

PharmaSources.com

Sponsorship Opportunities

The One-Stop Online Trade Platform
for the Pharmaceutical Industry



736,887

Monthly Page Views



145,000+

Active Members



211

User Countries/Regions



120,000+

Social Media Followers



About PharmaSources.com

Rolled out in 2010 as an online trade platform serving the pharmaceutical industry, EN-CPHI.cn has been **renamed and rebranded to PharmaSources.com** after over 10 years' driving industry development.

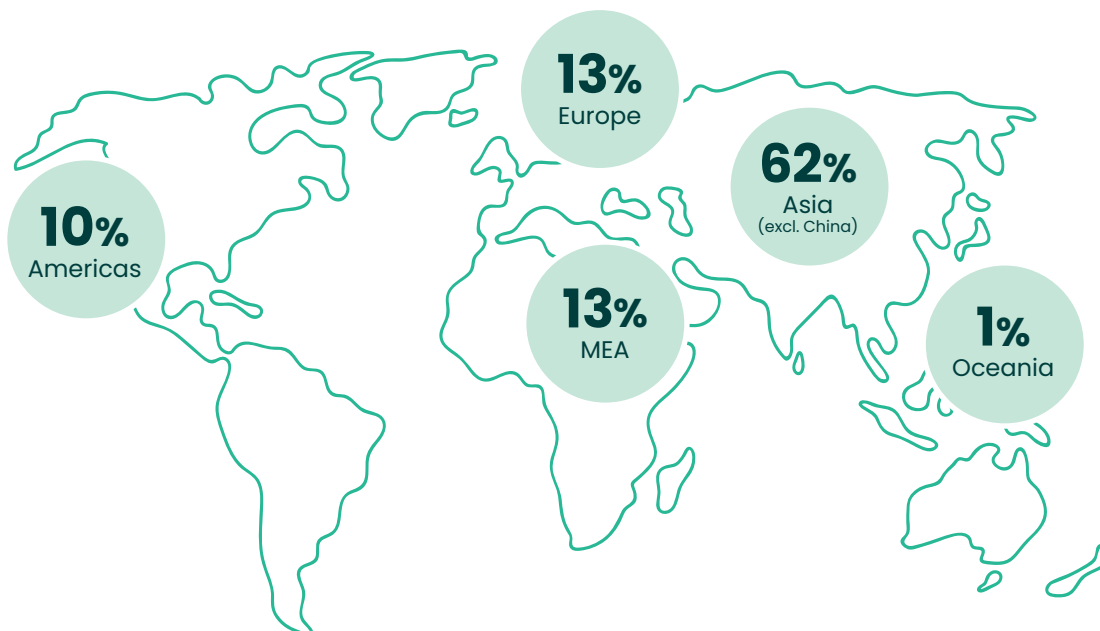
PharmaSources.com is committed to establishing an **international trade platform** to connect global pharma buyers and qualified suppliers while continuously promoting trade and development across the industry.

Together with its Chinese website CPHI.cn, the B2B platform provides information on superior **products and suppliers** for global customers and delivers services to over **145,000 active members** across **211 countries and regions**.

