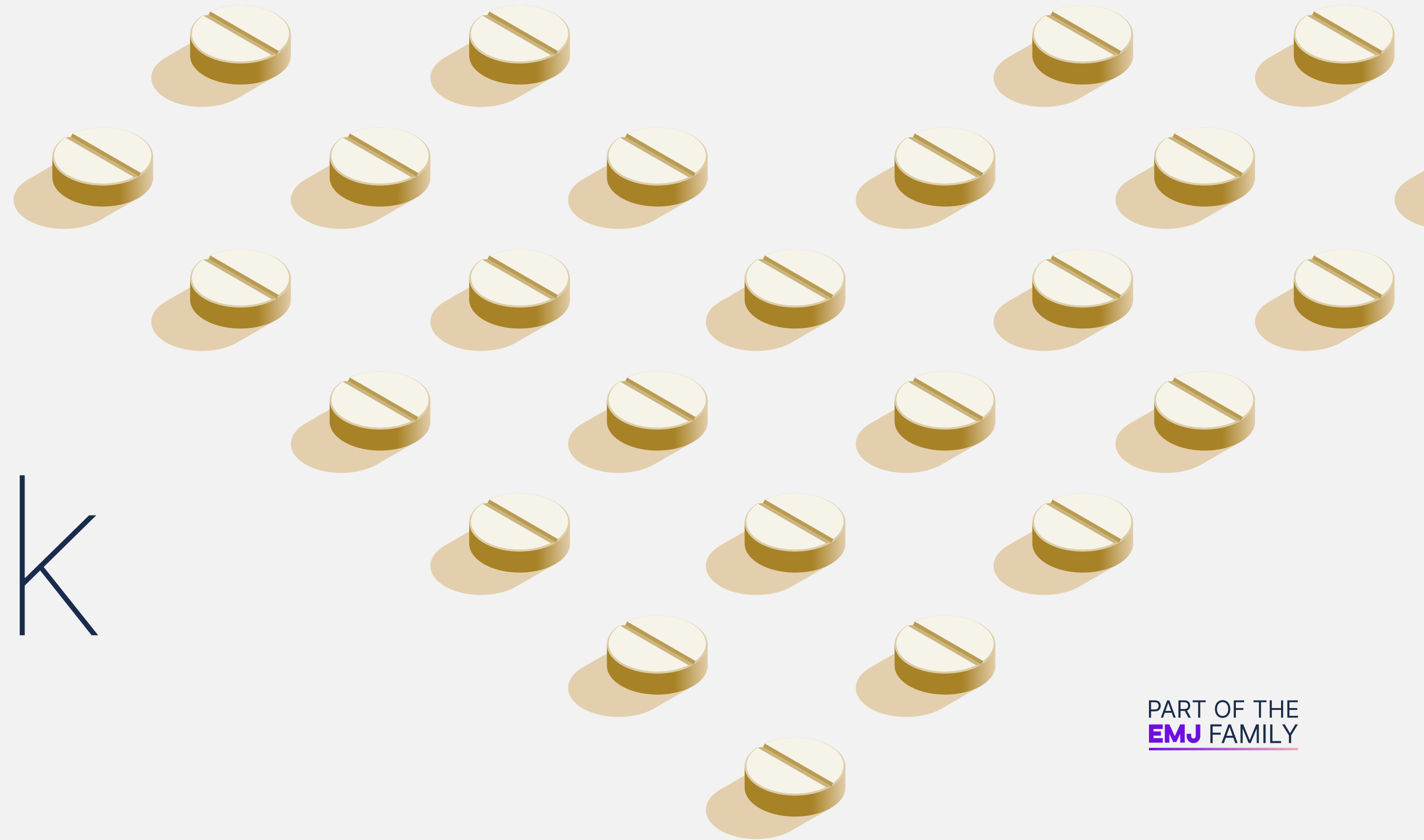
