

# BioProcess International

**WE DELIVER  
EXPERTISE**

2019 MEDIA PLANNER



## LEVERAGE THE INDUSTRY'S LEADING BRAND AND EDUCATIONAL PORTFOLIO

PRINT – DIGITAL – LIVE – CUSTOM – INTEGRATED – TARGETED

Use all of BPIs integrated product portfolio to surround, position, and deliver your marketing message, expertise and thought leadership to BPIs targeted print, online, digital, and live audiences while creating qualified lead generation.

### **Traditional Advertising**

Print, online, digital delivery platforms connect your message to active and engaged users and decision makers

### **Sponsored BPI Content**

BPIs featured report and ebook series connect your expertise to targeted, engaged audience

### **Content Placement**

BPIs Industry Innovators Issue is the most popular of the year, creating a perfect interactive environment to drive lead generation to your technology reviews, capability reviews, white papers, and scientific posters

### **BPI Theater Series**

Live presentation, video recorded/posted on BPIs website, then converted into a published article within the BPI Theater featured report is a perfect combination of delivery platforms to maximize the reach and impact of your technology and expertise

### **BPI Insider**

Dedicated online publication delivering independent news and expert views to the biopharmaceutical industry. Limited sponsorships create maximum brand visibility and qualified lead generation

### **Custom Publishing**

Partner with BPIs editorial staff to create and deliver your content as a dedicated custom ebook/report/webcast

### **Ask the Expert Webcasts/Publishing**

Allow BPI to execute a turn-key lead generating program that combines the impact of a live online presentation with the prominence of published content in a BPIs scientific issue

### **Targeted HTMLs/Audience Extension**

Sometimes you want to hit a qualified, targeted audience. Leverage and customize the strength of BPIs 15 years of content engagement to deliver qualified lead generation and/or impressions

### **BPI Event Extension Programs**

Maximize your pre-event promotion, on-site experience, and sustain momentum post-event at all major BPI events including: BPI West, BPI Europe, BPI US, BPI Asia, and BioProduction. Pre-event opportunities include podcast series/ebook/featured report, on-site includes the Insider roundtable, BPI TV and content capture, post-event delivers a comprehensive ebook highlighting educational take-aways from the event



- Publishing industry-leading scientific content used by biopharma decision-makers since 2002
- Focused on publishing the latest information impacting all phases of the BioProcess including:
  - **Upstream**
  - **Production**
  - **Downstream**
  - **Manufacturing**
  - **Product Development**
  - **Analytical Methods**

## Reach a Targeted, Highly-Qualified Audience

### Online Readership (July 2017-June 2018)

- 1,370,931 pageviews (+11% vs. year prior)
- 394,541 new visitors (vs. year prior)
- 666,984 user sessions (+15% vs. year prior)
- 28,840 registered users (+28.3% vs. year prior)
- 23,011 web-only users

### Unique Page Views (Annual by scientific theme)

Manufacturing	175,459	(+6.4% vs. year prior)
Upstream	135,881	(+2.0% vs. year prior)
Analytical	95,064	(+14.7% vs. year prior)
Downstream	81,053	(+6.8% vs. year prior)
Business	43,231	(+47.0% vs. year prior)

### Visitors by Region

North America	51%
Europe	22%
Asia	22%
ROW	5%

### Print, digital, social readership and distribution

- 72,026 BPA qualified print and digital subscribers (Monthly)
- 21,287 LinkedIn and Twitter followers

## Scientific Issues

The foundation of all successful marketing programs is built by connecting your brand, your expertise to the peer-reviewed content published in BPI's core scientific issues. Every article with your advertisement is hosted and gated on BPI's website to generate tangible metrics. BPI articles averaged 400+ downloads in 2018.



