# Phonormocy Retailer

# **MEDIA PACK 2018**



#### **INFORMATION**

Irish Pharmacy Retailer Magazine is a targeted B2B magazine for the Irish pharmacy retail sector. This innovative magazine offers need-to-know information on the myriad of HEALTH RELATED products available for pharmacies to retail OTC and front of shop. In addition, Irish Pharmacy Retailer Magazine offers relevant business advice for everyone working within this sector.

In the current climate pharmacists, technicians, owners, counter staff and retail managers must continuously revise their business plans beyond dispensary and into retail. They must keep informed of new products which could potentially revitalise sales revenue. With so much competition in OTC space for healthcare and cosmetic products, it can be a daunting process to source the right products to fit the unique demands of their pharmacy's footfall. This is where Irish Pharmacy Retailer Magazine helps.

## Content

Irish Pharmacy Retailer Magazine talks directly to all members of staff within the pharmacy, from retail managers, owners, pharmacists, technicians to counter assistants. Irish Pharmacy Retailer not only showcases new products available for pharmacies to stock at the front of shop, but we cover non prescription based health products for OTC including health related editorial content to educate the readers. We also cover subjects pertinent to pharmacy business such as best retail practice, social networking, generic branding, loyalty schemes and industry news. Our contributors are experts within the Irish pharmacy industry and impart their knowledge and expertise to our readers with flair and objectivity.

Irish Pharmacy Retailer Magazine is presented in a glossy B5 full colour magazine format with high production values. Whether you are an owner, supplier, distributor or wholesaler Irish Pharmacy Retailer gives you a fantastic opportunity to directly influence everyone involved in the buying process through an aesthetically pleasing, high performance and content driven magazine.

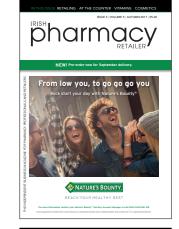
## What do our readers want?

- To Learn about new products to help make recommendations to their customers,
- Develope their knowledge and product offerings..
- Develop their knowledge of the sector through training & educational features.
- Learn about new products to help make recommendations to their customers.
- Have more product knowledge to aid in the ordering of stock.
- Learn about in-store merchandising and retailing to develop the commercial success of their business.
- Be informed of new products, treatments and retail solutions for their business

## **Our Readers**

- Pharmacy Groups
- Independent pharmacies
- Pharmacy Owners / directors
- Pharmacy Buyers
- Pharmacists
- Pharmacy technicians
- Retail floor / Counter Managers
- Counter Staff
- In-store demonstrators / merchandisers
- Distributors / suppliers /
- Wholesalers







2,000 printed copies 3.2 Readers per copy Over 2,000 Followers on Social Media Over 1,300 active email addresses

follow us on Social Media







### **EDITORIAL CONTENT**

#### We regularly cover the following topics:

- OTC health products and content incl: pain relief, digestive issues, nasal, skin issues etc....
- Women's OTC Health & Beauty
- Male OTC Health & Grooming
- Mother and Baby OTC health
- General / Miscellaneous / Seasonal Products
- Cosmetics / Perfume / Gifts
- Alternative Health
- Teen Health, Beauty & Grooming
- Senior Health, treatments, OTC

#### Regular business features

- Successful Retailing (Link Selling)
- Sales and Selling Skills
- Merchandising, POS and Window Displays
- Marketing / PR
- Demonstration Tips / Sales Advice
- General Industry News
- HR / Recruitment / Training
- Loyalty Schemes and customer relationship management
- EPOS retail supports

## **DEADLINES:**

## **SPRING ISSUE 2018**

Editorial / Ad copy Deadline: 2nd of February 2018



## **SUMMER ISSUE 2018**

Editorial / Ad copy Deadline: 13th of April 2018

## **AUTUMN ISSUE 2018**

Editorial / Ad copy Deadline: 13th of July 2018

## **WINTER ISSUE 2018**

Editorial / Ad copy Deadline: 5th of October 2018



## **OTC Pharmacy healthcare features 2018**

#### **SPRING ISSUE 2018**

Hay fever and allergies Pain relief - adult Eczema Sexual health Sun protection Bites and stings Vitamins and supplements

#### **SUMMER ISSUE 2018**

Headlice Cold sores Colds and flu part 1 Teething Nappy rash Pain Relief - children Oral healthcare Vitamins and supplements



#### **AUTUMN ISSUE 2018**

Colds and flu part 2 Weight loss Smoking cessasions Optical care Winter skincare - face and hands Female healthcare - The menopause Vitamins and supplements

#### **WINTER ISSUE 2018**

Senior Healthcare Sports injuries Male healthcare Psoriasis Hair loss Petcare Vitamins and supplements

\*Our features are subject to change



# www.irishpharmacyretailer.com

#### ADVERTISING RATES

#### **Mechanical Data**

Double Page Spread	€1,700	Size	WxH
Full Page Half Page Quarter Page	€1,000 €550 €350	DPS	Trim 352mm x 250mm
		(please add 4mm bleed all round)	
		Full Page	Trim 176mm x 250mm
SPECIAL POSITIONS		(please add 4mm bleed all round)	
Front Cover	€2,500 €1,300 €1,400 €1,200 €2,000	Half Page	Horizontal 156mm x 112mm
Outside Back Inside Front		Half Page	Vertical 76mm x 230mm
Inside Profit		Quarter Page	76mm x 112mm
Inside front DPS		Please add 4mm bleed all round to all full pages and DPS adverts. No need for bleed on other sizes	

#### Other advertising opportunities

Immediate sales opportunities - recruitment and training, business listing and education. (Prices on request)

- Inserts: Subject to Paper Weight
- Classified advertising
- Covermount: Introduce your product to readers on the front cover.
- Belly Bands: Guarantee that Irish Pharmacy Retailer falls open at your ad. (Prices and positions available on request).

## **ADVERTISING DATA**

Electronic files only - Mac and PC PDF Files.

We also accept high resolution PDF files. All PDFs need full bleed and crops, with all supporting pictures, split to CMYK, uncompressed, with all screen and printer fonts embedded.

Indesign Documents, packaged with all supporting pictures, split to CMYK, uncompressed, with all screen and printer fonts including those within EPS files.

All scans should be high resolution at 304 dpi. \*A contract proof of the advert should accompany all electronic files.