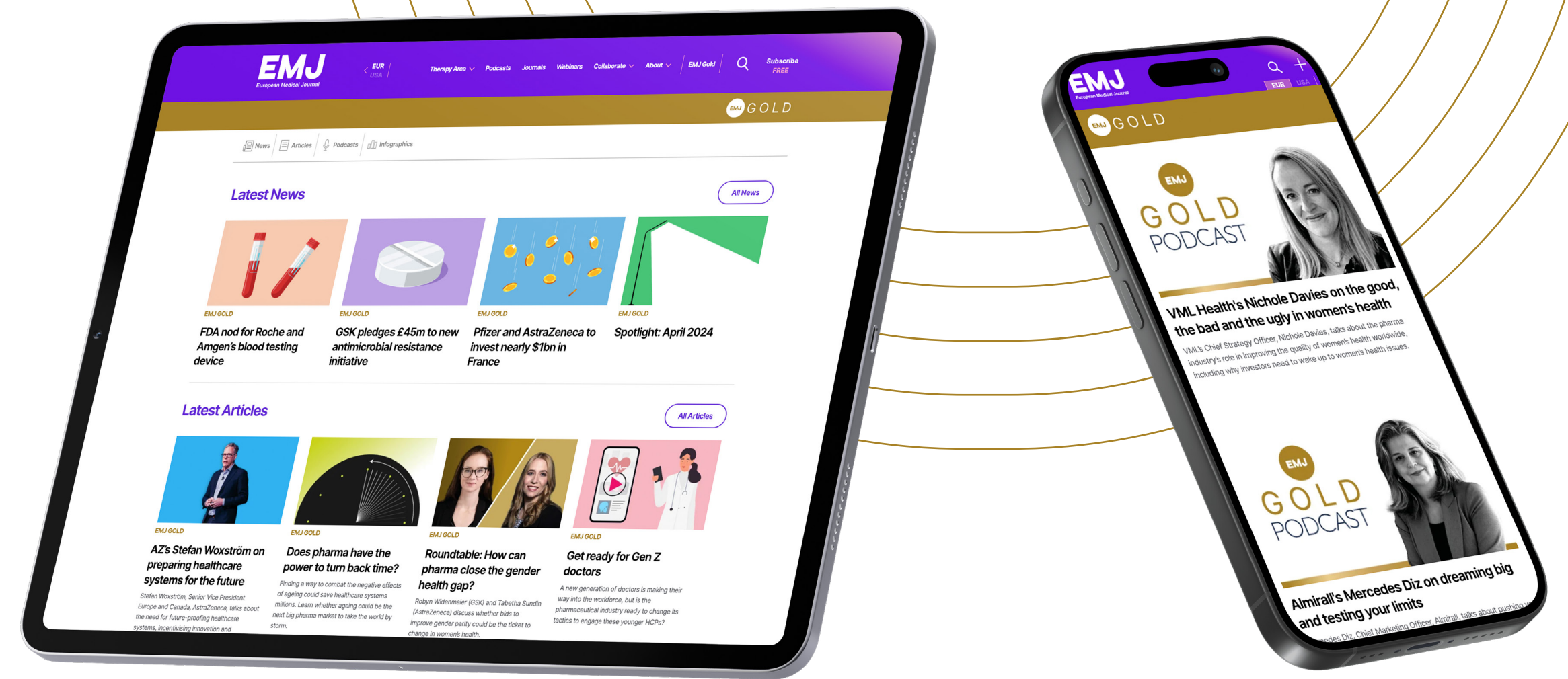


