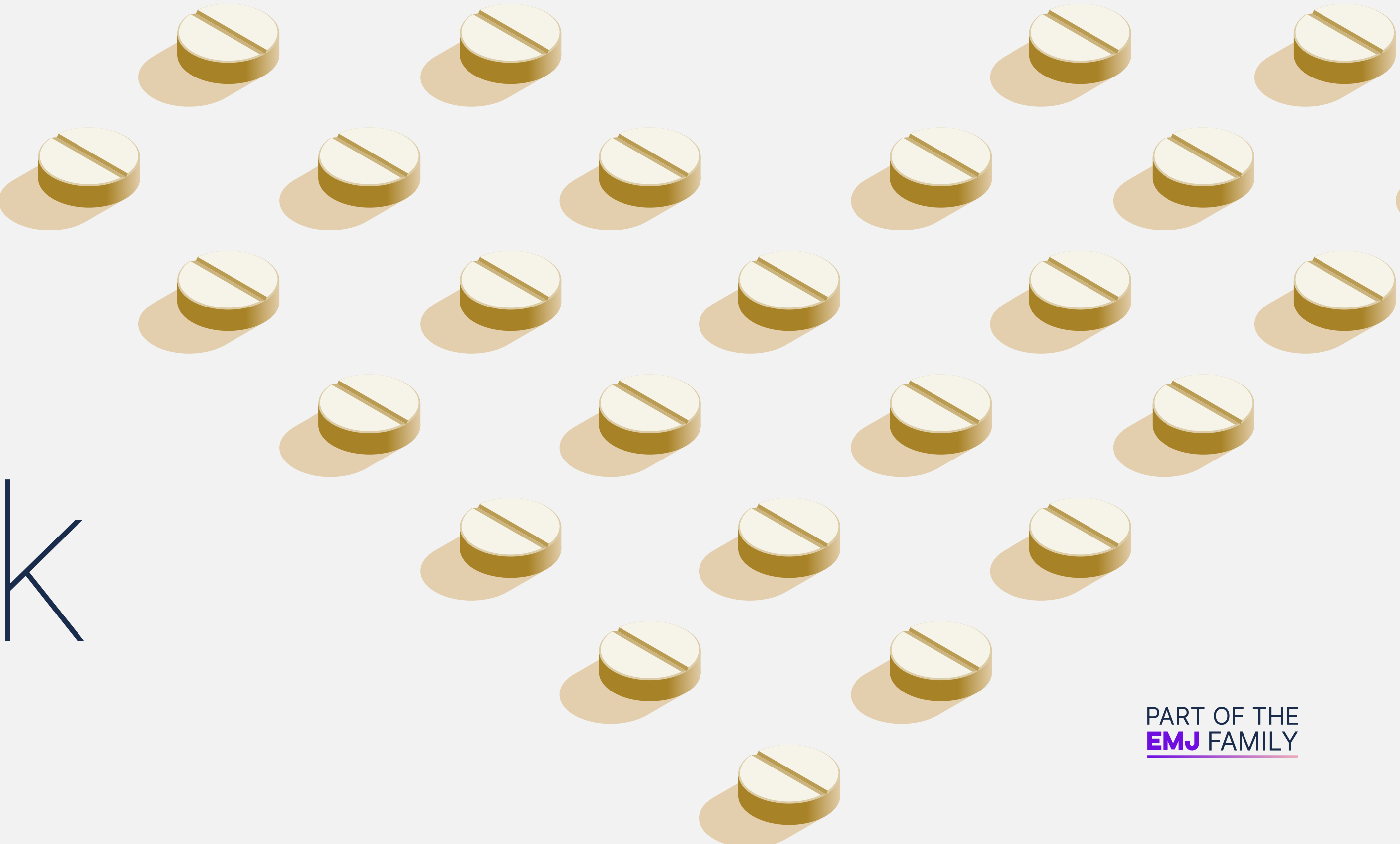