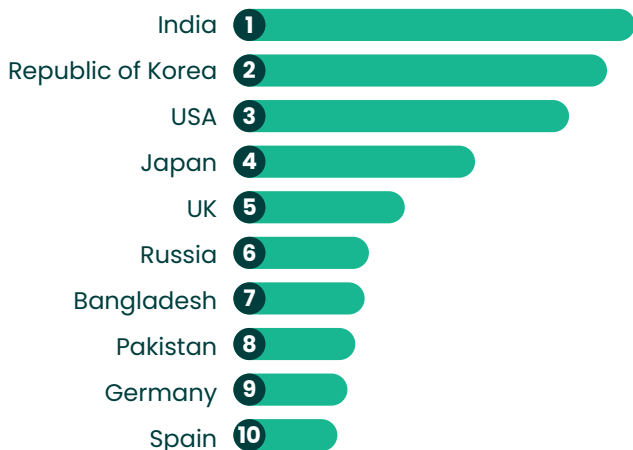
Users Profile

Geographic

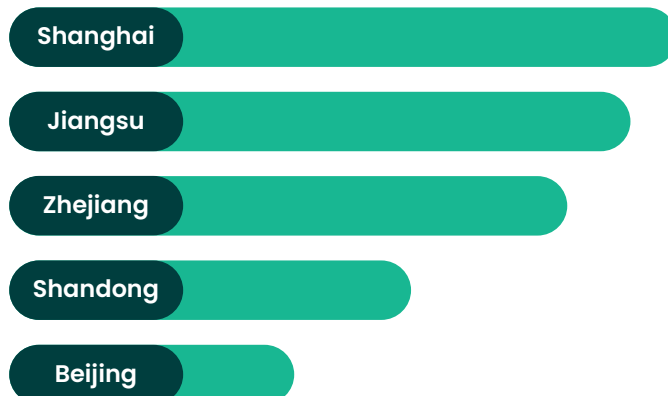
Overseas Users come from **211 countries** and regions all over the world, among which **88% are from Asia, MEA and Europe**.



