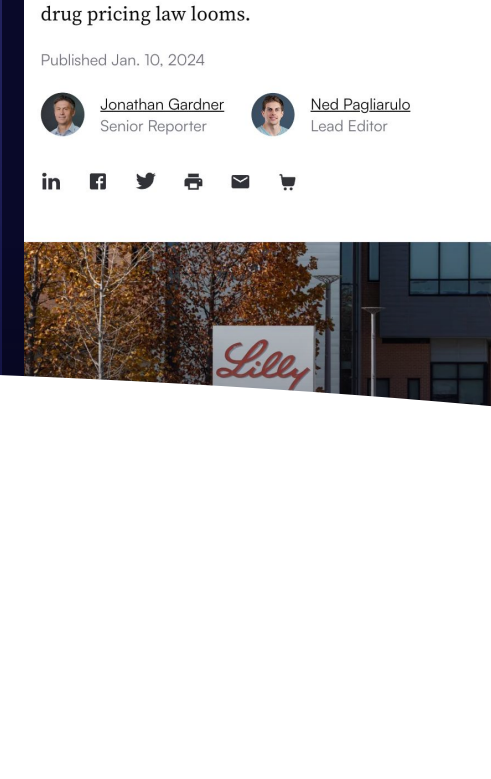


BioPharma Dive is a news publication designed specifically for pharmaceutical and biotech leaders overseeing the business of drug development. Across topics such as clinical readouts, FDA approvals, gene therapy, drug pricing, M&A, research partnerships, and more, our journalists cover the news and trends shaping biotech and pharma.

