



## WHY WE STAND OUT

### Our mission and style

Our brand's mission is to provide professionals the tools they need to deliver authentic innovation in today's pharma environment, presented in a way that is straightforward and unpretentious, in a style that is refreshing and unique. We firmly believe B2B publishing does not have to be boring!

### Award-winning journalism and design

In 2021, *Pharma Manufacturing* was honored with the prestigious **Magazine of the Year award** from the American Society of Business Publication Editors (ASBPE). In addition to taking home ASBPE's top honor, our Chief Content Director, Karen Langhauser, won a national gold award for her editor's letter, and the editorial team won a national bronze award for their Global Dose department. Both Karen and Senior Editor, Meagan Parrish, were finalists for Jesse H. Neal Awards — the highest honor in specialized journalism.

On the design side, you will never see stock-art drugs on our covers — we strive to stand out. From astronauts to bikers, our cover themes are bold and fun. In 2021, our publication took home three national design awards from ASBPE, as well as several regional awards.

### On-the-scene editors

Our editors don't just write about pharma from their desks — they are immersed in the industry. Editors and our publisher attend all major industry trade shows around the world, along with numerous plant openings, tours and events. Our editors have also completed hands-on manufacturing courses. When editors couldn't get a clear picture of the post-hurricane damage to the pharma industry in Puerto Rico, they flew there to see if for themselves. *Pharma Manufacturing* editors are not afraid to tackle tough topics — from opioids to vaccine resistance to pharma's reputational crisis. And the editorial advisory board is not just for show — our editors interact and check in with them on a regular basis.

### Staying relevant

Change is a welcomed part of life and publishing. To that end, we are always adding to and revising our editorial offerings to meet the needs of readers. Editorial is a living, breathing part of our brand and cannot stagnate.

In print, you will notice a refreshed design: modern fonts, edgier layouts and better use of white space. Online, you will notice brighter more vibrant colors, clearer fonts, and layouts that map the way readers use our site.

When brands have longevity, it's easy to overlook the need for the occasional refresh. But because the industry we serve is constantly evolving, we evolve with it. We continue to strive to distinguish our brand from the others in the field.

