

# 365-days Digital Solutions

Increase visibility and promote your business  
to thousands of Chinese and global  
pharma professionals

**Easy Sourcing**  
**Easy Trade**  
In China



Sign in for free



**153,000+**

Global Supplier & Buyer Users

**6,454,000+**

Monthly Page Views

[www.pharmasources.com](http://www.pharmasources.com)

In partnership with



#PharmaSources

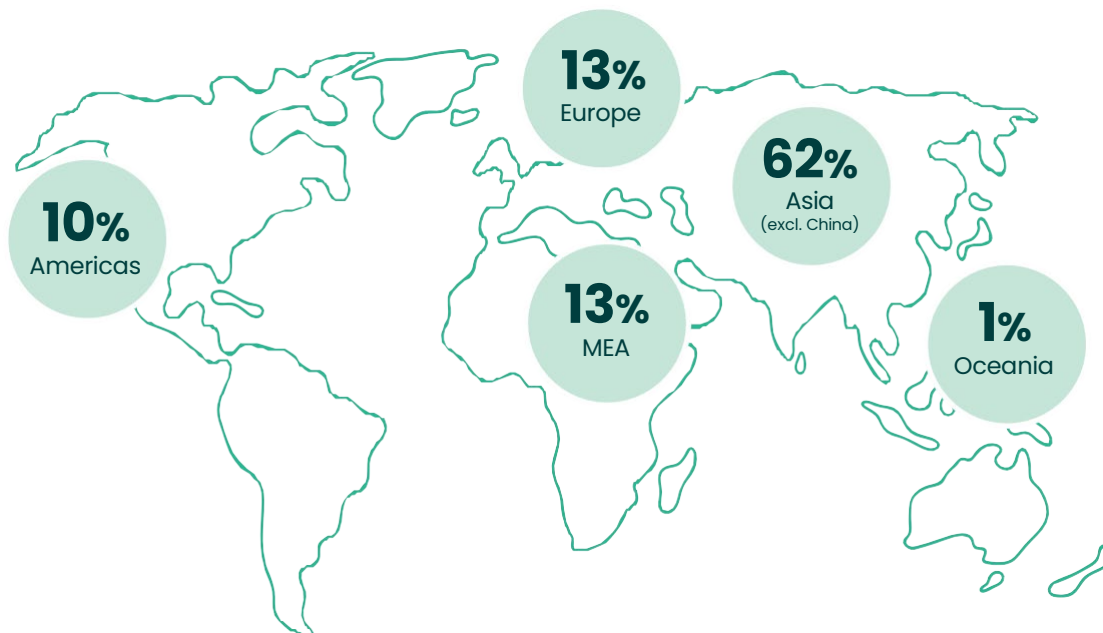
# About PharmaSources.com

PharmaSources.com is committed to establishing an online trade platform for the pharmaceutical industry to connect global buyers and qualified suppliers, while continuously promoting trade and development across the industry.

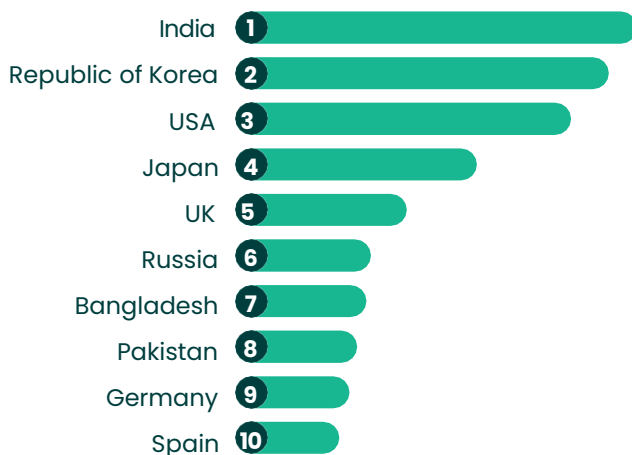
Together with its Chinese site CPHI.cn, the B2B ecommerce platform provides information on products and suppliers covering the entire pharma industry chain for global customers and delivers services to over 153,000 active users across 211 countries and regions for over a decade.

## Buyers Profile Geographic

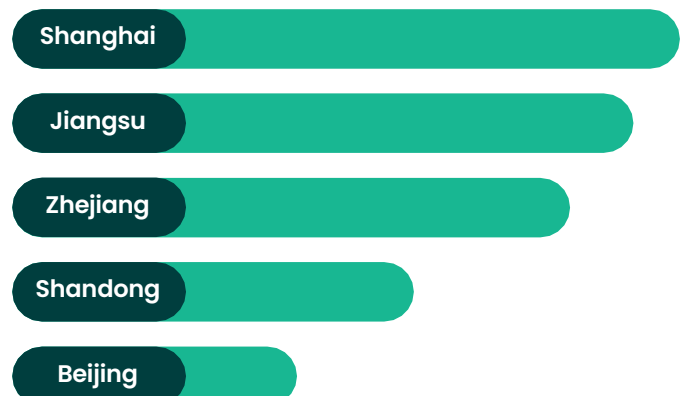
Overseas buyer users come from 211 countries and regions all over the world, among which 88% are from Asia, MEA and Europe.