EMJ GOLD



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	Men's health
October	Incentivising innovation
November	Pharma in the US
December	2024 round up

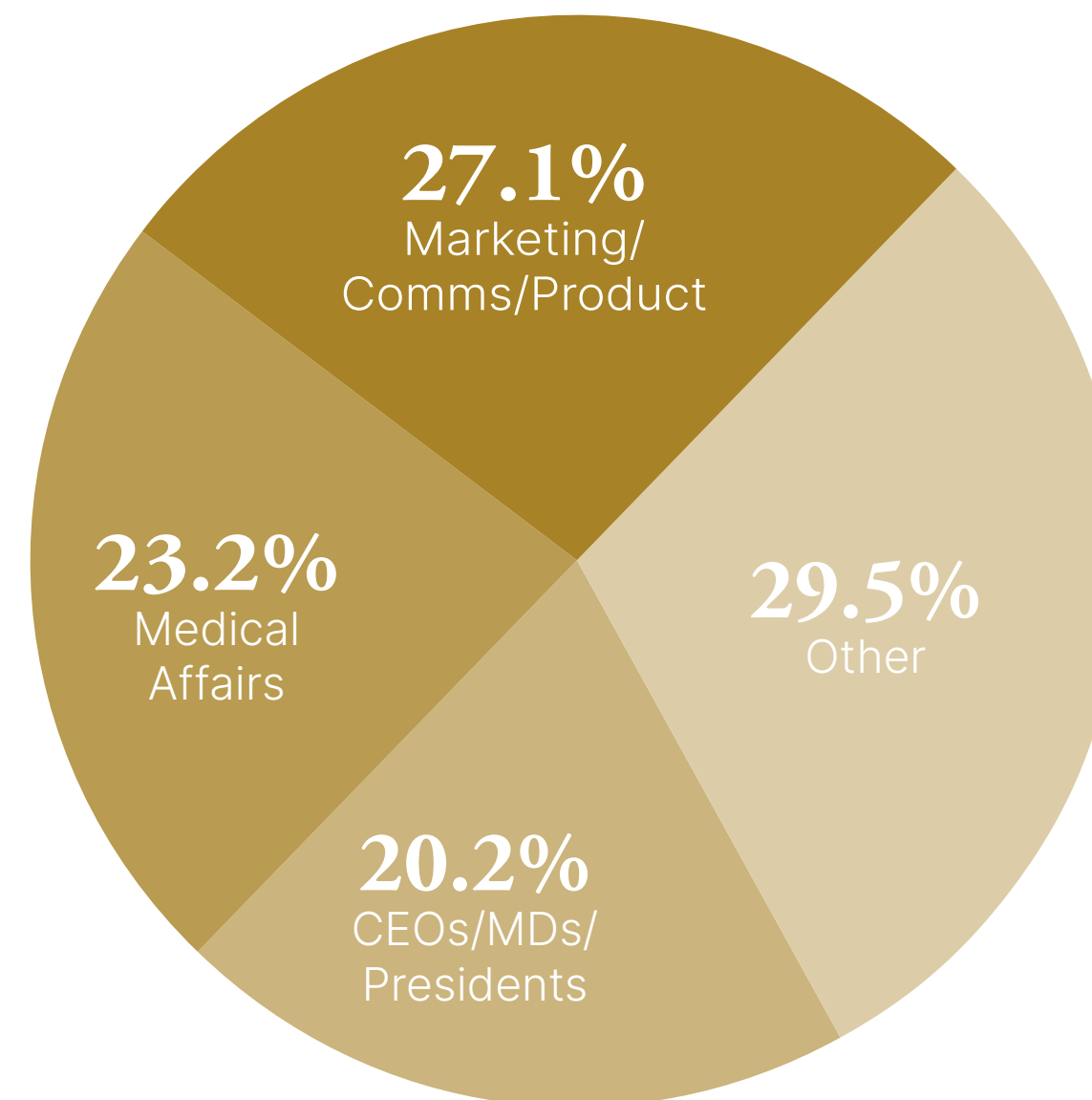


# Audience

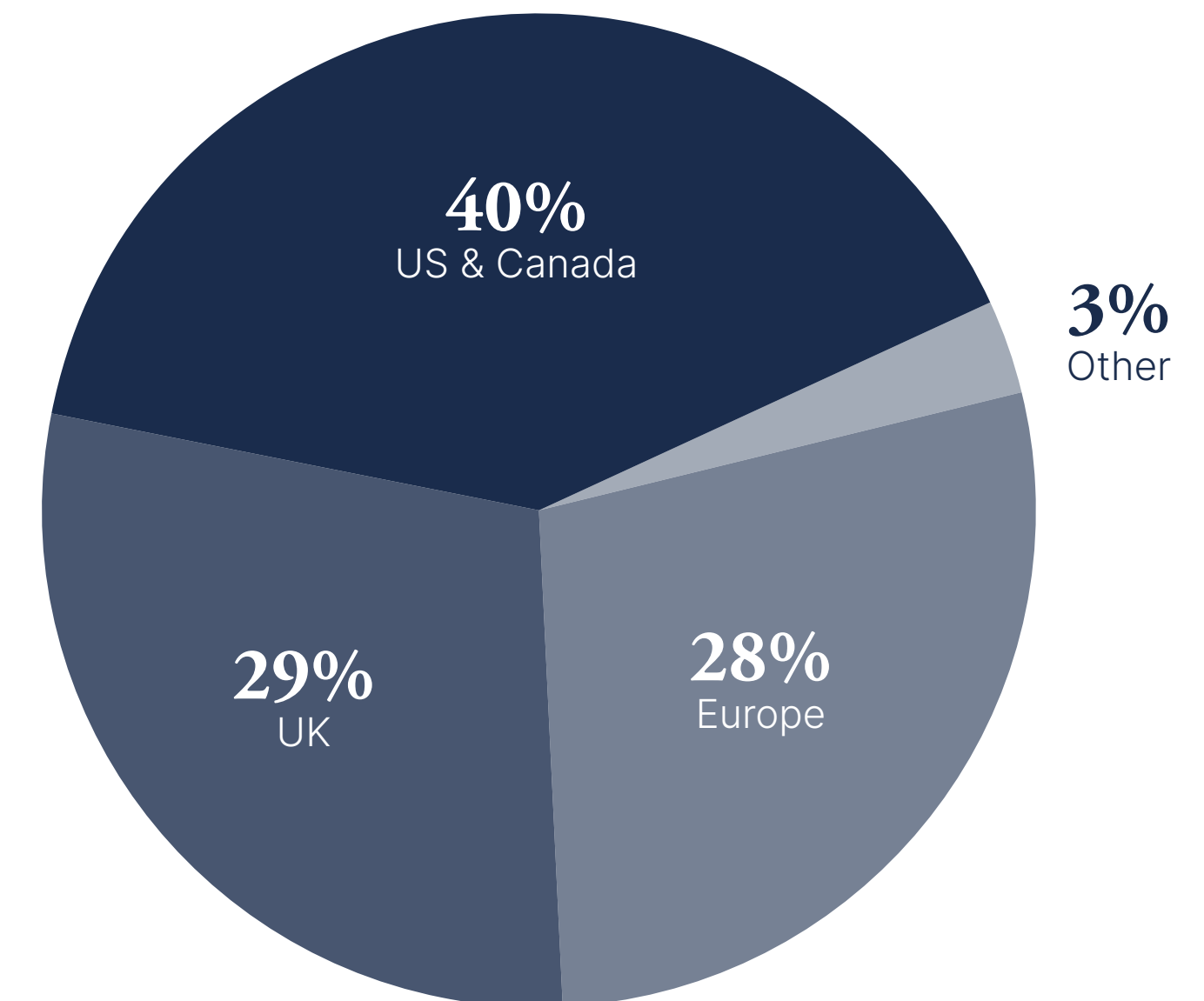
EMJ GOLD has a database of **26,000 engaged pharma professionals** working across a range of functions. This, combined with our following on our social and podcast channels, allows us to reach a diverse section of the industry with our content.