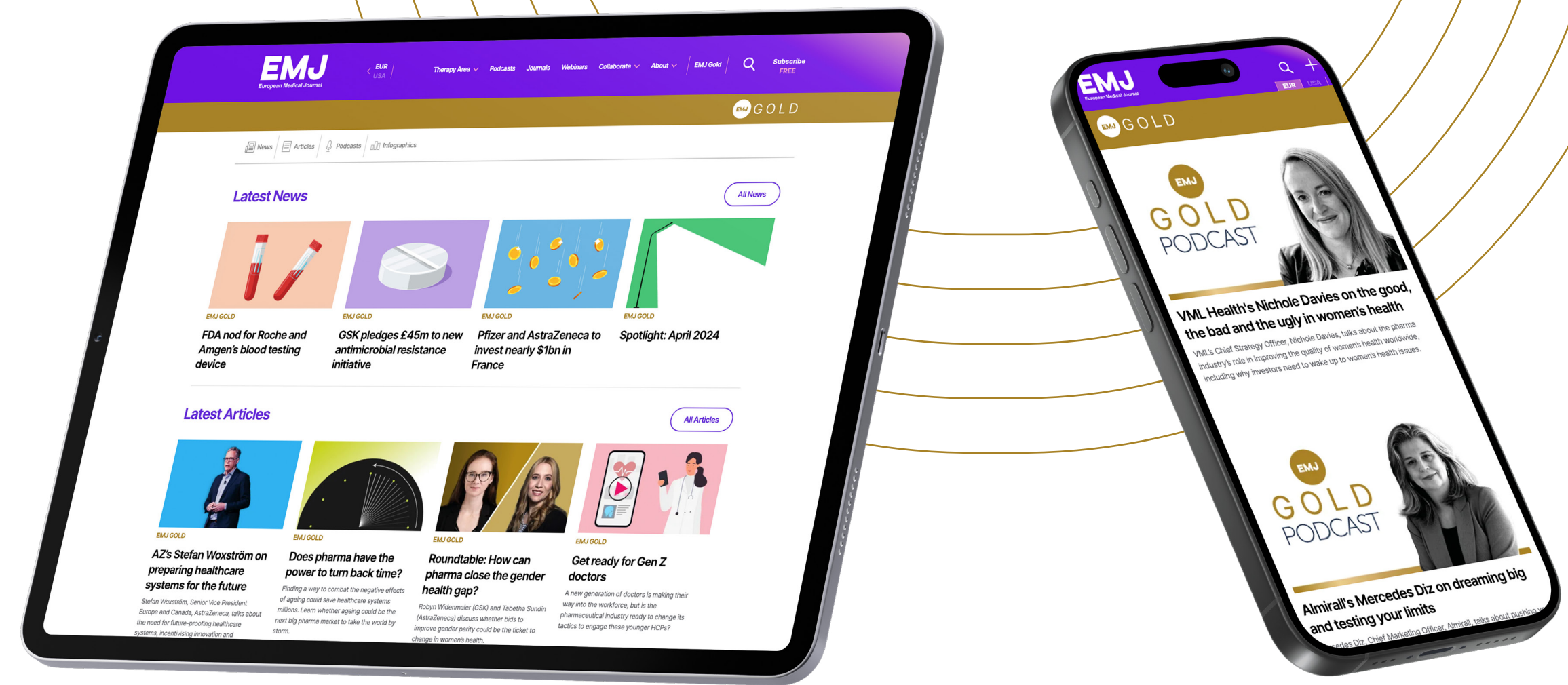