Top 10 overseas user countries

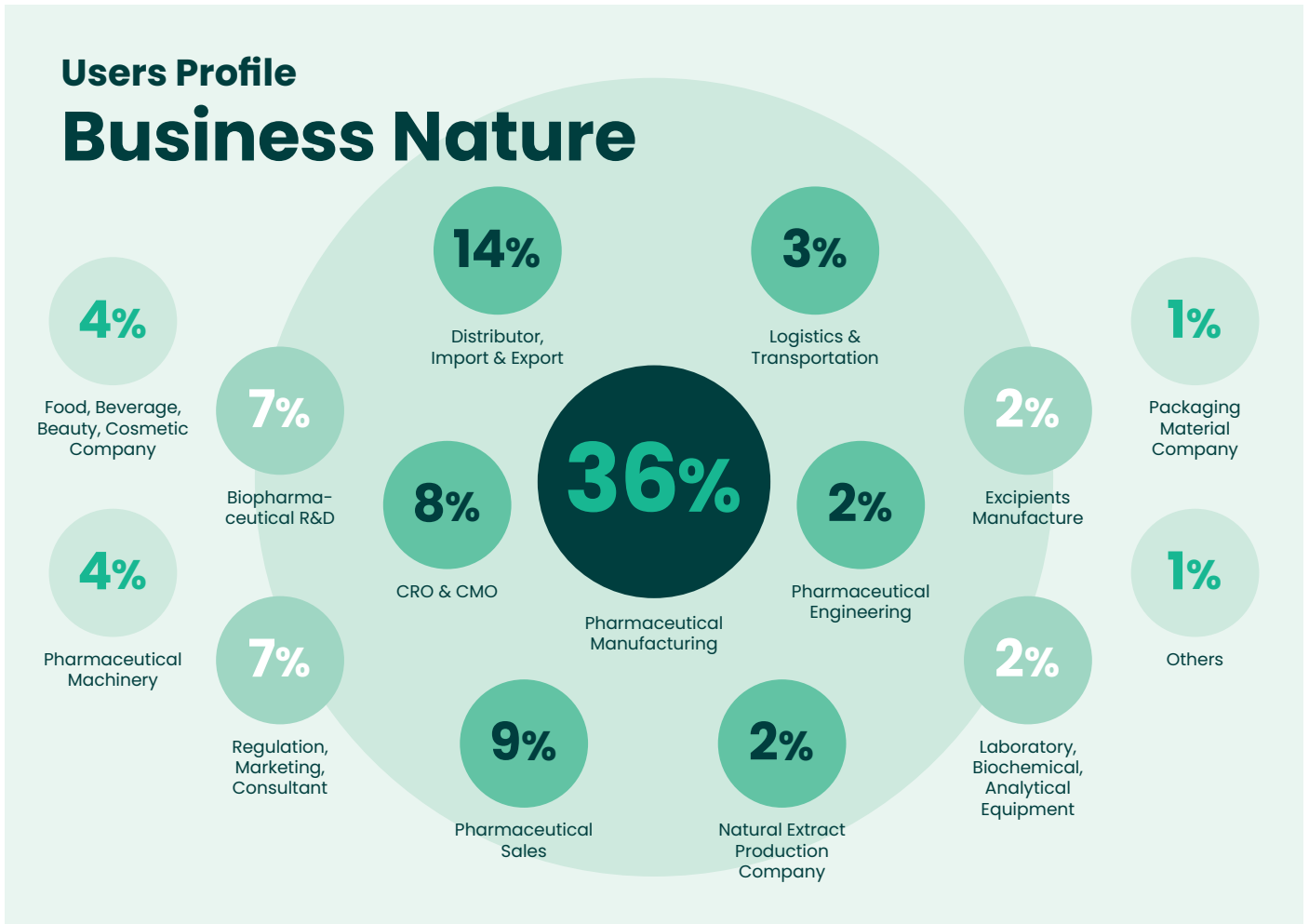


Domestic users by Top 5 China Provinces



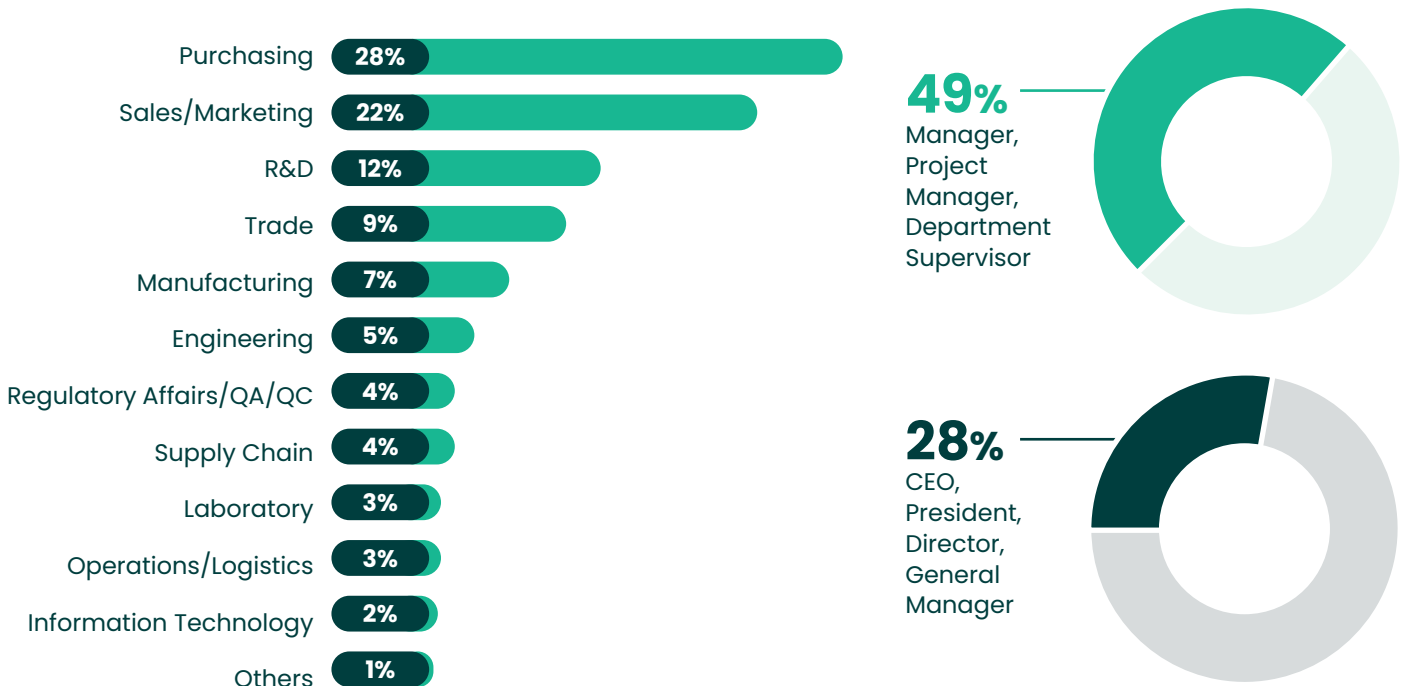
Users Profile

Business Nature



Users Profile

Job Title – Department

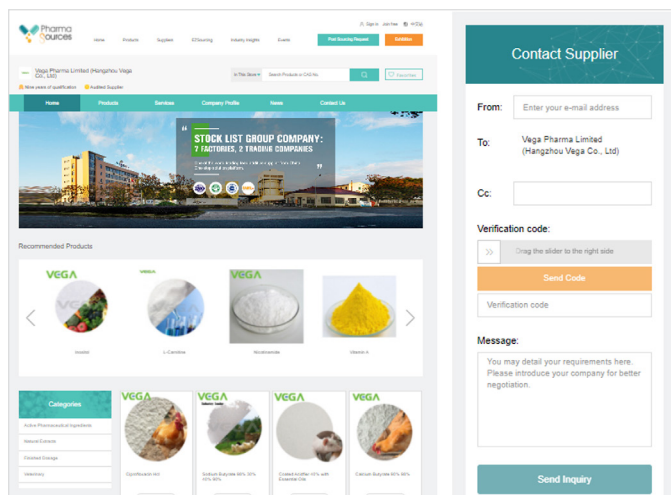


Features & Functions

Online store

Customized Online Showroom Maximized Brand Exposure

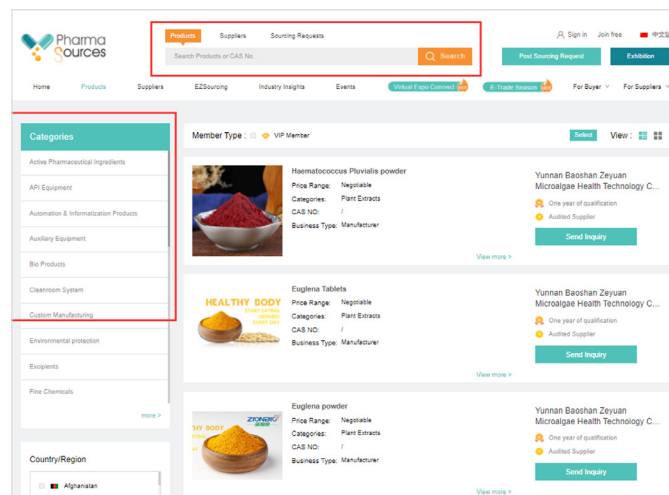
- **The refurbished layout** of online stores highlights products and certifications, for easier location of qualified Chinese suppliers for the global market.
