DATE	DISTRIBUTION DATE
APRIL/MAY	MARCH 8, 2010	MARCH 12, 2010	APRIL 26, 2010
JUNE	APRIL 19, 2010	APRIL 23, 2010	JUNE 7, 2010
SEPTEMBER	JULY 13, 2010	JULY 17, 2010	AUGUST 25, 2010
OCTOBER	AUGUST 16, 2010	AUGUST 20, 2010	OCTOBER 4, 2010
NOV./DEC.	SEPTEMBER 22, 2010	SEPTEMBER 27, 2010	NOVEMBER 15, 2010

Advertise your products in the *Pharmacy Business* Frontshop: Product News directory starting in the **April/May 2010** issue.

From new SKUs to established best sellers, the products featured in this new advertiser supported section will be presented in a crisp, easy to navigate design, all organized by category. Links to product and corporate web sites will also be provided online at www.pharmacy-business.ca.

BOOKING DEADLINE:

MARCH 8, 2010

Advertising design included
(supplied image and text due by March 12)

For more information,
please contact:

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Book 1 product for the April/May issue & receive 1 product placement **FREE**