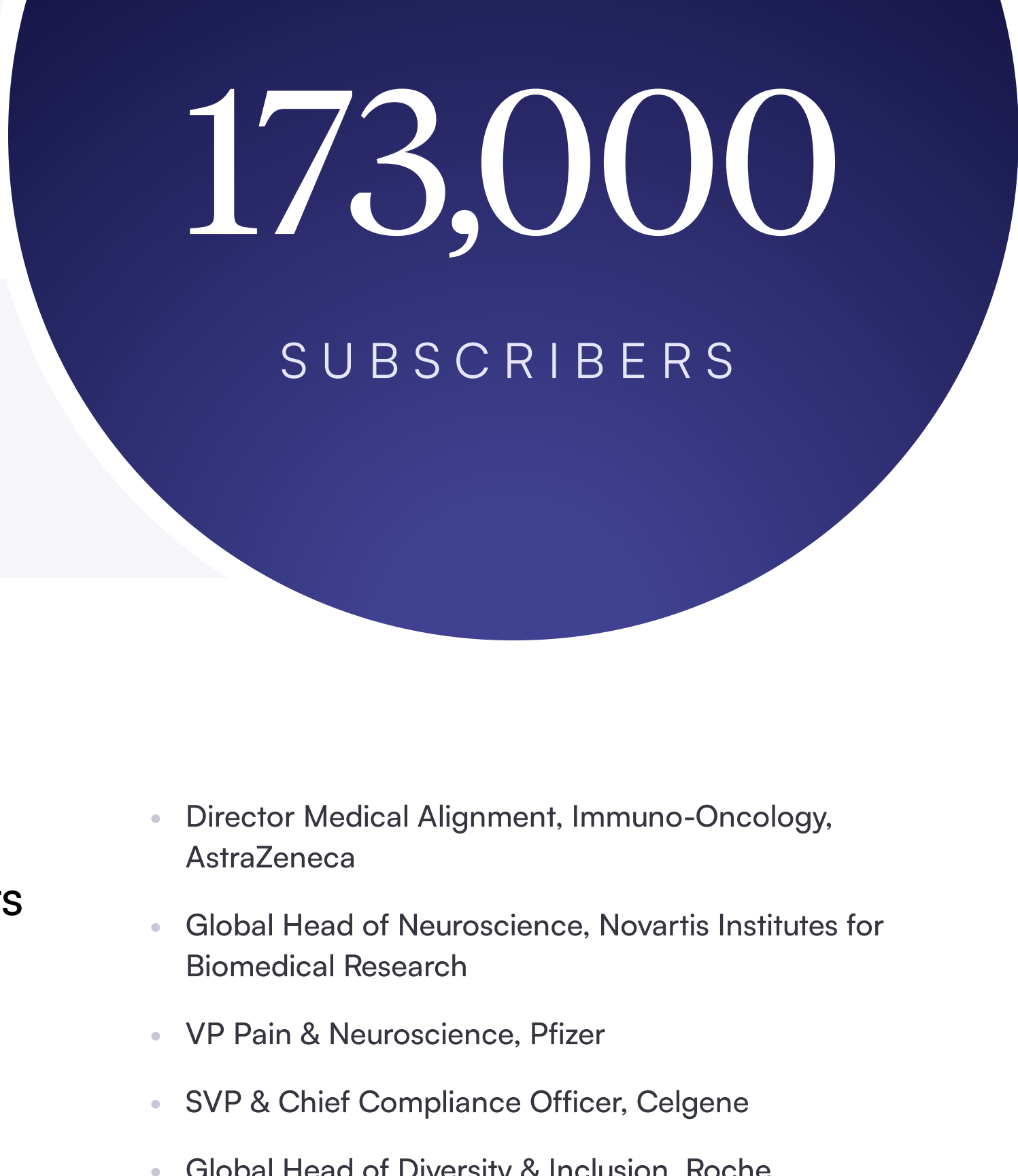


01 Audience

156K
unique monthly visitors

54%
of subscribers are executive- or director-level and above

100%
of the Top 25 Biotech & Pharmaceutical companies read BioPharma Dive



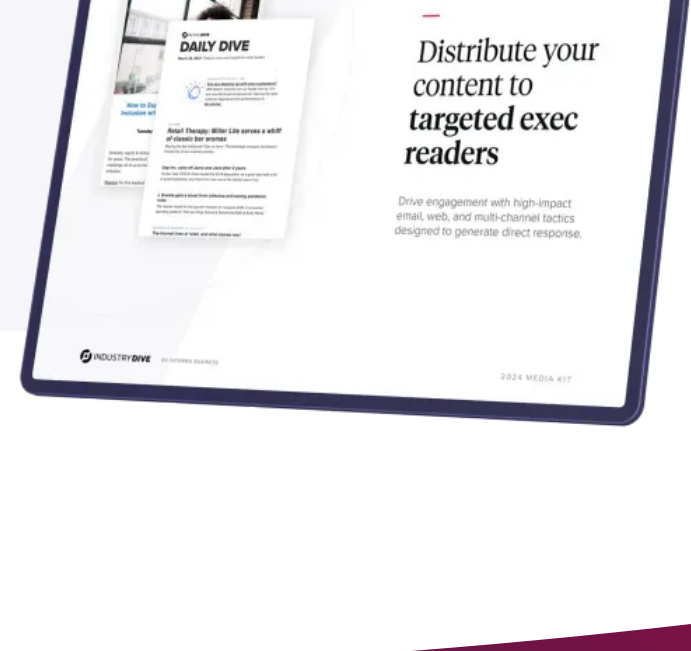
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02 Top-performing content

Amidst innovation in drug discovery, emerging technologies, and the drive for progress in clinical trial development, the biopharma landscape is also being reshaped by regulatory shifts, fierce competition, and powerful digital transformation. Let's take a look at what biopharma leaders have been focused on most.

Top 5 topics

- Biotech
- Clinical trials
- Pharma
- Deals
- FDA

Top 10 BioPharma Dive stories

Non-opioid drug from Vertex cuts pain in major trial tests	Amylyx ALS drug fails crucial study, putting company's future in doubt
FDA orders new cancer warnings for CAR-T therapies	Lilly launches online service for home delivery of weight loss drug
CAR-T for lupus: the 'tip of the iceberg' for cell therapy in autoimmune disease	Bayer signals 'significant' layoffs in plan to shrink bureaucracy
NEJM paper fills in details on 'remarkable' CAR-T result in autoimmune disease	Newly optimistic, biotech investors weigh lessons of sector's downturn
Backed by billionaires, a new biomedical institute tests an unorthodox approach	5 questions facing pharma in 2024

