

PHARMALINES

Better value for pharmacies nationwide



Mediva fit

Can do ✓ Will do



PHARMACY WHOLESALERS RUSSELLS
Supporting pharmacy for over 50 years

The PharmaLines team is a dedicated trade marketing specialist division of ProPharma. PharmaLines is a multi-tiered communication platform targeted at Retail Buyers and Pharmacist decision makers, and includes a monthly trade catalogue, digital flipbook catalogue, supplier specific emails, website banners and more.

#1	PHARMACEUTICAL TRADE SALES CATALOGUE
5%	AVERAGE INCREASE IN SALES WHEN PROMOTED IN PHARMALINES
50	PRINT DISTRIBUTION
65	PHARMACIES
11	ISSUES PRINTED ANNUALLY (DOUBLE BUMPER EDITION FOR DEC/JAN)

GO healthy



gohealthy.co.nz f GoHealthyNZ

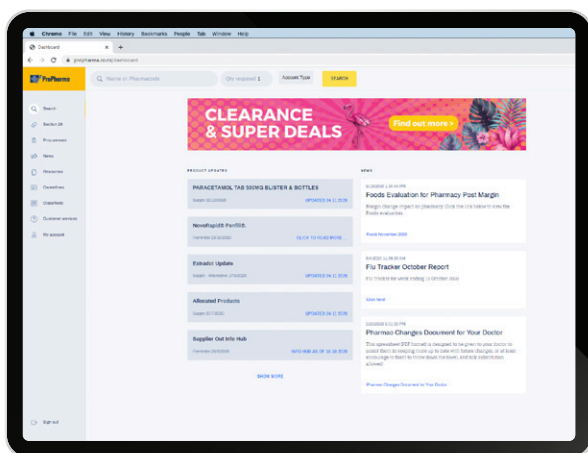
Proudly made by GO Healthy In New Zealand from select ingredients.
Always follow label and use as directed. Supplementarity due to a balanced diet. If symptoms persist, consult your GP or Health Practitioner. TAPS 900056.

POK CODE	PRODUCT DESCRIPTION	NORMAL	SPECIAL
GO HEALTHY			
220702	Go Healthy Energy Support V Caps 60	25.87	21.49
240167	Go Healthy Beautiful Skin V Caps 60	27.42	22.79
240168	Go Healthy Cherry Sleep V Caps 60	23.29	19.23
220102	Go Healthy Joint & Bone Health I & Day Caps 60	23.29	19.75



Online and Digital Media

WEBSITE BANNER ADVERTISING



www.propharma.co.nz

Our loyal customers refer to our website several times a day for daily ordering and crucial industry information. Ensure your messages catch pharmacy's attention through a web banner.

A great tool to help drive awareness of your product and reinforce the great trade deals you're running for the month. These banners can link to websites, static images, deal sheets or your page in the PharmaLines flipbook.

782,408 SESSIONS



Total sessions. A session is the period of time a user is actively engaged with the website.

54,534 USERS



Users that have had at least one session. Includes new and returning users.

3,164,194 PAGE VIEWS



Total number of pages viewed. Repeated views of a single page are counted.

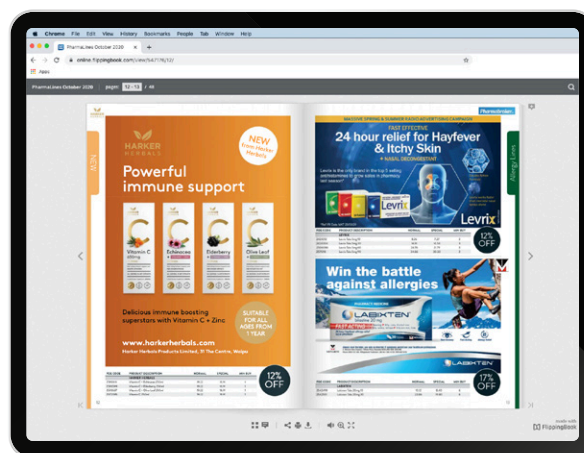
3.29min AVERAGE SESSION DURATION



The average length of sessions on the website.