- The brand-new **'Contact Supplier'** function makes it easier for buyers to connect and initiate inquiries directly with suppliers.



Search

Powerful Search Engine Targeted Matchmaking Service

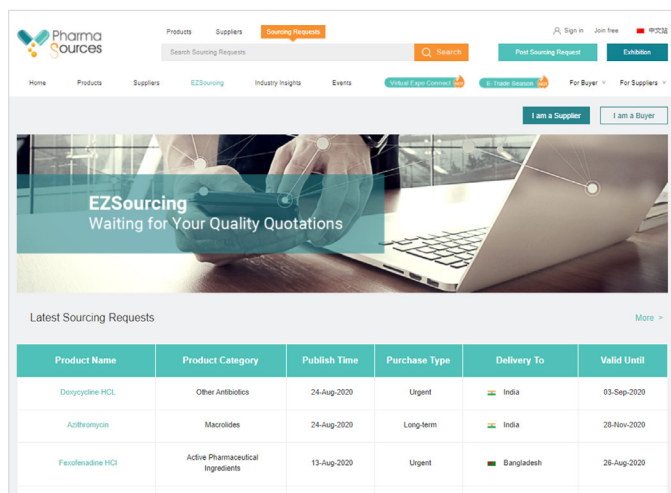
- **The optimized searching functionality** renders more targeted matchmaking and provides more concise information in search results.
- **The new classification of 90+ sub-categories** covering 14 pharma sectors helps to locate target products and suppliers with higher efficiency.



