

Frequently Asked Media Related Questions about *Pharma China*

Q: Does *Pharma China* accept advertising?

A: Yes, we do have advertising spaces available on www.pharmachinaonline.com and on *Pharma China* journal edition. However, please note we are a subscription based business and advertising is just a sideline business for us, so we do not have and will not provide in-depth media data or feedbacks. Please refer to our media information for more details on our customer base.

Q: Does *Pharma China* accept news releases?

A: Yes, it is welcomed. Please send news releases to info@pharmachinaonline.com.

Q: Does *Pharma China* undertake interviews of pharma industry executives or opinion leaders?

A: Yes, but we do it on a highly selective basis as we have a small editorial staff. When we decide on an interview, we will forward our list of questions to the referring PR agency or corporate communication staff, who will be responsible for preparing interview scripts which are subject to our final approvals.

Q: Does *Pharma China* accept article contributions from industry experts?

A: Yes, seasoned pharma industry executives and experts are encouraged to share their business expertise related to Chinese pharma and healthcare with our readership. *Pharma China* is the most influential English media covering China's pharma and healthcare sector with subscriptions from all MNC and smaller foreign players active in China, leading investment banking and consulting firms, CROs and service providers, industry associations like RDPAC, PhRMA and IFPMA, and foreign government agencies such as the USFDA and USDOC.

Please submit article ideas with topline highlights to James Shen, jshen@pharmachinaonline.com. Article length is usually between 1,000-2,000 words and the topic need to be preapproved by us in advance. We are happy to publish a byline upto 80 words about the author with email address and his/her company with website info at the end of the contributed article. Submitted articles will be published on both our web and journal editions and we do select some articles for inclusion in our annually-updated *China Pharmaceutical Guide*. There is no editorial calendar, we publish online contents on a rolling basis and our editorial deadline for monthly journal edition is 10th of each month.

Q: Do you allow reprints of contributed articles by authors? Are there any costs involved?

Pharma China owns the copyright of all contributed articles, but we are happy to grant fee-free licenses to authors who want to reprint their articles published on *Pharma China*, on the condition that the reprint template is provided by *Pharma China* and it should identify *Pharma China* as the publisher and copyright holder.

We are also interested in co-promotion opportunities through distribution of reprints or monthly journal edition issues carrying specific articles. Please contact our publisher James Shen (jshen@pharmachinaonline.com) for further discussions.

Please contact info@pharmachinaonline.com for more detailed media information.