**26,000**  
total audience

Job function



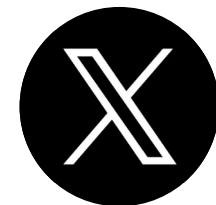
Location



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



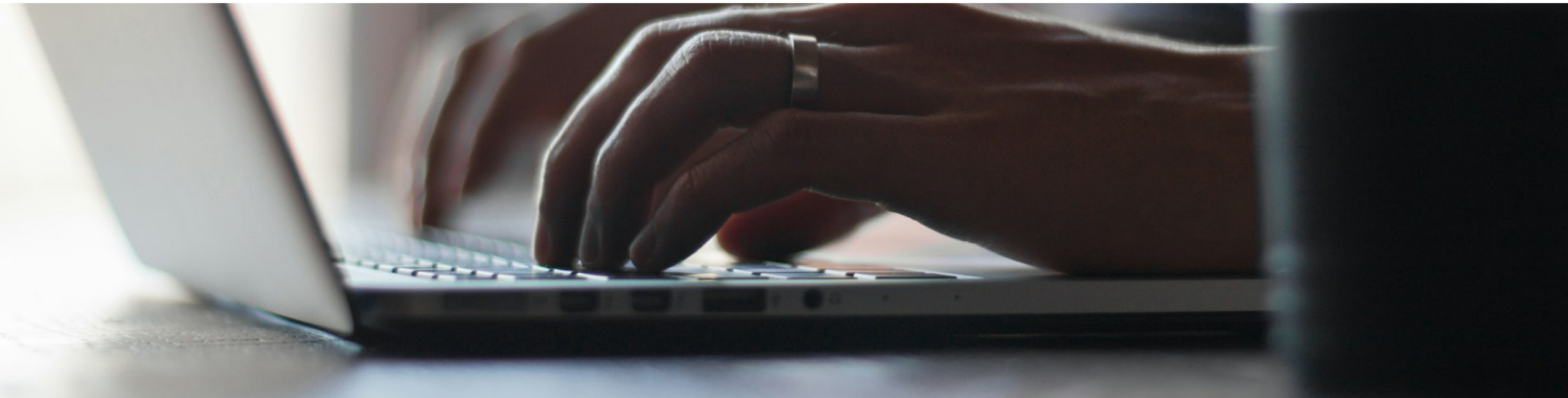
**Dr Peter Ahnesorg,**  
Global Hematology  
Franchise Head, Roche