EMJ GOLD



Media Pack

EMJ GOLD



EMJ GOLD is the online destination for pharma industry, news, views and analysis. We serve insightful content on the topics that matter most in healthcare today – with a twist.

Our aim is to break down barriers between industry and healthcare professionals by taking apart the issues that divide and unite them to find common ground and areas for change.

Work with us to reach our diverse network of pharma CEOs, VPs and senior executives, working across marketing, medical affairs and more.

26,000+ engaged contacts

4,500+ social followers

3,000+ average monthly web visitors

700+ CEOs in our network

EMJ
European Medical Journal

EMJ GOLD is part of the EMJ Family. EMJ is the go-to place for open access education and lifelong learning opportunities for healthcare professionals.

Our vision is to **elevate the quality of healthcare globally** by improving patient outcomes across 18 therapy areas and the pharma sector through EMJ GOLD.

Forward features

January	2024 predictions
February	Customer engagement
March	Women's health
April	Trust and reputation
May	Mental health
June	Medical education
July	Customer experience
August	Artificial intelligence
September	Pharma in the US
October	Incentivising innovation
November	Men's health
December	2024 round up

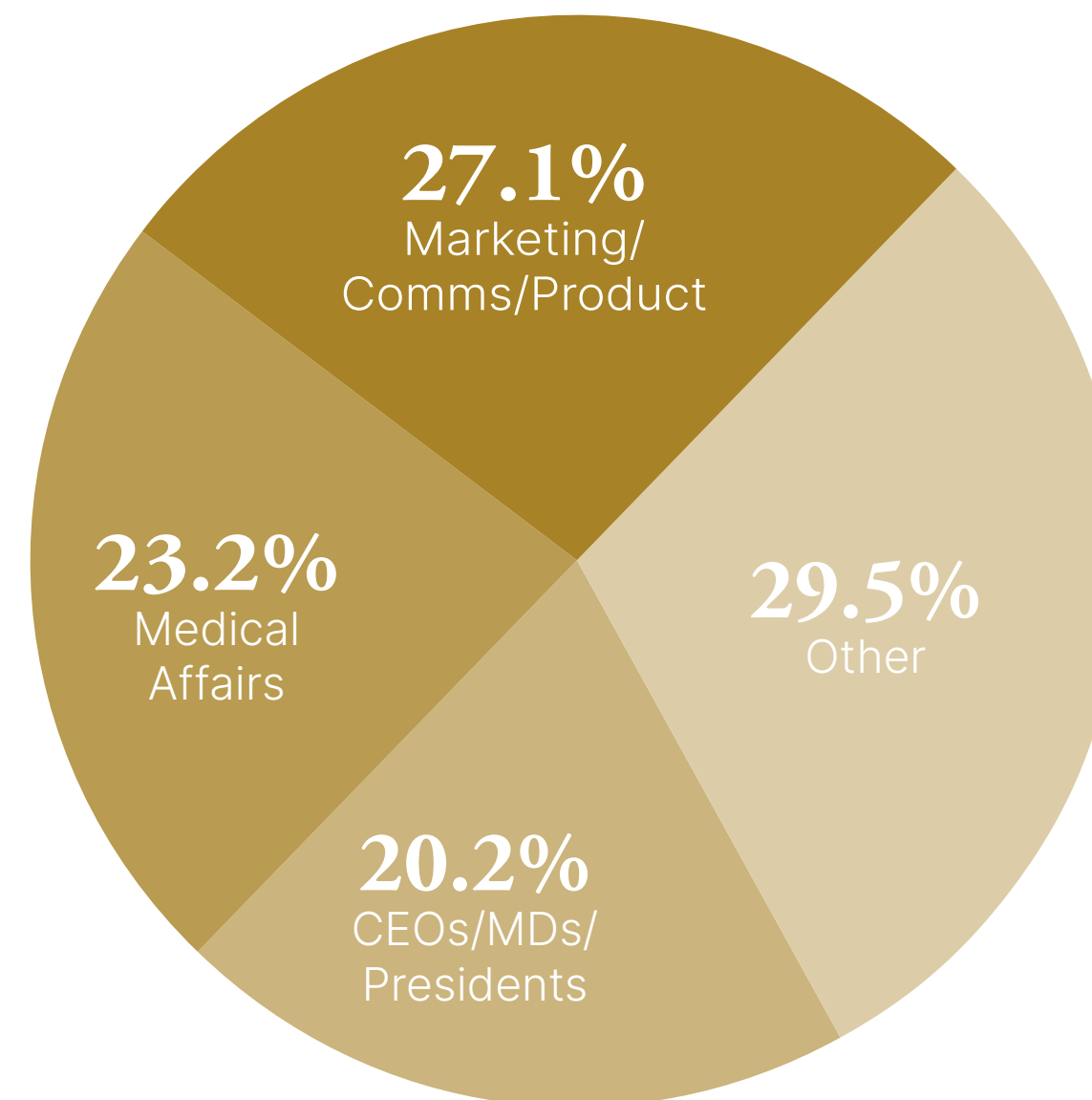


Audience

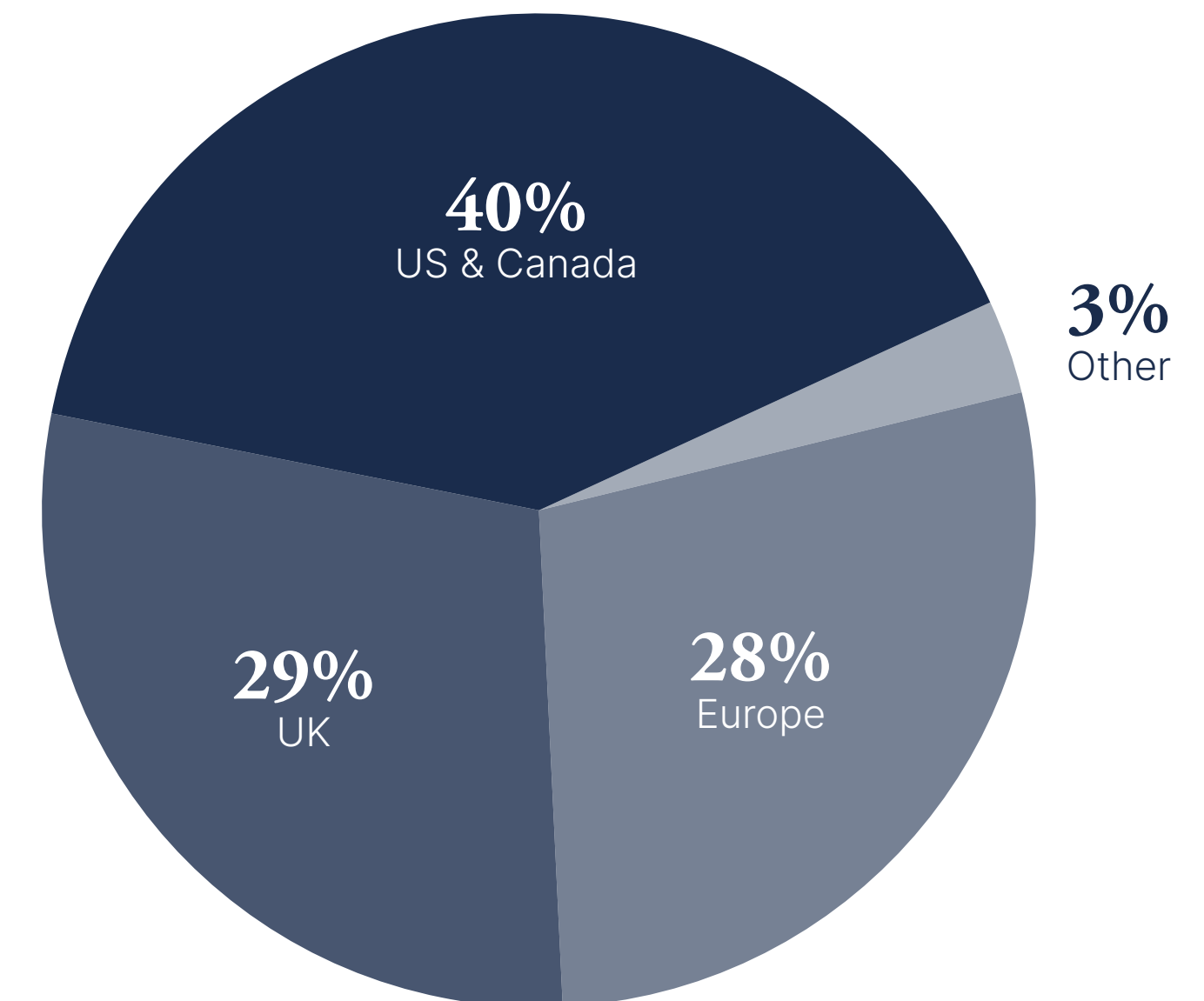
EMJ GOLD has a database of **26,000 engaged pharma professionals** working across a range of functions. This, combined with our following on our social and podcast channels, allows us to reach a diverse section of the industry with our content.

26,000
total audience

Job function



Location



Social media

LinkedIn

2.5k+

LinkedIn
followers



1.8k+

X followers

Podcasts

Feature as a guest

Reach our audience of podcast listeners by recording an interview on a topic important to you.

POA

Record an advert

Promote your company or product within an EMJ GOLD podcast with a bespoke or provided advert.

POA



33,000+
total podcast
listens



250 guests so far, including:



Reshema Kemps Polanco,
Executive Vice President,
Chief Commercial Officer,
Novartis US



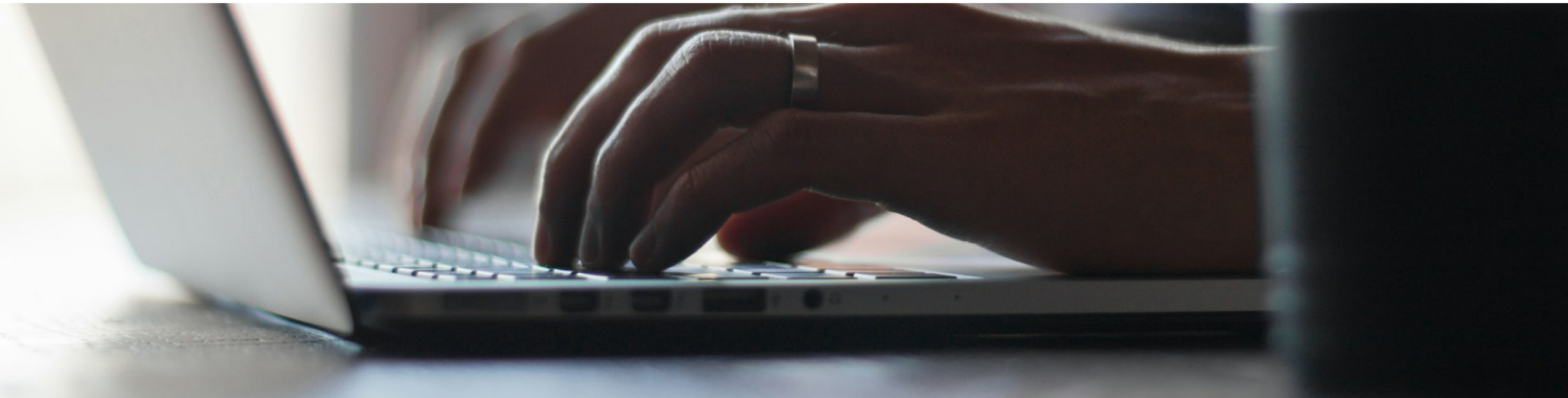
Dr Peter Ahnesorg,
Global Hematology
Franchise Head, Roche