## Featured Reports

**Associating your brand with BPI automatically gives you more credibility with your target audience. Featured Reports connect your expertise to targeted readers and buyers. BPI Featured Reports averaged 700+ downloads in 2018. Sponsorship includes dedicated HTML to share of audience creating verifiable ROI.**



Jan/Feb

## Upstream and Production

## Technology Focus: Expression • Production • Cell Culture

## March

## Downstream & Manufacturing

**Technology Focus: Product Characterization  
Testing • Drug Delivery**

## April

## Cell/Gene Therapy: Supporting Manufacturing Demands

## May

## Product Development

## Purification, Formulation, Fill & Finish

## June

## Continuous Processing

## Trends in Technologies, Services, and Business Decisions

**July/Aug**

## Industry Innovators Issue

Technical Reviews • Capability Reviews  
White Papers • Scientific Posters

## September

## Upstream and Production

**Technology Focus: Expression • Production • Cell Culture**

## October

## Applications of Single-Use Technologies – Addressing Capacity Challenges

Nov/Dec

## Product Development

**Technology Focus: Product Characterization  
Testing • Drug Delivery**

## February

## Manufacturing Strategies to Accelerate Speed to Market

## March

## Formulation Development

## April

## Smart(er) Facilities

## May

## Antibody-Drug Conjugates

## June

## Capacity Strategies: Large Scale SUS vs. Stainless Steel

**July/Aug**

## BPI Theater @ BIO

September

## Cell Line Development

## October

## Technology Strategies to Accelerate Speed to Market

Nov/Dec

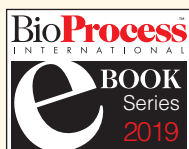
## Gene Therapy Production



# Scientific eBook Series

Published as electronic-only, registration required PDF downloads, BPIs eBook series are dedicated, peer-reviewed publications targeting specific scientific themes generating highly qualified leads for sponsors.

New for 2019: Supplier-based content ebook series.



[www.bioprocessintl.com/ebooks](http://www.bioprocessintl.com/ebooks)



	Emerging Technologies	Emerging Therapies	Supplier-Based Content
January	Characterization Strategies	Biosimilars	Outsourcing Audit Strategies
February	Chromatography	Tissue Engineering	Process Control
March	MABs - Beyond the Platform	Exosomes	Fill and Finish
April	Filtration	Antibody Derivatives	Expression Systems
May	Viral Safety	Vaccines	Risk Mitigation - Raw Materials/Supply Chain
June	Benchtop Bioreactors	Allogeneic Commercial Strategies	Sustainable Outsourcing Partnerships
September	Bioreactor Scale-Up- Pilot to Full Scale	Autologous Commercial Strategies	Consulting Services – Advantages and Risks
October	Bioassays	Complex Protein Production	Training
November	Automation Strategies	Speed to IND – Risks and Rewards	Recruitment and Retention Strategies
December	Drug Product Stability		

# BioProcess Insider

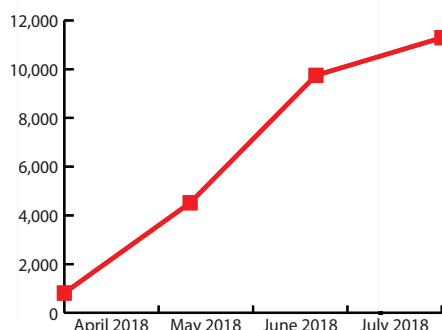
[www.bioprocessinsider.com](http://www.bioprocessinsider.com)

Reporting independent news and expert views for the biopharmaceutical industry, the BioProcess Insider is a weekly online publication delivering breaking financial movements, technology, therapeutic breakthroughs, regulatory changes, and executive insights and perspectives directly to end-users.

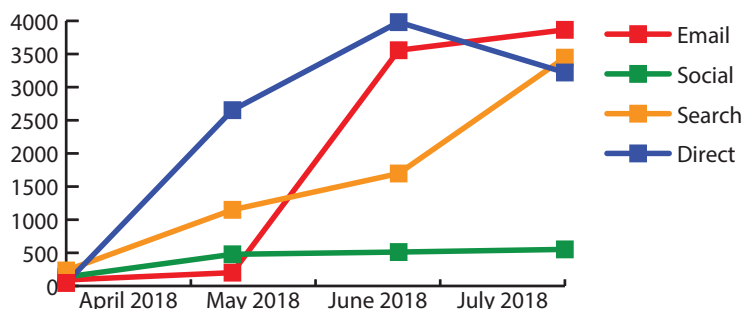
- Breaking business, financial movements and M&A activity
- The latest technology and capacity investments
- The impact of regulations affecting the bioprocessing sector
- The next big industry trends, and much, much more....