Inquiries & RFQs

Instant and Quality Inquiries & Sourcing Requests

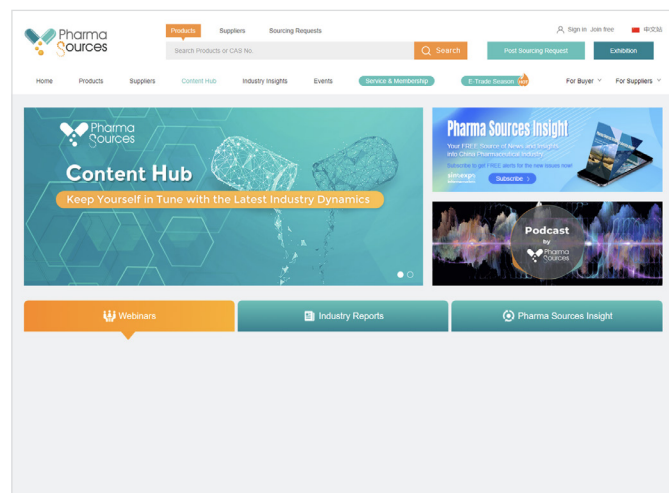
- **1 Simple Click** to post inquiries and sourcing requests (RFQs)
- **Instant connection** between buyers and suppliers from across the entire pharma supply chain
- **1-to-1 exclusive customer service** for a better and more efficient online trade experience



Industry Insights

An Immersive Hub for Industry & Market Information

PharmaSources.com is your reliable source to acquire first-hand industry insights, including news, data & analysis, prices, whitepapers, etc. The website, together with the quarterly digital compilation "Pharma Sources Insight", the podcast "PharmaVibe", and the "Content Hub", provides essential content regarding the latest trends in the market, technology, and legislation of the global and Chinese pharmaceutical industry.



Sponsorship - Supplier Membership

Seeking to showcase your brand and products and connect with global buyers?

Join now as a **supplier member** at PharmaSources.com and unlock your tailor-made benefits and services all year round!



24/7 all year round showcase of your company profile and key products



Maximized exposure to **145,000+ site users/subscribers**



Precisely targeted leads for as per your business



Quality inquiries and sourcing requests for your products

Membership Rates

Platform	General	Platinum VIP
Chinese Site (www.CPHI.cn)	\$1,250 per year	\$8,000 per year
Global Site (www.pharmasources.com)	\$1,650 per year	\$10,000 per year
Package of Chinese Site (www.CPHI.cn) and Global Site (www.pharmasources.com)	\$2,200 per year	\$13,800 per year

Services

Platform Services	General	Platinum VIP
Online Store (On both Chinese and Global Sites) PC	✓	✓
Online Store (On both Chinese and Global Sites) Mobile	✓	✓
APP Online Store (Chinese Only)	✓	✓
Product Showcase In-Store (pcs)	1,000	10,000
Targeted Matchmaking Service	✓	Privileged
Guidance for Content Quality	✓	Privileged
WeChat Post (Chinese Only)		✓
Banner Ads PC	Homepage Featured Products (15 Days)	Homepage Spotlight (15 Days)
Banner Ads APP (Chinese Only)		Homepage Spotlight (15 Days)
Product Ranking Optimization		✓
SEM		30 days (5 keywords)
EDM		EDM Top Banner 1x
Supplier Spotlight (Interview)		✓
Company Video played On-site at CPHI & PMEC China		✓
Buyer Sourcing Event	✓	Privileged

* Extra Rates apply for translation service. Please contact our sales team for more details.