Dr Sunil Verma,
Senior Vice President,
Global Head of Oncology,
Medical, AstraZeneca

Interviews

Written



Produce a written interview with our expert editorial team. From choosing the right topic to crafting the best questions, we'll help you deliver the right message to our audience and your network.

POA

@EMJ_GOLD

Video



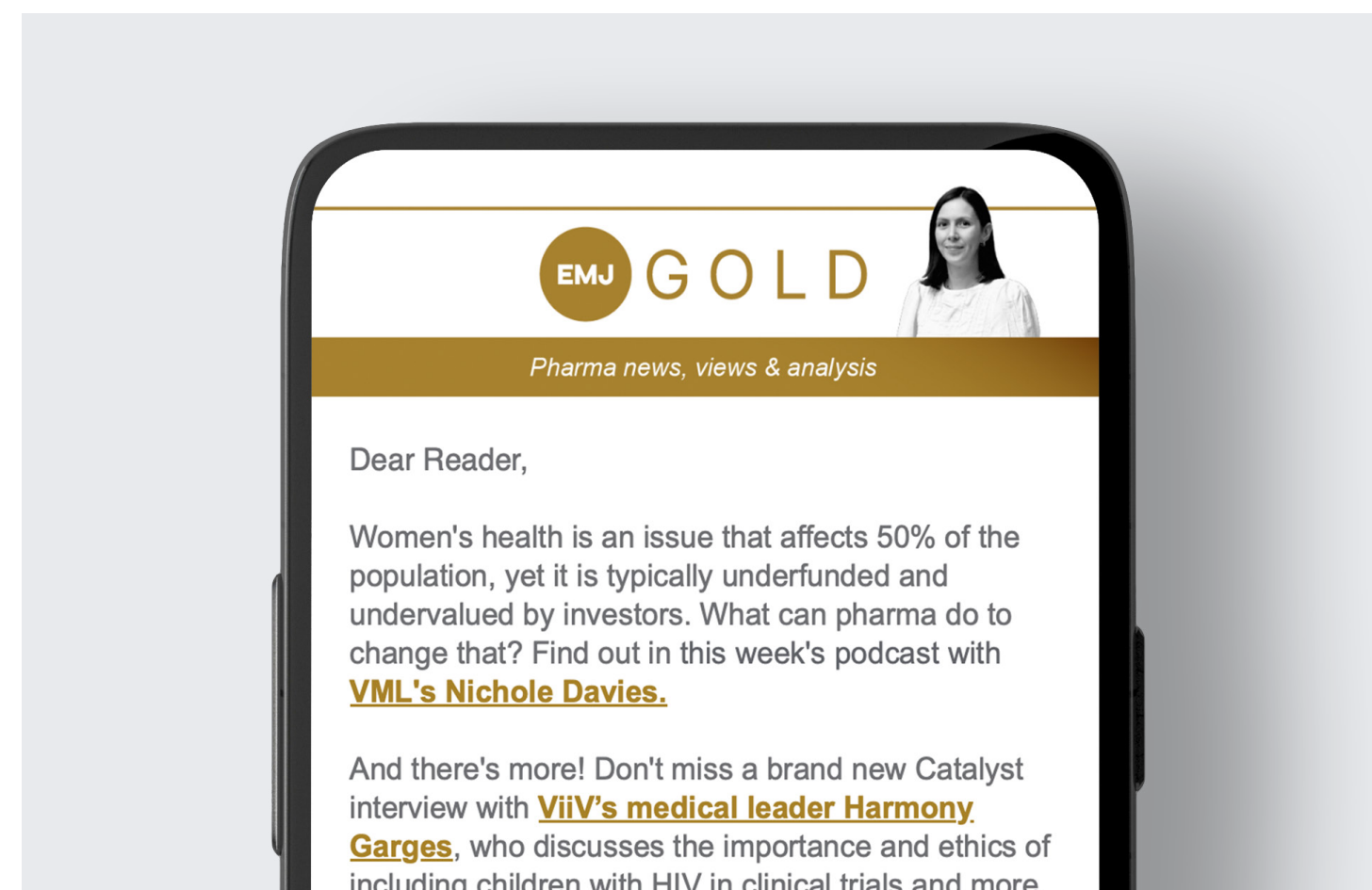
Create a video interview with our creative videographer who will work with you to plan, film and edit an interview that showcases your personality and expertise in your chosen field.