Keywords resonating right now

- weight-loss / obesity drugs
- biotech layoffs
- mergers & acquisitions
- biopharma manufacturing
- biotech startups
- clinical trials
- IPOs
- biopharma supply chain

03 Trend analysis

Hot market, heated competition

- Caution optimism surrounding early IPO surge and expected interest rate decreases
- All eyes on weight-loss/obesity drugs as popularity and need soars; other manufacturers scramble to catch up to the early entrants
- Funding patterns shifting in favor of narrowly focused drug candidates, rather than expensive and time-consuming tech platforms

Emerging tech & research

- Both buzz and hesitation surrounding the rise in next-gen drugs and therapies (gene therapy, RNA interference, CAR-T, radiopharmaceuticals, etc.)
- Optimism around AI and machine learning to analyze large data sets, help researchers develop drugs faster, and automate tasks
- Hope springs as historic strides are being made in the treatment of Alzheimer's, cancer, schizophrenia, obesity, and more — yet the path is not without its share of failures and setbacks

Growing regulatory concerns

- Fewer IPOs could become the status quo as the bar for young drugmakers and the dependency on funding grows higher
- Ripple effects of FTC's termination of Sanofi's drug research deal, including increased scrutiny for early-stage licensing deals
- Legal fights over which drugs will be impacted by the Inflation Reduction Act and its dampening effect on revenue and investor interest

Our readers spent nearly 2x as long on these stories than the average story:

- Two GV investors on biotech's reset and building their next drug startups
- New CMS pilot to test payment scheme for pricey sickle cell gene therapies

AI buzz continues

AI has the potential to make a scalable impact across the life sciences spectrum — from drug discovery, to commercialization, to patient engagement.

studioID tip

Help industry leaders stay on the pulse of an uncharted landscape by providing actionable guidance on how to get started with AI. While this unprecedented tech is certainly generating a lot of buzz — there's just as much talk on how to use it ethically and responsibly — and justifiably so.

Regulatory & compliance pressures

Companies are gearing up for heightened requirements and complexities with regulators ramping up demands.

studioID tip

Biopharma compliance must adopt a strategic compliance approach in 2024. Help them keep pace by informing them of the latest developments and sharing tactics that will help meet the demand for developing effective medications on accelerated timelines.

Unwavering competition

With many therapeutic areas gaining traction like oncology, immunology, obesity, and Alzheimer's, all signs point toward the need for innovation.

studioID tip

As the industry continues to intensify, more players than ever are vying for the same territory. Educate executives on how to reshape their R&D strategies. Share advice for decision-makers to tailor investments to boost revenue and optimize cost efficiencies while keeping patient care and involvement front and center.

04 Marketing insights

Secure approval from this audience by reflecting the content preferences of over 173,000 BioPharma Dive subscribers in your strategy:

Preferred content types

- [Webinars/virtual events](#)
- [Trendlines](#)
- [Playbooks](#)
- [Infographics](#)

High-impact approach

Build trust and transparency

Maintaining trust continues to be a cornerstone in the life sciences industry, opening an opportunity to take a more holistic approach to engaging stakeholders across the healthcare ecosystem.

studioID tip

Share solution-oriented content that decision-makers can lean on to help make trust an integral part of their strategy. Articulate the opportunities they have to gain — and what they stand to lose — surrounding the latest innovations and emerging technologies.

High-impact approach

Stand out in a crowded space

Biopharma leaders are eager to learn about the successes and setbacks in groundbreaking research, new therapies, and clinical trials.

studioID tip

Showcase how decision-makers can tackle market challenges, adopt new tech, optimize processes, and beyond. Provide best-in-class examples in the form of guides, playbooks, and even webinars.

High-impact approach

Embrace the digital transformation

Stakeholders are keen on maximizing the full potential of digital tools and technologies.

studioID tip

Help leaders stay in front of the dynamic pharma and biotech landscape. Share future-focused use cases, analysis, and best practices that companies can employ to achieve long-term success.

studio / ID

How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.



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