

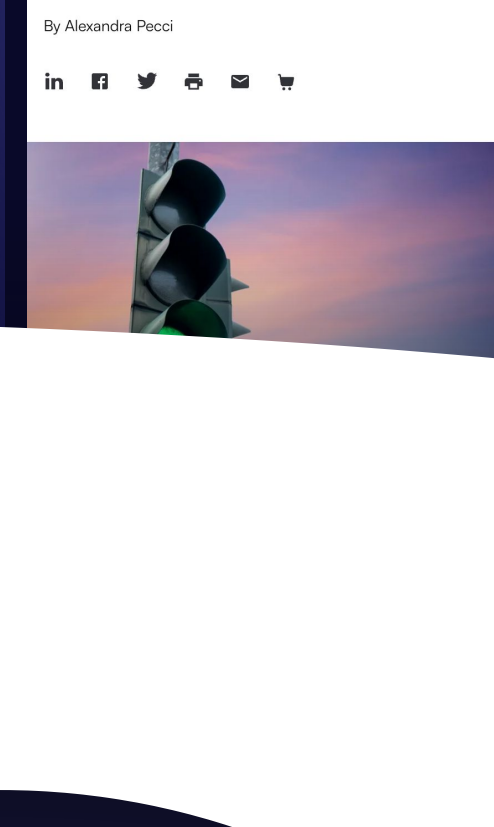
PV PharmaVoice

Snapshot 2024

AUDIENCE INSIGHTS

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PharmaVoice is a news publication designed specifically for pharmaceutical and life sciences leaders. Across topics such as commercialization, leadership, manufacturing, policy & regulation, and more, our journalists platform the most important voices and ideas shaping the pharmaceutical industry.

