



REACH

Being successful with your marketing efforts means being successful at getting your message to the right people at the right time whether your objectives are to inform and educate or influence a purchase decision.

From our print magazine to our website, and from our webinars to our eBooks and white papers, pharmaceutical and biopharmaceutical professionals are interacting with the information and insights we provide through their medium of choice. Given our dedication to our editorial mission, it's no surprise that we're seeing an increase in those that turn directly to *Pharma Manufacturing* versus broad searches for industry specific news, information and intelligence. Our recent media consumption survey revealed that 70% of pharma professionals attribute their increased use of trade media to print media and pharma professionals spent over 70 million seconds reading our content online.

Our team is dedicated to working with you to create, execute and, most importantly, measure your marketing investment.

Reach by platform

Magazine



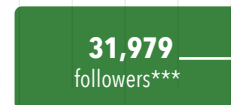
Website



eNewsletter



Social Media



0 10,000 20,000 30,000 40,000 50,000 60,000

Source: VAC Audit, June 2020

**Source: Google Analytics

***Sum of LinkedIn group members, Twitter followers, Facebook followers, YouTube channel total views

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