POA

Pharma news,
views & analysis

Advertising

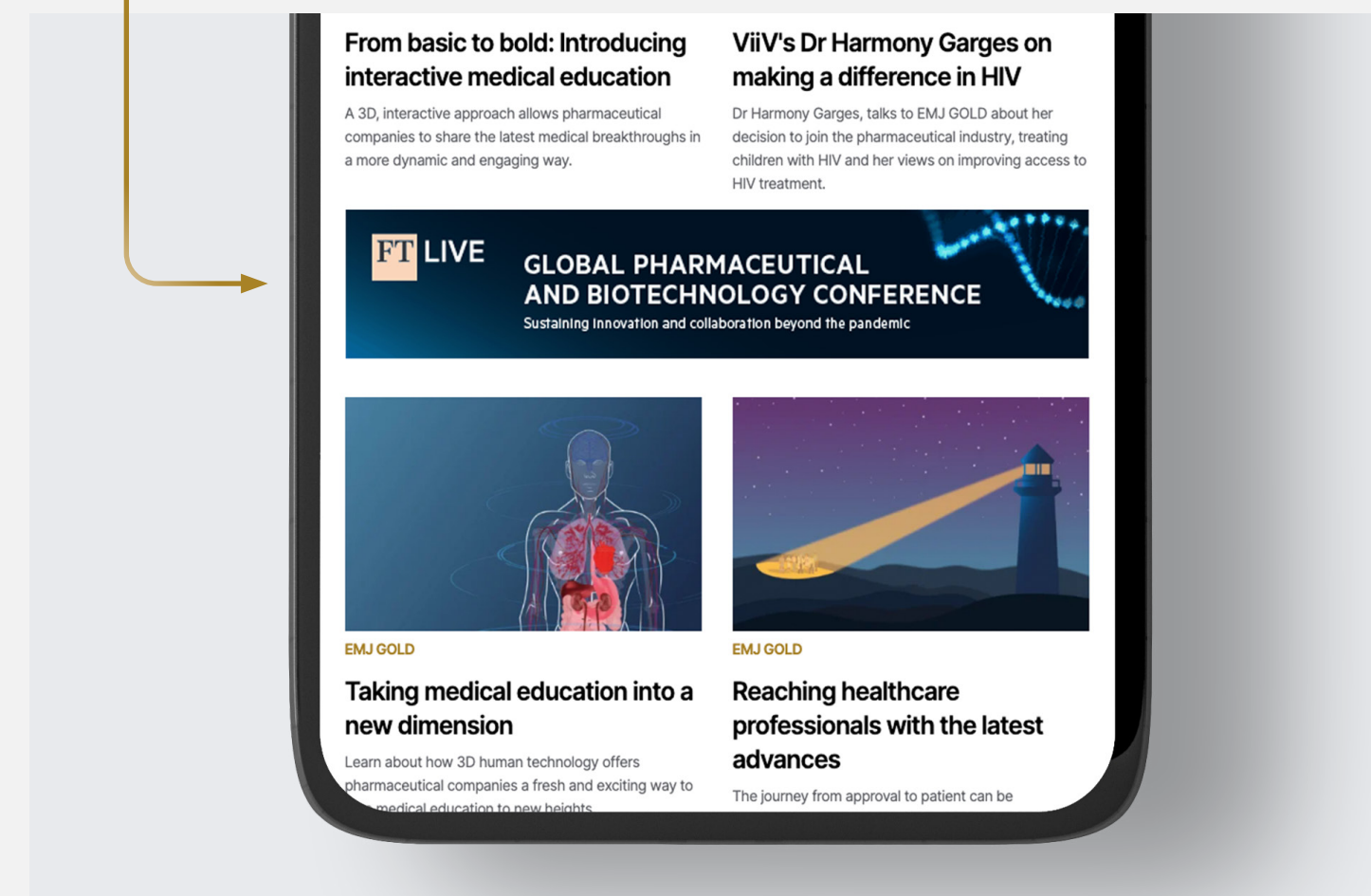
Email campaigns



Reach our network of pharmaceutical executives through targeted emails that reach a global audience, driving brand awareness with industry decision-makers.