Google analytics ProPharma website data Nov 19 – Oct 20

DIGITAL CATALOGUE FLIPBOOK



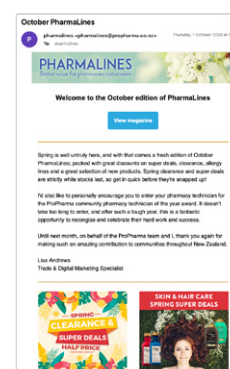
Monthly digital version of PharmaLines sent electronically to all pharmacy customers and suppliers.

Linked to the ProPharma customer website. This advertising is free of charge to all advertisers who feature in the relevant monthly catalogue.

CATALOGUE HIGHLIGHTS E-NEWSLETTER

Monthly newsletter sent electronically to all customers on the ProPharma email database. This includes highlights of some of the best supplier deals of the month, at the PharmaLines teams' discretion. This advertising is free of charge to all advertisers who are featured and we encourage suppliers to provide unique and special deals to secure placement.

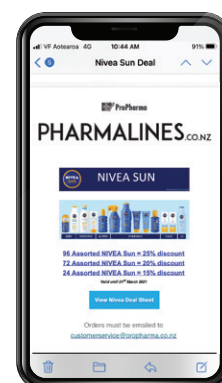
The monthly e-newsletter also includes a digital link to the PharmaLines flipbook.



SOLUS EMAIL

A standalone email opportunity for suppliers to reach all ProPharma Retail Managers and/or Pharmacists. This is a highly sought after activity. Bookings will be prioritised for those who book in conjunction with other trade marketing activities for the same month.

- 500+ subscribers to our email database (Retail pharmacy)
- 47.8% average open rate
- 5.78% average click through rate



Pharmalines Rates 2021

	COST	ANNUAL PLAN (6+) 10% OFF	DEC/JAN RATES
CATALOGUE	\$	\$	\$
Full Page	995	895	1395
Half Page	795	720	960
Super Deals	1195	1075	1440
Front Page Samples NEW LOWER PRICE	595		695
Insert Sample or Wobbler NEW LOWER PRICE	450		695
Cover Wrap NEW LOWER PRICE	495		695
Insert Provided NEW LOWER PRICE	495		695
Insert Printed (A4 double sided full colour)	1500		1800
DIGITAL			
Web Banner (ProPharma website) NEW LOWER PRICE	195 per rotation, per week	195 per rotation, per week	195 per rotation, per week
DIRECT COMMUNICATION SERVICE			
Targeted email to retail managers available weekly	495 when booked with min 1 full page in PharmaLines for the same month		
Targeted email to dispensary staff available weekly	OR 995 when booked as a standalone activity		

Catalogue Advertising Schedule 2021

	SUBMISSIONS OPEN	SUBMISSION/MATERIAL DUE	BUYING DATES
FEBRUARY	Tuesday 17 November	Friday 04 December	15th Jan – 28th Feb
MARCH	Monday 14 December	Friday 22 January	15th Feb – 31st Mar
APRIL	Monday 01 February	Friday 19 February	15th Mar – 30th Apr
MAY	Monday 01 March	Friday 19 March	15th Apr – 31st May
JUNE	Monday 05 April	Friday 23 April	15th May – 30th Jun
JULY	Monday 03 May	Friday 21 May	15th Jun – 31st Jul
AUGUST	Monday 07 June	Friday 25 June	15th Jul – 31st Aug
SEPTEMBER	Monday 05 July	Friday 23 July	15th Aug – 30th Sept
OCTOBER	Monday 02 August	Friday 20 August	15th Sept – 31st Oct
NOVEMBER	Monday 30 August	Friday 17 September	15th Oct – 30th Nov
DEC/JAN BUMPER EDITION	Monday 27 September	Friday 15 October	15th Nov – 31st Jan

BOOKINGS

Submissions can either be submitted online via the PharmaLines Portal - www.pharmalinesportal.co.nz or you can email your completed submission form, along with your advertising material, to PharmaLines@ProPharma.co.nz

Submission forms are distributed monthly, or can be accessed via the PharmaLines Portal.

Dimensions & Specifications

CATALOGUE SPECIFICATIONS

Ads must be supplied at 100% size (actual size) as a Press Quality PDF.

OR

If you require us to alter your artwork please supply open source artwork packaged, with fonts and links.

IMAGES AND FONTS

Images placed within an advertisement must be CMYK and should be sized to 300dpi at 100%. Spot colour PDFs are not acceptable.