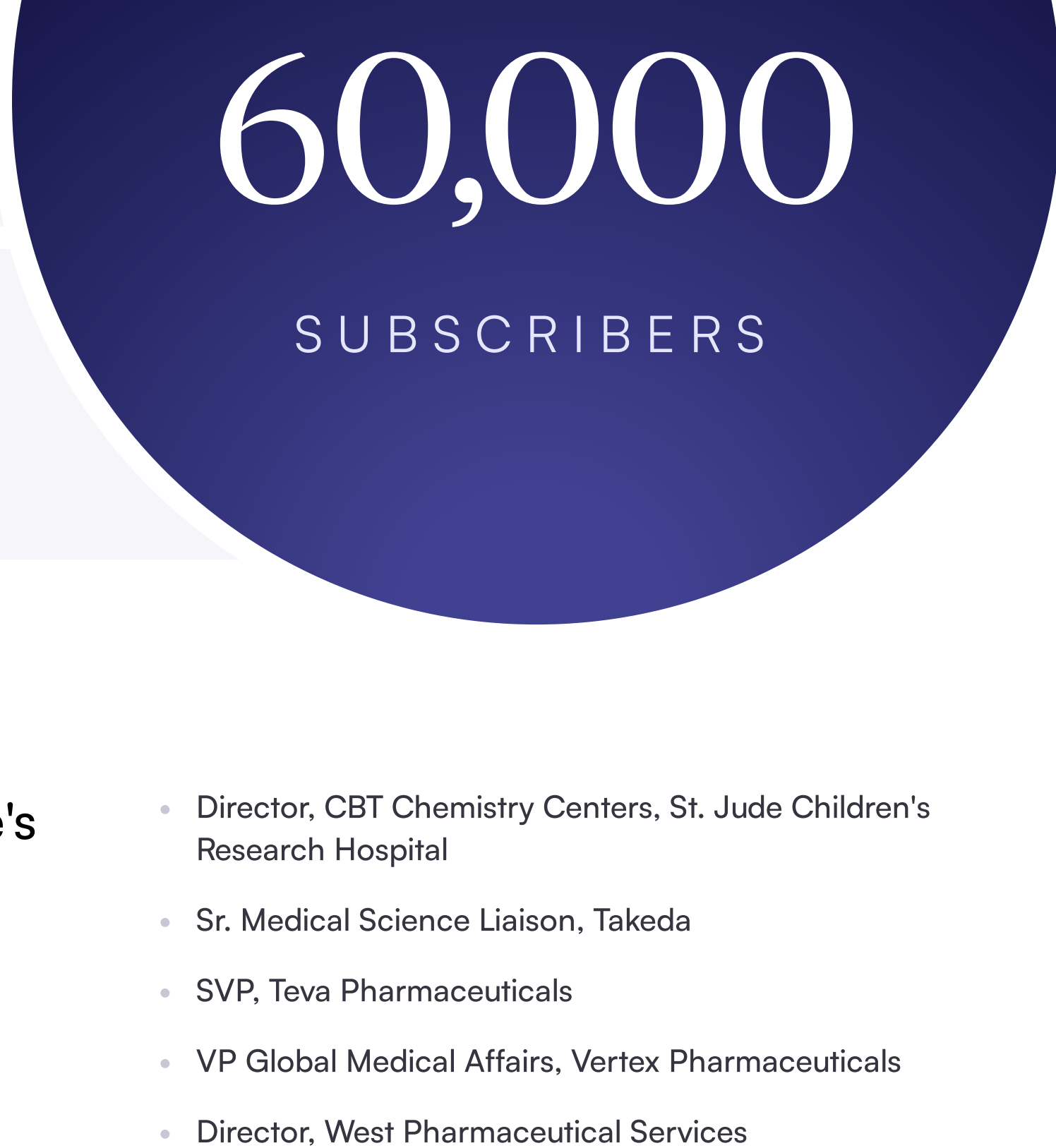


01 Audience

61K
unique monthly visitors

58%
of subscribers are executive or director-level

96%
of the Top 25 Biotech & Pharmaceutical companies read PharmaVoice



You'll find PharmaVoice's news and insights in the inbox of notable subscribers, like:

- Director, CBT Chemistry Centers, St. Jude Children's Research Hospital
- Sr. Medical Science Liaison, Takeda
- SVP, Teva Pharmaceuticals
- VP Global Medical Affairs, Vertex Pharmaceuticals
- Director, West Pharmaceutical Services
- Director, Patient Services, AMAG Pharmaceuticals

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02 Top-performing content

In the dynamic pharmaceutical landscape, breakthroughs in biotech and evolving healthcare regulations are driving profound transformation. To guide the development of pioneering treatments and ensure equitable healthcare access, collaboration among leaders remains an essential piece of the puzzle. Let's take a look at what pharmaceutical leaders have been focused on most.

Top 5 topics

- Biotech
- Research & development
- Pharma
- Patient
- Leadership

Top 10 PharmaVoice stories

- 4 big FDA approval dates to watch in 2024
- Pharma takes a gut check of microbiome drugs
- Why J&J rebranded its iconic logo
- Five years after closing the Shire deal, Takeda is ready to harvest from its latest reinvention
- Pharma execs sound off on trends and policies they're tracking in 2024
- 4 biotechs to watch in 2024
- FDA looks to execute 'largest reorganization in history' this year
- 'I wish I could see the end of the day' — a Pfizer exec on the fight for health equity
- Regulatory twists and turns are coming for biopharma in 2024
- Can a top scientist and Moderna co-founder change the CRO game?

Keywords resonating right now

- gene therapy
- mergers & acquisitions
- patent expirations
- pharma layoffs
- GLP-1s
- AI in pharma
- immunotherapy
- Inflation Reduction Act pharma

03 Trend analysis

Tech-triggered transformation

- Bullish stance on use of AI-driven data and insights to advance healthcare options and produce more personalized patient outcomes
- Increased interest in digital therapeutics (DTx) after funding success and FDA approvals, but low market acceptance casts a shadow
- Continued buzz and focus around historic advancements (CRISPR, Alzheimer's treatment, RSV vaccine, etc.)