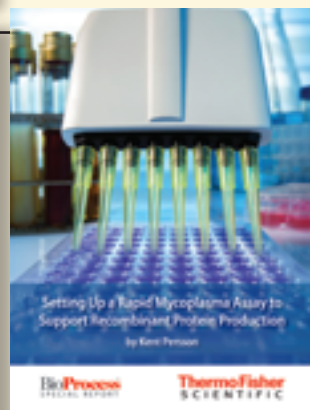
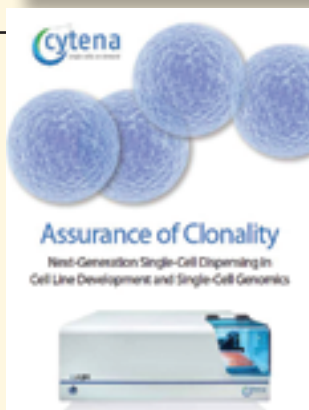
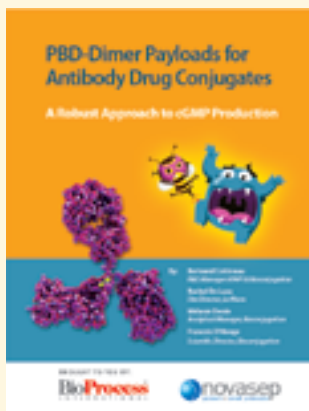
## Pageviews by Month



## Traffic Sources



# Custom Publishing



## Have new content you want to get out? Have great existing content buried on your website?

Leverage the strength of the BPI brand and experience of its editorial expertise to professionally repurpose and transform your science, technology, and thought leadership into a custom report/ebook or into a supplier side article published in *BioProcess International*.

Deliver your content to BPI's 72,000+ qualified print and digital readers, then target specific demographics of qualified buyers who have engaged in BPI's content online. The combination ensures maximum distribution and engagement creating top quality lead generation.

Have more than one piece of content? Partner with *BioProcess International* to create a longer-term, multi-platform thought leadership series that includes reports/ebooks, webcasts, and live presentations at BPI events.

## Custom Publishing

Programs include:

- Portfolios from 4 to 24+ pages
- Access to BPI branding and templates
- Custom, gated landing pages for targeted lead source tracking
- Turn-key editorial and production services
- Full reprint and posting rights

## Ask the Expert (ATE) Webcast Series

It's your science, expertise, and thought leadership that makes the bioprocess work. You need the right platforms to showcase it. *BioProcess International's* Ask the Expert webcast series combines the lead generation of a traditional webcast with the prominence of a published article.

Combine the power of BPI's audience targeting capability to generate a highly-qualified, engaged audience for your presentation. Just presented at a conference? Let *BioProcess International* convert it to extend your reach and maximize your ROI.

Want high-quality lead generation? You've come to the right place! It's all about content and lead generation – and BPI delivers both!

### ATE Fast Facts:

- Fast, effective ten-minute presentations followed by a five-minute Q&A
- Pre-recorded or live events
- Complete turn-key marketing services (pre, live, and post event)
- Full preparation, hosting, production, and editing services
- Conversion and publishing of presentation as a full page article in BPI

### Ask us about:

- Extending your engagement by creating a custom inbound marketing campaign to this targeted audience
- Additional engagement options to deliver your targeted content to BPI's qualified digital audience
- Creating a custom multi-webcast ebook and report



### ASK THE EXPERT

#### BioSC Continuous Chromatography of Mabs Process Design and Regulatory Considerations

with Howard Mochales

**I**n September 2016, Howard Mochales, Director of Process Development, presented a webcast titled "BioSC Continuous Chromatography of Mabs: Process Design and Regulatory Considerations" to a select audience of biopharmaceutical executives and scientists. The webcast was a part of the "Ask the Expert" series, which is a recurring event where industry experts share their knowledge and experience with the bioprocess community.