**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



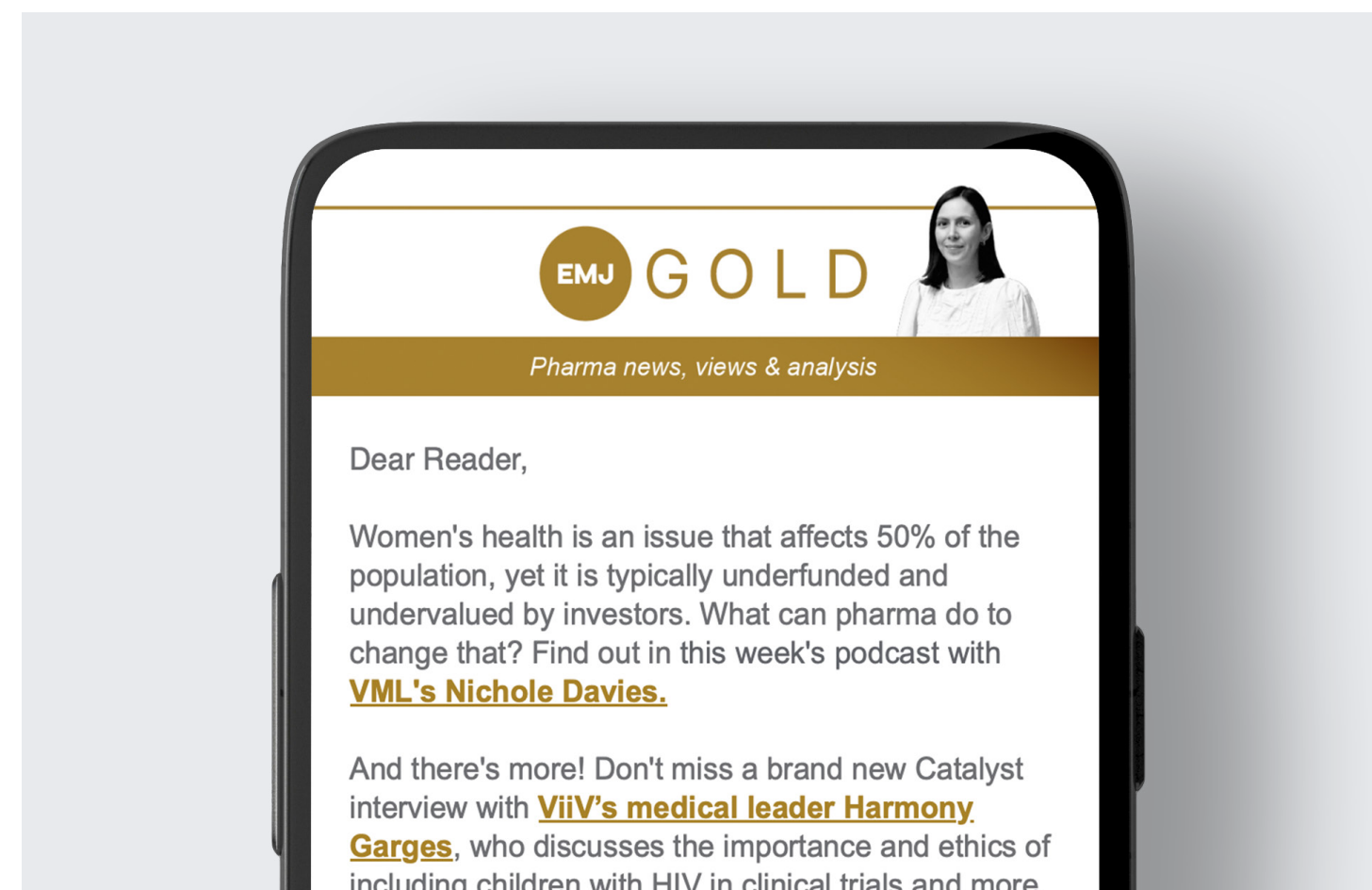
**Create a video interview with our creative videographer** who will work with you to plan, film and edit an interview that showcases your personality and expertise in your chosen field.