Dedicated Advertising Opportunities

Website Banners Chinese Cite CPHI.cn



A

Homepage Top Banner

SIZE: 1280px (w) x 120px (h)

\$1,500 per week

B

Homepage Spotlight

SIZE: 760px (w) x 410px (h)

\$1,000 per week



C

Featured Products (APIs)

SIZE: 100px (w) x 100px (h)

\$550 per week

D

Featured Products (Machinery)

SIZE: 180px (w) x 180px (h)

\$550 per week

Dedicated Branding Opportunities

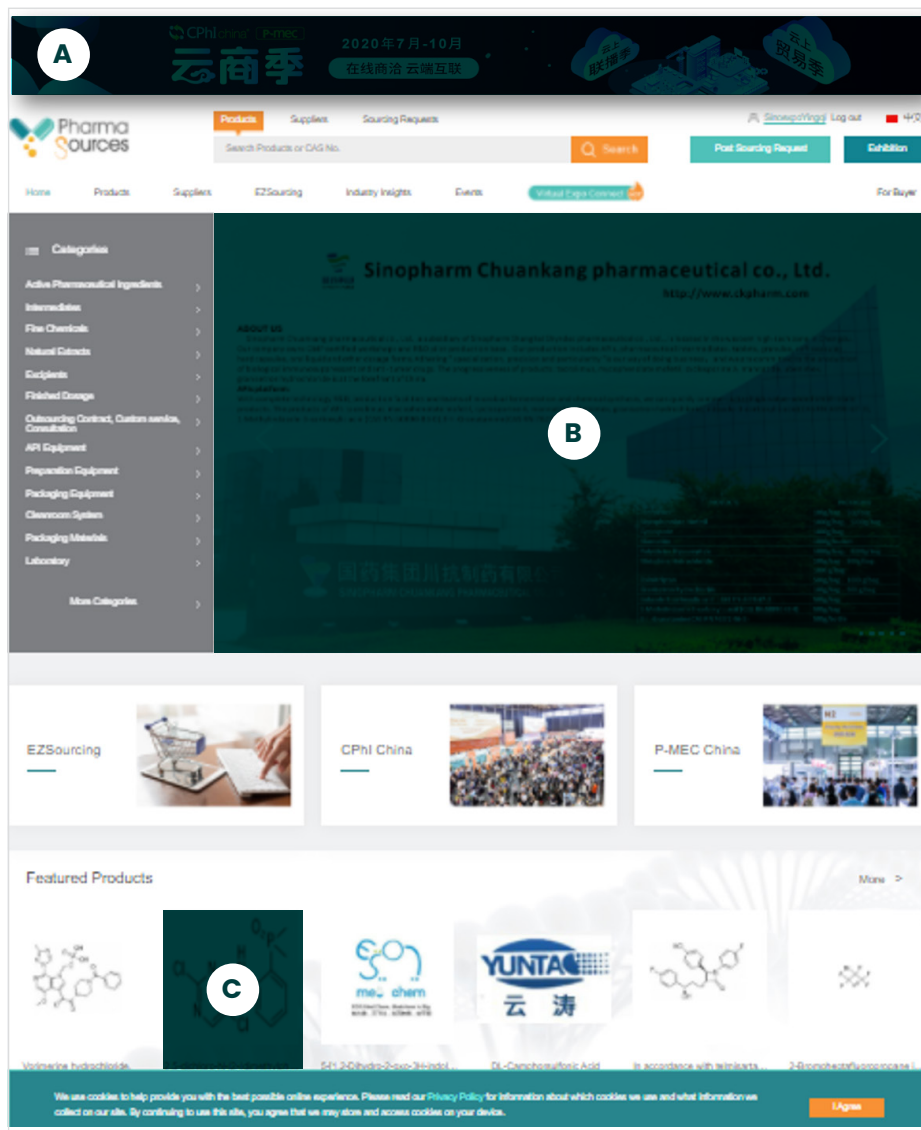
Website Banners Pharmasources.com

A

Homepage Top Banner

SIZE: 1440px (w) x 200px (h)

\$2,000 per week



B

Homepage Spotlight

SIZE: 1110px (w) x 680px (h)

\$2,000 per week

C

Featured Products (APIs)

SIZE: 360px (w) x 360px (h)

\$1,000 per week

Dedicated Branding Opportunities

WeChat

- WeChat is a mobile communication service App developed by Tencent in China.
- WeChat branding is only available on the official WeChat account for the Chinese Site CPHI.cn (74,000+ followers)



