



As publications are becoming more widely read in digital format, avakado media is launching **sp2** Inter-Active. This means that we can offer our high-quality content to a wider audience than print, which of course still has its place, particularly at industry events. This trend is confirmed by the rapidly growing number of reader registrations for the digital edition of **sp2** (120 per cent reader registration increase in the past 12 months\*). The benefits of this to you as an advertiser are:

- A broader reach for your advertising message through:
  - An international circulation of 48,000 in Europe, USA, Far East plus an increasing circulation to the BRIC countries
  - A wider industrial reach to pharmaceutical, agrochemical, fine chemical, biotechnology and related life science markets
  - In addition to our core readership in R&D, a broader audience including life science professionals in manufacturing, licensing, procurement and business strategy
  - Enhanced editorial coverage appealing to this larger professional audience - your key customers working in discovery, development, delivery, manufacturing and business management
  - [click here \(insert link\)](#) to see media information
- So what's Inter-Active about **sp2**?
  - Flexibility of delivery to your browser, iPad, iPhone, Kindle, BlackBerry and Android
  - Enhanced presentation including audio and video
  - Analysis of response to your advertisement in **sp2** Inter-Active using your own tools such as Google Analytics
  - Download and share content through social media such as LinkedIn and Facebook
- Extra ways to reach your customers
  - Banner sponsorship of the Editor's welcome email for each issue of **sp2** Inter-Active
  - Sponsorship of our new weekly e-newsletter 'Tom's Top Ten' which summarises the ten most significant news stories that affect your business
- How much will advertising in **sp2** Inter-Active cost you?

- Taking advantage of new technologies we are reducing our rates by 70 per cent, which means a full interactive page advertisement in **sp2** Inter-Active is only £850 (\$1350 or €975)
- Prices of other size advertisements are also reduced by 70 per cent, see attached media information.
- Advertising packages for 2012
  - One page in six issues of **sp2** Inter-Active – £850 per insertion  
Plus free banner sponsorship of Editor's welcome email  
Plus free banner sponsorship of Tom's Top Ten weekly e-newsletter  
Plus free company profile or CEO interview in 2012  
All for only £5,100
  - Equivalent half-page and quarter-page packages are also available at £450 and £250 per insertion, respectively

Be part of **sp2** Inter-Active in 2012 and deliver your message throughout the year by booking your package now. The complete media information for 2012 is attached.

To discuss your 2012 media plan please contact Mark on email: [mark@avakado.eu](mailto:mark@avakado.eu) Tel: +44 (0)1403 220753 or Jaymin on email: [Jaymin@avakado.eu](mailto:Jaymin@avakado.eu) Tel: +44 (0)1403 220754