**MONITORING PRESENTATION**

Howard Mochales presented a case study on the use of BioSC continuous chromatography for the production of monoclonal antibodies (mAbs). He discussed the challenges of scaling up the process and the importance of monitoring and control systems in ensuring product quality and consistency.

The technology works by separating components of a mixture based on their size and charge. This allows for the continuous separation of mAbs from other components, such as buffers and impurities, resulting in a high-purity product.

A key challenge in scaling up the process is the need for a robust monitoring and control system. Howard discussed the importance of real-time monitoring and the use of advanced analytics to optimize the process.

For monoclonal antibody (mAb) production, the process involves the separation of the mAb from other components of the culture supernatant. This is typically done using a series of chromatography steps, including ion exchange, size exclusion, and affinity chromatography.

The time of the presentation was the start of the webinar. Howard Mochales, Director of Process Development, presented a webcast titled "BioSC Continuous Chromatography of Mabs: Process Design and Regulatory Considerations" to a select audience of biopharmaceutical executives and scientists. The webcast was a part of the "Ask the Expert" series, which is a recurring event where industry experts share their knowledge and experience with the bioprocess community.

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Listen online at: [www.bioprocessintl.com/webcast/ATE-2016](http://www.bioprocessintl.com/webcast/ATE-2016)

# Online Marketing

## Targeted HTML Campaigns

As curators of 16+ years of the most cutting-edge, scientific content, BPI's web portal attracts more than 1,400,000 visitors a year who interact and download our content. BPI can capture engagement trends and provide your company with opportunity to access and target specific demographics based upon scientific topic, job title, job function, and geography. Balance your marketing strategy and include targeted HTML campaigns as part of your program with BPI.

## Audience Extension and Programmatic Offerings

Further increase your reach and visibility and stay in-front of BPI decision makers by utilizing the new audience extension programmatic offering and targeting BPI subscribers online with your targeted advertising banners. Audience extension uses audience-based targeting to keep your brand, products, and campaigns top of mind serving across the brand-safe web and social media channels. We can use these people-based marketing techniques for you on our extensive network or work with your media partners for a programmatic buy to run across your own platform or network.

## BPI Event Extension Program

The BPI event series provides your company with the most effective platform to reach and engage new business relationships and reinforce existing partnerships. The event extension program allows your company to amplify the impact of your thought leadership beyond the traditional event footprint. Extend your reach with an integrated content marketing campaign that captures the attention of prospects before the event, maximizes your onsite interaction and visibility, and sustains lead-gen pipeline long after the conference.

- Build pre-event momentum
- Amplify your onsite presence
- Extend your reach beyond the event

The 2019 event extension program schedule:

BioProcess International Asia:	26-28 February	Tokyo, Japan
BioProcess International US West:	11-14 March	Santa Clara, CA
BioProcess International Europe:	2-4 April	Vienna
BioProcess International US East:	9-12 September	Boston, MA
BioProduction:	5-7 November	Frankfurt

## ★ PRE-EVENT

All 3 components include supplier content promotion and advertising opportunities

### BPI Podcast Series

features exclusive interviews with track VIPs discussing the latest developments and event highlights.

### eBook Campaign

converts all podcasts into an interactive eBook distributed to 70,000+ bioprocessing contacts in the KNect365 database.

### BPI Featured Report

converts the eBook into an editorial piece within the BPI publication, distributed to 42,000+ digital readers, plus the attendees of the annual BPI conference.