Ads created in Illustrator must have all images embedded (scans/logos) and fonts outlined.

Ads created in Photoshop must be 300dpi with all fonts rasterised and flattened with no compression.

TABLE INFORMATION

273mm is the total height of the content area, **including allowance for the table**. Please subtract the total height of your table from the total content area to determine the space available for your artwork.

TABLE HEIGHT

Each line in the table is 4mm high. To calculate your total table height, allow one line of height for the table header, one line as a sub-heading for each brand, and an additional line for each product.

Please also always allow an extra 4mm (minimum) to the height of your table. This is to allow for clear space between your table and artwork.

Allow (minimum) 4mm space above table for clear space below ad artwork **Line 1**

TABLE HEADER	PDE CODE	PRODUCT DESCRIPTION	
		BRAND NAME	2
	00000	Product Name	3
	00000	Product Name	4
Each line of the table is 4mm high	00000	Product Name	5
	00000	Product Name	6
	00000	Product Name	7
	00000	Product Name	8
	00000	Product Name	9

In this example, the brand has 6 product lines, therefore the total space needed for the table is 9 lines, equalling 36mm high:
4mm for clear space above table + 4mm for Table Header + 4mm for Brand Name + 4mm for each product line (in this case 6).

DIGITAL SPECIFICATIONS

WEB BANNERS

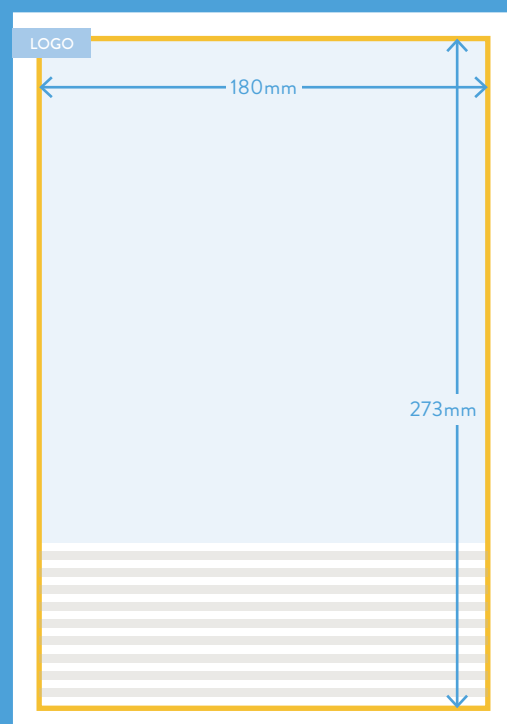
Please supply in .gif format, sized at 1032x158 pixels.

SOLUS EMAIL

Please supply images and copy. The PharmaLines team will use supplied elements to build the email in our email platform.

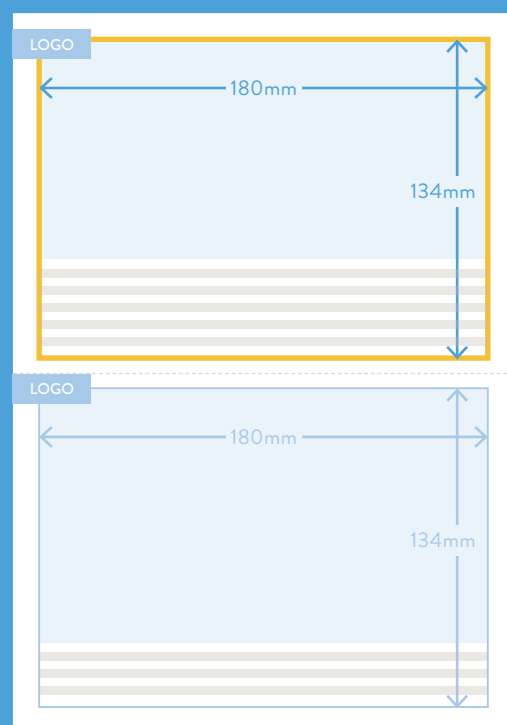
FULL PAGE AD

w 180mm x h 273mm (including table)