Economic highs & lows

- Biotech market poised for recovery with expected surge of IPOs and decreased interest rates
- Uptick in M&As, particularly the consolidation of platform technologies
- Falling interest and inflation rates not enough to dispel caution surrounding the macroeconomic environment

Regulatory pressures

- Concerns over the impact of IRA provisions to lower drug prices leading to decreased R&D and reallocated resources
- Heightened responsibility to educate and speak for industry lobbying groups on behalf of federal pharmaceutical policies
- Increased demand from regulators to involve patients in the drug development process and increase diversity in clinical trials

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

- PharmaVoice's Crystal Ball: What's next in drug innovation and clinical trials
- Behind the breakthrough cancer therapy that just won a historic FDA nod

Tech-propelled healthcare revolution

Pharmaceutical stakeholders are ready to remove the training wheels and leverage AI-driven data to deliver personalized patient care and outcomes.

studioID tip

Pharmaceutical professionals see the value of AI and are looking to successfully harness its potential across their operations. Help leaders understand AI's most impactful uses cases to optimize internal processes, analyze vast datasets, and identify patterns crucial for personalized healthcare outcomes. Knowing where to begin with AI is an overwhelming endeavor, so ensure you help leaders determine where to invest first to achieve baseline integration with demonstrable ROI before helping them scale in complexity.

Biotech's bounce back

As economic tides ebb and flow, the biotech industry remains cautiously optimistic as it braces for a resurgence.

studioID tip

Help biotech leaders capitalize on the anticipated surge in IPOs and increased M&A activity while keeping a watchful eye on evolving macroeconomic conditions. Encourage leaders to position their products or services as essential components of platform technology ripe for consolidation. Help them underscore the resiliency and long-term potential of their offerings to stakeholders.

Revolving around regulation

As regulatory pressures escalate, pharma leaders are responding with strategic reallocations in R&D efforts and resource management.

studioID tip

Keep pharma leaders in the loop about the impacts of Inflation Reduction Act provisions, and be sure to emphasize the importance of maintaining strong R&D despite cost challenges. Help them modernize clinical trials with policy intel and success stories focusing on innovation and inclusivity. Keep leaders abreast of progress as the FDA gets closer to defining AI regulations.

04 Marketing insights

Gain approval with this audience by reflecting the content preferences of over 60,000 PharmaVoice subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Lead by example

Amidst the constant emergence of new triumphs and challenges, pharmaceutical leaders rely on each other to refine their practices.

studioID tip

Keep this group closely connected to how both brands and individual leaders in the field are navigating regulatory complexities, achieving breakthroughs, addressing economic hurdles, embracing innovative technologies, optimizing processes, and beyond. Similarly, don't shy away from highlighting failures and setbacks, as these stories help leaders avoid making similar mistakes.

Address every facet and faction

Pharma leaders face the distinct challenge of harmonizing medical endeavors such as research and clinical trials with business imperatives like manufacturing and marketing.

studioID tip

Employ a robust persona strategy to ensure your content resonates with the diverse range of responsibilities entrusted to leaders in this dynamic industry. Providing insight on a range of topics in a variety of formats allows pharma leaders to pick and choose what resonates the most with their particular role.

Stay ahead of the curve

In an industry, as fast-moving as pharma, relying solely on evergreen content won't cut it.

studioID tip

Embrace a newsroom approach in your content strategy to ensure you provide the latest updates on dynamic elements such as approvals, FDA regulations, industry statistics, technology advancements, and beyond. Certain topics in this industry can get bloated very quickly, so be sure your coverage in these arenas offers unique intel or POVs they won't find anywhere else.

studio / ID

How are you resonating with this audience?

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



- Contact us
- 🌐
- 📧
- 📞
- 📺
- 📱