POA

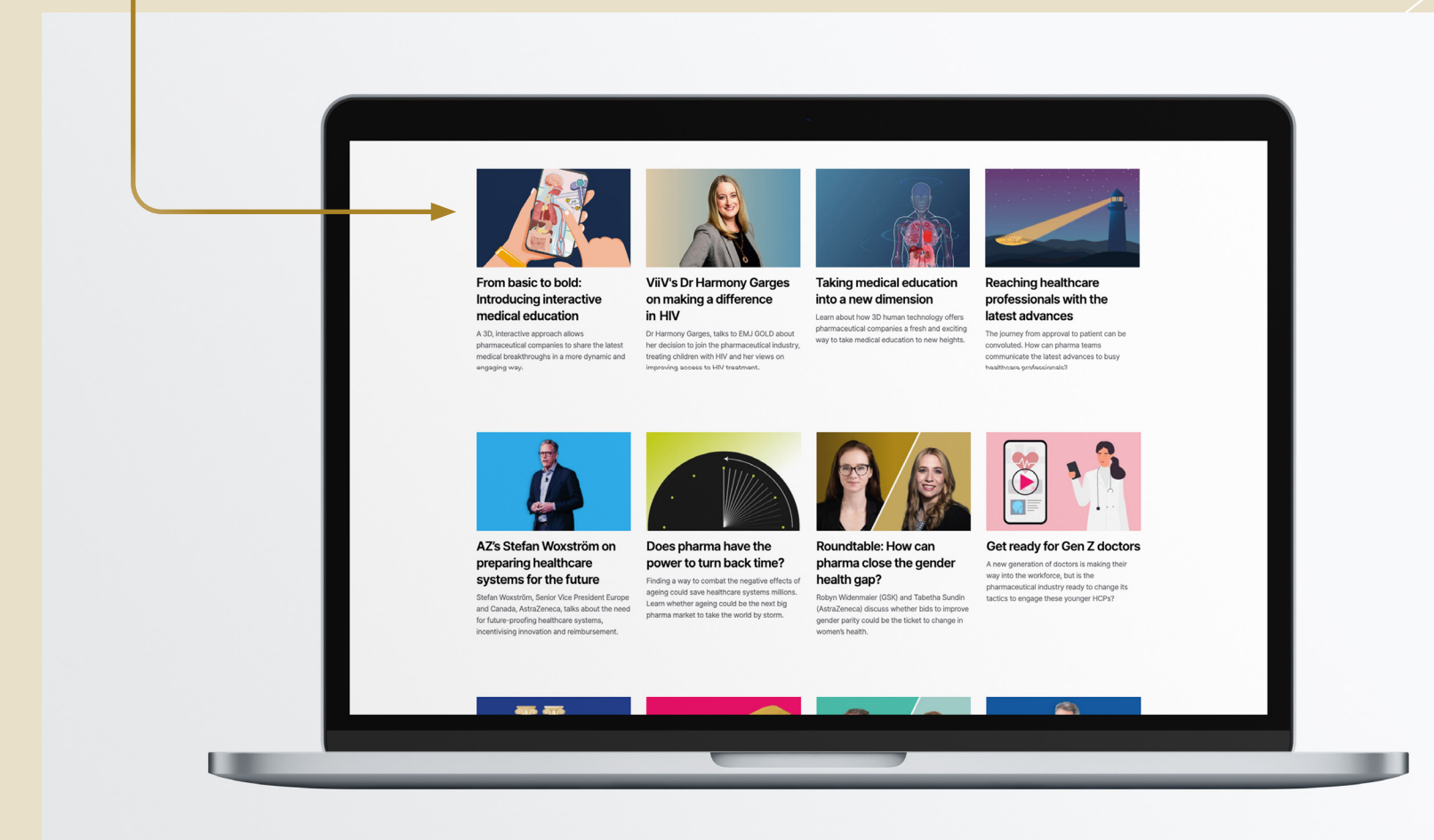
Banners



Place a banner ad in our weekly newsletter or on our website, giving you the opportunity to build brand awareness with our readers from across the pharmaceutical industry via these two platforms.

POA

Advertorials



Work with our expert editorial team on a thought leadership piece on a topic of your choice. Either provide the content yourself or let us take the reins.

POA

Infographics

Produce infographics on a subject of your choice and host the work on our website. Infographics can convey a story, new or previously undiscovered information, or can present a new angle or fresh perspective on accepted wisdom! This educational tool is a fantastic way of illustrating complex data, or overall brand awareness.

POA

Advertisement

Triptorelin: the strength of partnering

How does a biopharmaceutical company exclusively based in Switzerland manage to reach patients around the world? In short, it's through international **partnerships**. For over 40 years Debiopharm has been pioneering a unique, efficient business model: focus on drug development, partner for global marketing.