**POA**

**Pharma** news,  
views & analysis

# Advertising

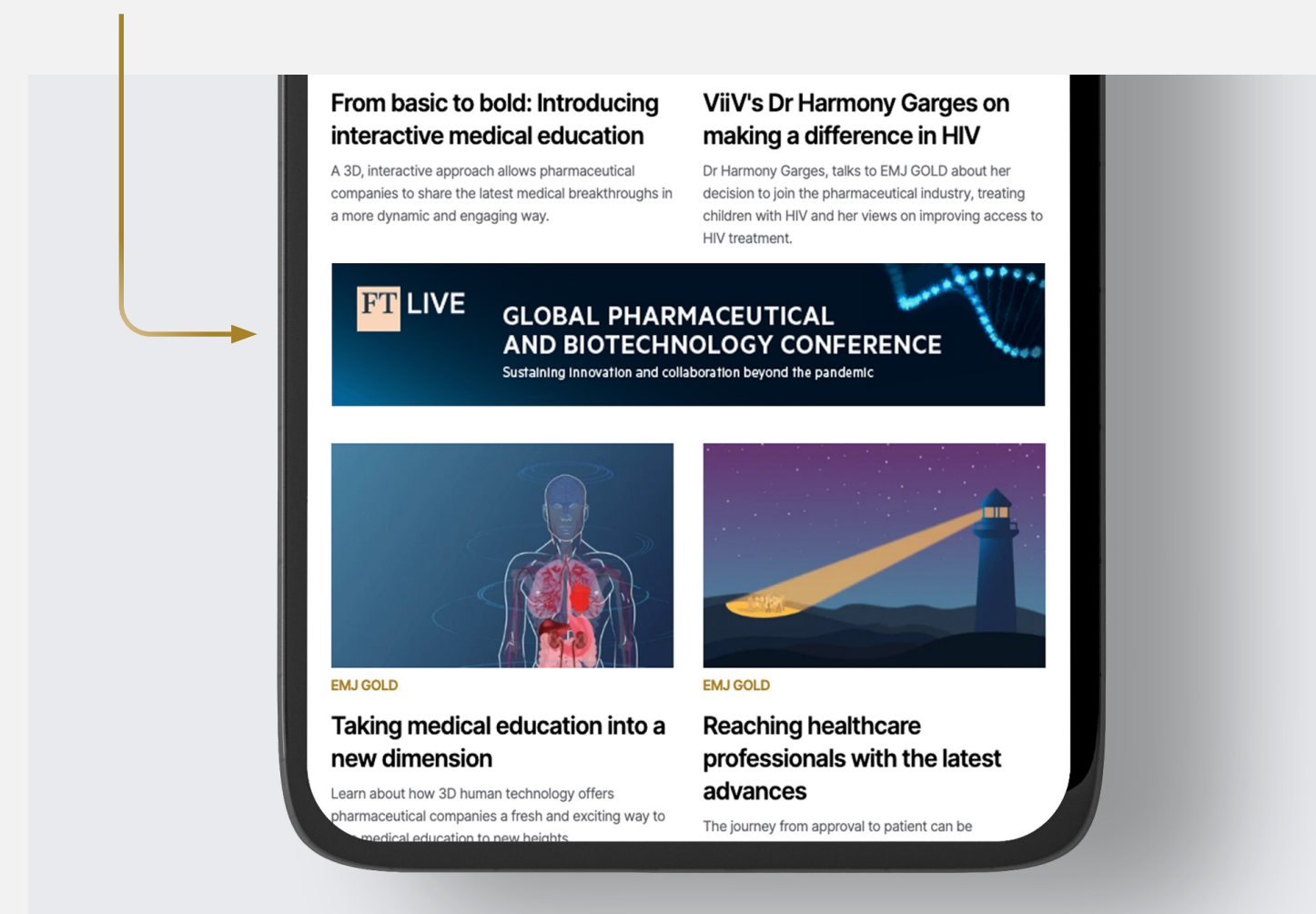
## Email campaigns



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

**POA**

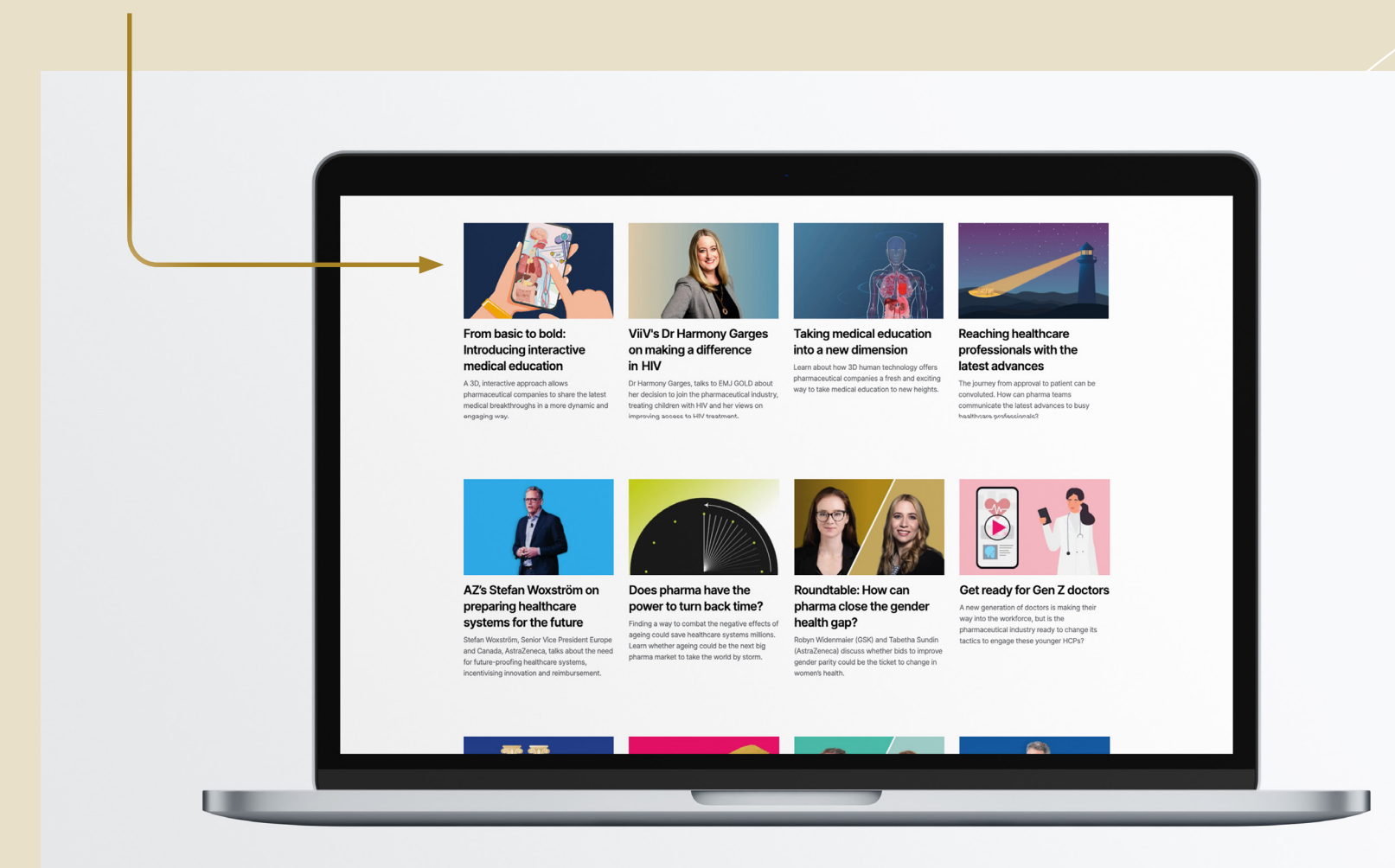
## Website banners



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)

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

Revenue by product: \$2,340.1m (Instruments), \$1,427.6m (Consumables).

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

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

There is a median diagnostic delay of: 10 years for women with haemophilia, 4 years for girls with haemophilia.

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: 70%.

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.

1 Health charities	59	35	5
2 Universities conducting medical R&D	56	40	3
3 Pharma companies	35	56	9
4 Internet companies	25	61	14
5 Food & drink vendors	24	64	11
6 Banks	19	58	23

### 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?

Pharma companies operating in the UK ranked 3rd in trust for HCPS, beaten by health charities and research universities.

However, around 9/10 HCPS agree pharma companies both save and improve lives with medicines and vaccines.

HCPS speak positively about the sector's:

- R&D activities
- Ethics
- Quality and safety standards

The healthcare sector overall ranked 2nd in trust across industries, but just 20% of the public expressed trust in gene-based medicines such as mRNA vaccines, gene splicing and gene therapy.





Thank you

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**EMJ** FAMILY