Top Message
 SIZE: 900px (w) x 500px (h)
\$2,000

Headlines on the top



2nd Message
 SIZE: 200px (w) x 200px (h)
\$1,500

Graphic advertising



Banner Ad
 SIZE: 640px (w) x 310px (h)
\$550 / 10 days

Banner at bottom of two random articles every day



Exclusive Message
 SIZE: 900px (w) x 500px (h)
\$3,450

The exclusive one customized article posted during the day

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Dedicated Branding Opportunities



EDM

Top Banner Ad in the e-Newsletter

\$1,299 per EDM

- **Position:** EDM Leaderboard
- **Distribution:** 60,000 decision makers, R&D Staff Buyers, Suppliers, etc.
- **EDM delivered during Jan.-Dec. 2022**
- **AD provided by exhibitor:** Size 600x200 pixel, hyperlinked to the online store page at CPhI.cn or Pharmsources.com

* no language translation



EDM

Product Showcase in the e-Newsletter

\$750 per Product/EDM

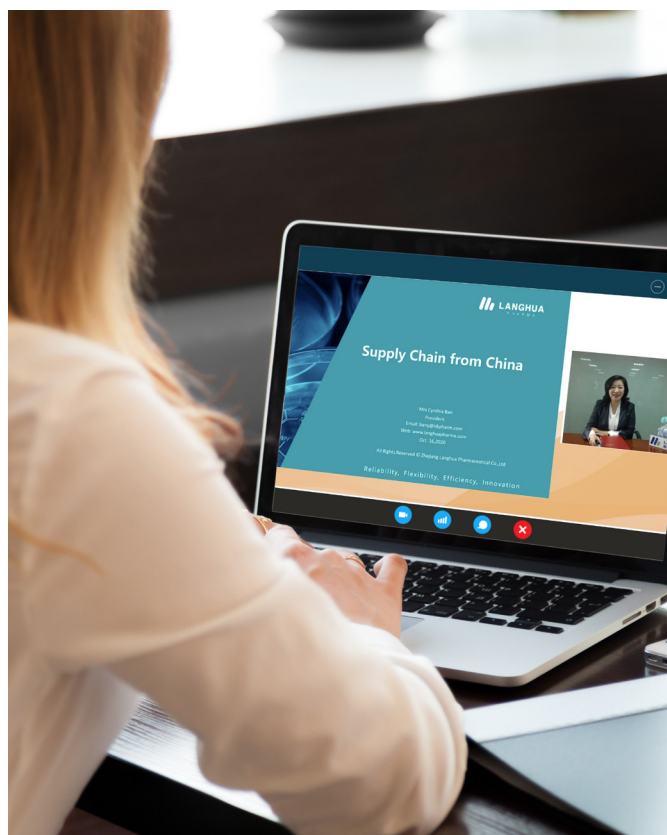
- **Position:** Hot Products Session in e-Newsletter
- **Distribution:** 60,000 decision makers, R&D Staff Buyers, Suppliers, etc.
- **EDM delivered during Jan.-Dec. 2022**
- **AD provided by exhibitor:** Size 200x200 pixel, hyperlinked to the product detail page at CPhI.cn or Pharmsources.com

* no language translation

Customized Webinar

\$4,800

- **One webcast** in either English or Chinese (1 hour)
- **One top message** on WeChat Official Account (for Chinese webinars); or one dedicated EDM (for English webinars)
- **All registrants' data** of the webcast session
- **Company logo inclusion** in all related promotional materials of the webcast session, including an official website, social media, EDM, etc.
- **Bilingual interpretation** service included



Dedicated Branding Opportunities



Dedicated Survey

\$3,600

- Customized lead-generative surveys
- Survey materials provided by supplier

** no language translation*

Supplier Spotlight

Interview in Text

\$1,200

Interview in Video

\$850 Chinese Only, 5-10 mins

- Led by experienced editorial team
- Interviews to be posted on the news channel of cphi.cn or pharmasources.com

** no language translation*

** Extra Rates apply for translation service. Please contact our sales team for more details.*

Contact our sales team for more information

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www.cphi.cn

www.pharmasources.com