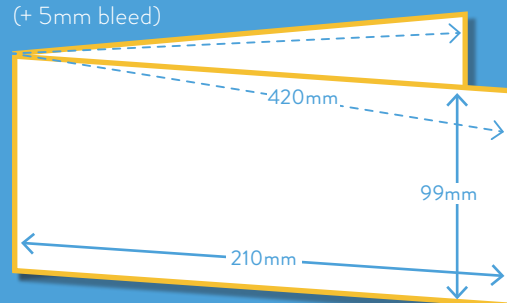
HALF PAGE AD

w 180mm x h 134mm (including table)



COVER WRAP

w 420mm (folded to 210mm) x h 99mm (+ 5mm bleed)



NEW SKIN NEW ME NEW LOGIC

PROTEIN POWERED ADVANCED HEALING
MADE IN NEW ZEALAND

Full page Ads

Beiersdorf

Summer

NIVEA SUN HELPS KEEP UV RAYS OUT.
ADDS MOISTURE IN.



PDE CODE	PRODUCT DESCRIPTION	NORMAL	SPECIAL	MIN BUY
2546922	New Logic Acne Foaming Cleanser 150ml	8.89	6.85	1
2546933	New Logic Acne Spot Gel 15ml	15.79	12.85	1
2546949	New Logic Acne Overnight Serum 30ml	19.19	14.71	1
2546957	New Logic Acne Oil-Free Moisturiser 50ml	10.67	8.22	1
2546971	New Logic Acne Essentials Kit	16.23	12.50	1
		11.55	8.89	1
		15.71	12.43	1
		19.11	14.71	1

23% OFF

Great discount, increased profit!
FULLY FUNDED INHALER. NO SPECIAL AUTHORITY.

SALAIR INHALER
RELIEVER INHALER
Salbutamol 100 mcg
200 Doses

20%
ON SALAIR
NO MINIMUM BUY

PDE CODE	PRODUCT DESCRIPTION
2404538	Salair 100mcg MCI 200 Doses



PDE CODE	PRODUCT DESCRIPTION	NORMAL	SPECIAL	MIN BUY
2122888	Dymista Nasal Spray 17ml	33.38	26.21	3
2091053	Razene Tabs 10mg 30	9.46	7.99	3
2091061	RAZENE TABS 10MG 90	22.65	19.36	3
2122888	Dymista Nasal Spray 17ml	33.38	26.21	3

15.5% OFF

Half page Ads



Cover Wrap

SUPPLIER RESPONSIBILITIES AND TERMS & CONDITIONS

- The catalogue submission form, all art and images, instructions and/or text must be submitted by the deadline.
- The buying option is mandatory, please ensure this is filled in on the catalogue submission form. You must select either:

A) Buying Dates: Upfront Discount. Buying dates must be from 15th of month prior to promotion and continue until last day of promotional pricing.

OR

B) Claimback: ProPharma buys product at full price then claims back vendor discount after promotional period. Incurs an admin fee of 5% of amount claimed.

- Supplier product discounts are required, in order for ProPharma to provide an additional 7% discount for Pharmacy customers. Eg. Supplier discount 25% + ProPharma discount 7% = 32% discount for customer
- Max 25 product submissions per full page ad
- Please ensure there is sufficient stock available for ProPharma customers, when featuring in PharmaLines
- Prices cannot be changed mid promotion
- New products must be submitted to the ProPharma Ranging Committee, and approved for ranging, prior to submitting into PharmaLines
- Products that are not currently ranged, cannot feature in PharmaLines
- All new products stocked by ProPharma must run 2 consecutive months in the ProPharma catalogue to generate maximum awareness and exposure
- It is the responsibility of the supplier to ensure that the content provided is accurate, and if making claims, includes the relevant Healthcare Professional Mandatory and has been TAPS approved
- All PharmaLines catalogues are reviewed by TAPS prior to print

WHAT OUR CUSTOMERS HAVE TO SAY...

We enjoy receiving email updates from the ProPharma team and like that they are several times a week, not too often. They include good deals and product information/updates. The e-newsletter is great as it highlights what is worth looking out for in the new edition of PharmaLines and I can reference those parts quickly and easily.

We use the PharmaLines catalogue to look for the best trade deals for the month especially as we don't see reps as often as we used to. We also love seeing new products and it's great when there are samples on the cover, it makes the catalogue look more exciting.

I tend to keep my browser open, which means I access the ProPharma website numerous times a day for product ordering information. The new web banners look great and I like that they can link me to PharmaLines deals at the same time.