Triptorelin, one of Debiopharm's standard-of-care oncology products is a striking example of the strength of partnering. This gonadotropin-releasing hormone (GnRH & LHRH) agonist is marketed across 6 continents by 12 different pharmaceutical companies for the treatment of prostate cancer and/or other indications responsive to hormonal therapy.

Advertisement

Debiopharm continues to develop novel therapies in oncology and infectious diseases with the aim of providing new therapeutic options to patients suffering from cancer and infectious diseases.

Triptorelin Partnering Landscape
Accounting for ~\$587m – 2020 Sales Worldwide

*Map showing major triptorelin markets, some smaller markets may not be represented.

Prostate cancer remains a highly prevalent cancer type in men

A variety of treatment options are available for different stages of prostate cancer, including active surveillance.

Triptorelin Franchise Evolution 2017/2021 (YTD)

LHRH Market Today:

- Global LHRH market of \$3.74b
- Triptorelin franchise has grown 25% in the past 3 years
- Triptorelin achieved \$587m in 2020

HAEMATOLOGY UNDER THE MICROSCOPE

Blood – one of the many things that keeps the human body alive, but also the source of many life-threatening diseases. This infographic explores the vastness of the haematology market, including key industry players, drugs to watch, the global burden of haematological diseases and more.

BREAKDOWN OF THE HAEMATOLOGY MARKET (2022)

Revenue by product

- Instruments: \$2,340.1m
- Consumables: \$1,427.6m

Key industry players: Danaher, Abbott, Bio-Rad, Siemens Healthineers, Thermo Fisher Scientific.

Market share by region:

- North America: 11.1%
- Latin America: 6.2%
- Middle East & Africa: 3.3%
- Europe: 38.6%
- Asia Pacific: 18.8%

HAEMATOLOGY DRUGS TO WATCH IN 2023

Daprodustat | GSK

Company: GSK
Usage: CKD-related anaemia
Launch: 2020 (Japan)
Expected launch: 2023 (US and Europe)

Probability of success for daprodustat in the US: 95%

Valoctocogene roxaparovec | BIOMARIN

Company: Biomarin
Usage: Haemophilia A
Launch: 2022 (Europe)
Expected launch: 2023 (US)

Probability of success for valoctocogene roxaparovec in the US: 54%

HAEMOPHILIA FOCUS

There is a median diagnostic delay of:

- 10 years for women with haemophilia
- 4 years for girls with haemophilia

Haemophilia occurs in 1 in 6,000-10,000 males internationally

Approximately 1 in 6,000 males have haemophilia A

Approximately 1 in 25,000-30,000 males have haemophilia B

Around 75% of people with haemophilia live in the developing world

BLOOD CANCER FOCUS

The five-year survival rate for blood cancer is:

The three most common types of blood cancer in the UK:

- Diffuse large B-cell lymphoma (affects 5,500 people a year)
- Chronic lymphocytic leukaemia (affects 4,700 people a year)
- Myeloma (affects 3,500 people a year)

Blood cancer incidence rates are highest in:

- Canada
- Western Europe

FOSTERING TRUST BETWEEN PHARMA AND HCPS

A foundation of trust is paramount to any relationship - and is especially important when it comes to health. This infographic explores the state of trust between the healthcare and pharmaceutical industries, assessing where they stand by the rankings, how valuable pharma-HCP interactions can be and more.

WHERE DOES INDUSTRY RANK FOR HCPS?

In a survey by Ipsos, UK-based healthcare professionals voted from 1-10 on how much they trusted each of the following types of organisations.

Organisation Type	Trust (1-10)
1 Health charities	59
2 Universities conducting medical R&D	56
3 Pharma companies	35
4 Internet companies	25
5 Food & drink vendors	24
6 Banks	19

HOW VALUABLE DO HCPS FIND INTERACTIONS WITH PHARMA?

43% Very helpful

28% Moderately helpful

18% Essential to my role

10% Neither helpful or unhelpful

HOW CAN PHARMA IMPROVE?

80% of HCPS cited a lack of trust in pharma-provided digital content

Recommendations:

- Produce transparent, neutral content
- Make digital platforms easy to use
- Provide MSUs to communicate data
- Present data with all the relevant context

HOW DO THE TWO INDUSTRIES RANK AS ONE?

Technology: 76%

Healthcare: 73%

Food & Beverage: 72%

Energy: 63%

The healthcare sector overall ranked 2nd in trust across industries, but just 20% of the public expressed trust in pharma-provided digital content such as mRNA vaccines, gene editing and gene therapy.



Thank you

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EMJ FAMILY