Top 5 Engagement Demographics			
Contacts by Job Title*		Contacts by Topic*	
JOB TITLE	COUNT	TOPIC	COUNT
Executives .....	15,984	R&D .....	10,712
R&D .....	6,843	MAb Purification .....	4,668
Lab Management .....	3,836	Continuous Processing .....	4,393
Engineer .....	2,656	Downstream Development.....	4,272
Process Development.....	1,140	Cell Therapies .....	3,985

\* Ask for the complete breakdown of title/topic demographics

informaengage

## BioProcess Intl Impression Volumes

- The table below outlines the estimated **monthly** impression volumes that can be supported for an Audience Extension program with BioProcess International Journal
- Multiple advertisers can target the same segment at the same time - we don't have inventory constraints.
- Campaigns are sold in monthly increments based on impressions purchased and on a CPM basis, cost is \$70/M
- Can be run as a solo campaign or coupled with another offering from BPI

### Monthly Audience Extension Impression Volume Estimates

Product/Audience	Audience Size/Uniques	Display	Facebook	LinkedIn	Native	Video Pre-Roll
BPI Journal	27,110	165,675	52,800	5,285	13,212	11,997
Digital Programs/Premium Content Subscribers	87,867	468,005	158,452	17,840	44,603	42,188
Site Ads/Online Audience	To come	To come	N/A	N/A	To come	To come

BPI CONFERENCE VISIBILITY EXTENSION PROGRAM	
Pre-event	• Podcast series/features/interviews with track VIPs discussing latest developments and event highlights • Tracks: Cell Culture/Research/Manufacturing/Genes to Market/Analytical and Quality/Supplier Only • Each HTML delivered to targeted (pre-qualified) engaged audience • Converted into pre-event eBook and report (a) on site distribution
@event	• BioProcess Insider Early Roundtable • Previews "what did we learn today" highlight videos of the tracks, Preceding Day Sessions • Recorded and posted online, including BioProcess Insider "show edition" • BPI TV video interviews can be converted to dedicated pre-event supplier HTML • Live session audio capture for use in custom content publishing (podcast, eBook, report)
Post event	• BPI Post Event eBook - complete event highlights and track recap • BioProcess Insider dedicated post event newsletter • Electronic distribution of your BPI TV via BNET to print database • BPI Digital Works: extend your presentation visibility/BPI TV interview and/or post new content within newscast page

## ★ ON-SITE

Includes on-site advertising opportunities

### The Insider Roundtable

panel gathers event VIPs representing each track to highlight the most important sessions of the day. These forums are recorded, hosted, and promoted via digital newsletter.

## ★ POST-EVENT

Includes digital advertising and lead-gen opportunities

### eBook

is a complete event recap with unique insight and perspectives to sustain your event momentum while generating qualified leads.



## **2019 PARTNER LOYALTY PROGRAM**

*We value your partnership. We appreciate your loyalty.  
We want to grow our business together.*

### **Introducing the 2019 Partner Loyalty Program**

This exciting program rewards all *BioProcess International* partners by matching a percentage of your overall 2019 investment in the form of partner money. The more you grow your investment with BPI, the more partner money you can use to compliment/expand your existing strategy by taking advantage of all the BPI products you want, but can't squeeze into the budget. It's a great deal – for your company and BPI.

### **Program Highlights**

- LEVEL ONE:** Increase your 2018 investment by minimum of 50% in 2019 – receive 15% of total investment value in BPI partner money  
*Example: Your company invested \$50,000 with BPI in 2018.  
Your 2019 investment is \$75,000. BPI will provide you with \$11,250 in partner money*
- LEVEL TWO:** Increase your 2018 investment by 25-49% in 2019 – receive 10% of total investment value in BPI partner money  
*Example: Your company invested \$50,000 with BPI in 2018.  
Your 2019 investment is \$65,000. BPI will provide you with \$6,500 in partner money*
- LEVEL THREE:** Increase your 2018 investment by 10-24% in 2019 – receive 7.5% of total investment value in BPI partner money  
*Example: Your company invested \$50,000 with BPI in 2018.  
Your 2019 investment is \$60,000. BPI will provide you with \$4,500 in partner money*
- FINE PRINT:** 2019 investment must be contracted in full by 15 January 2019 in order to qualify.  
Products excluded: Custom Publishing (inserts, reports, ebooks, supplier sides)  
Partner money must be applied in calendar 2019.

### **Sales Contacts:**

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