### Top 10 overseas buyer countries

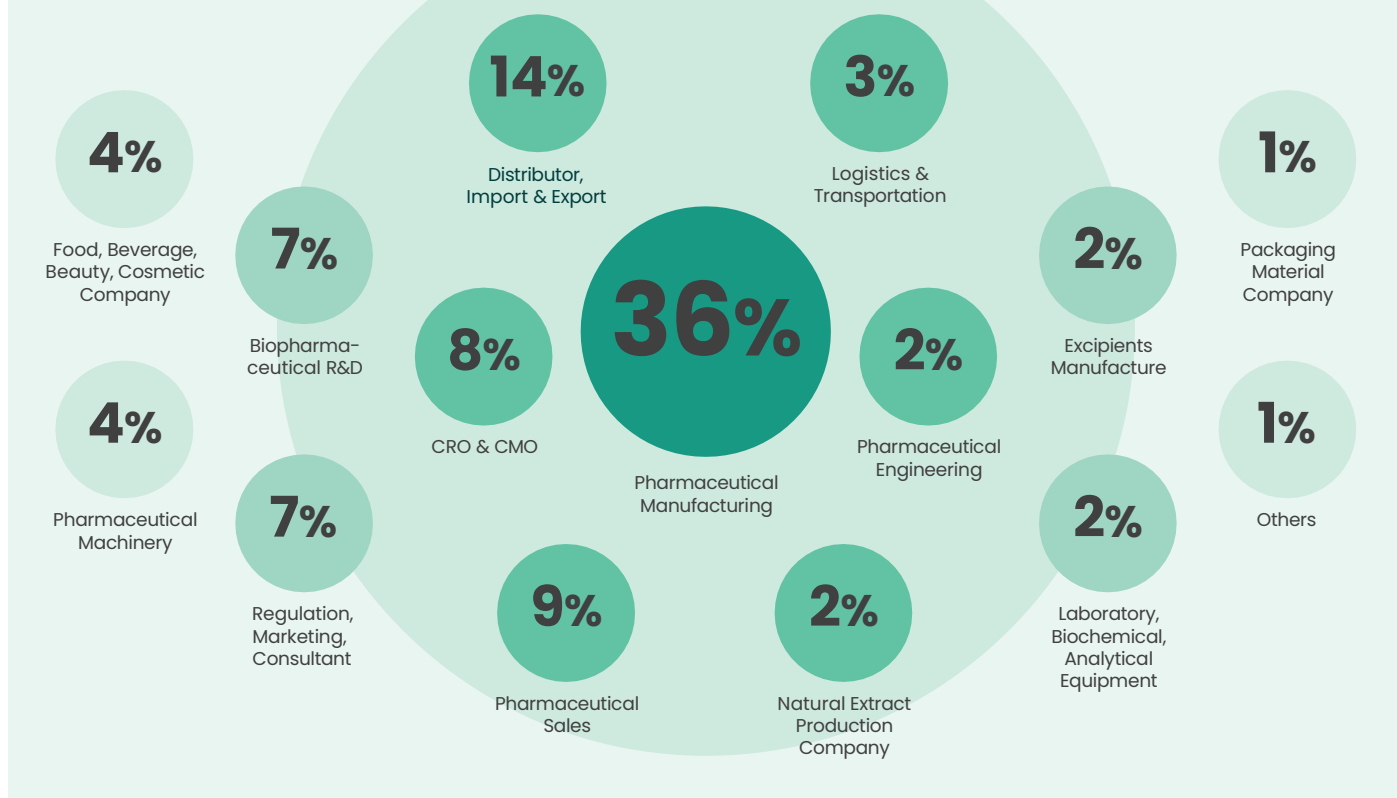


### Domestic buyer by Top 5 China Provinces



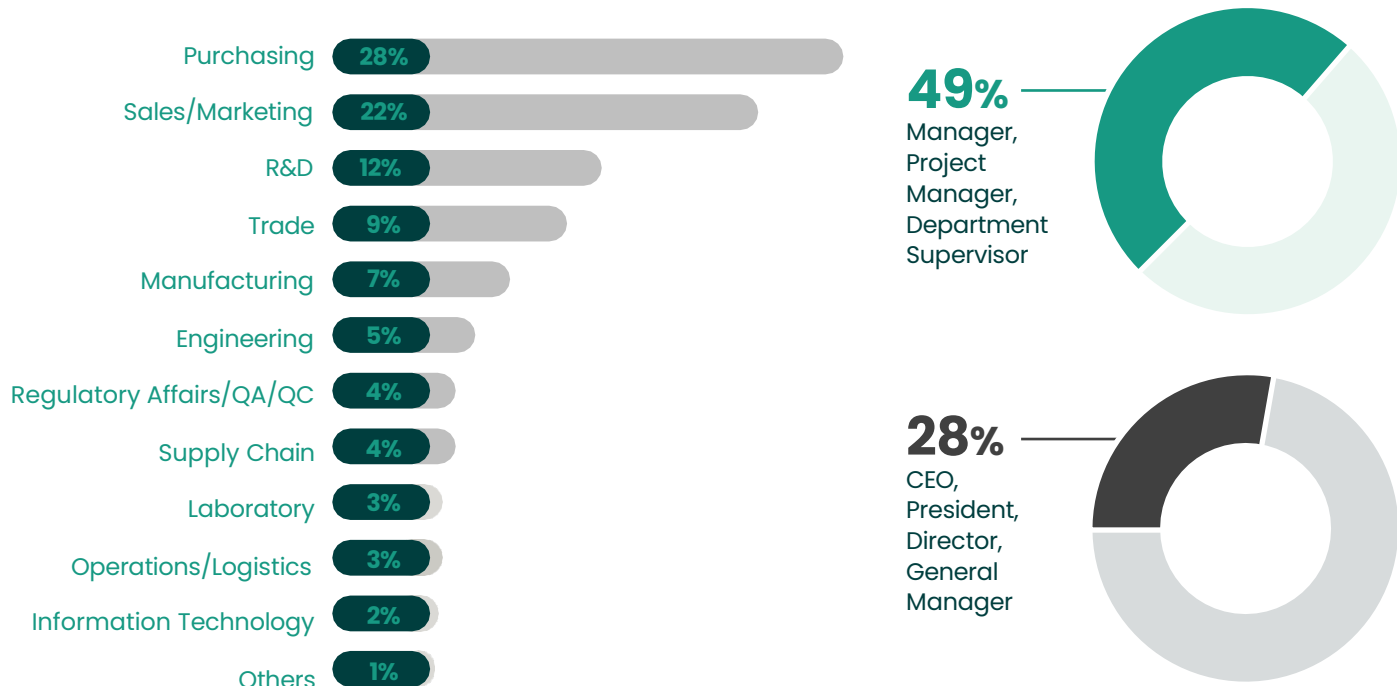
## Users Profile

# Business Nature



## Users Profile

# Job Title – Department

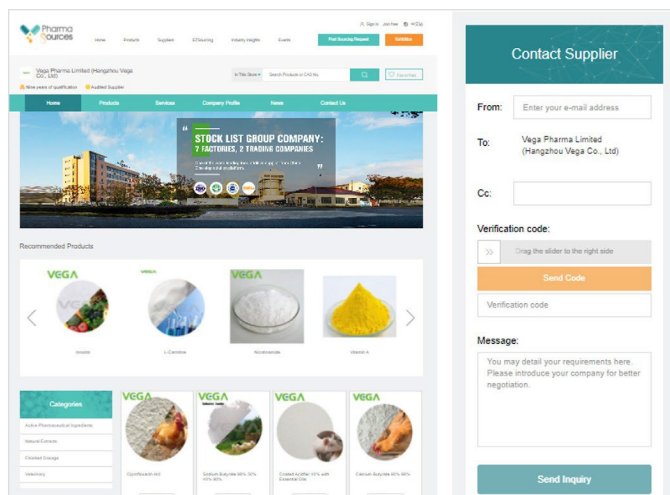


# Features & Functions

## Online Store

### Customized Online Showroom Maximized Brand Exposure

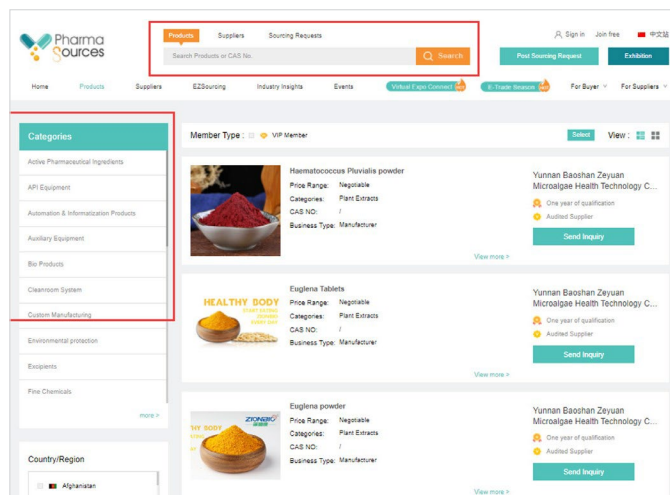
- The **refurbished layout** of online stores highlights products and certifications, for easier location of qualified Chinese suppliers for the global market.
- The brand-new **'Contact Supplier'** function makes it easier for buyers to connect and initiate inquiries directly with suppliers.



## Search

### Powerful Search Engine Targeted Matchmaking Service

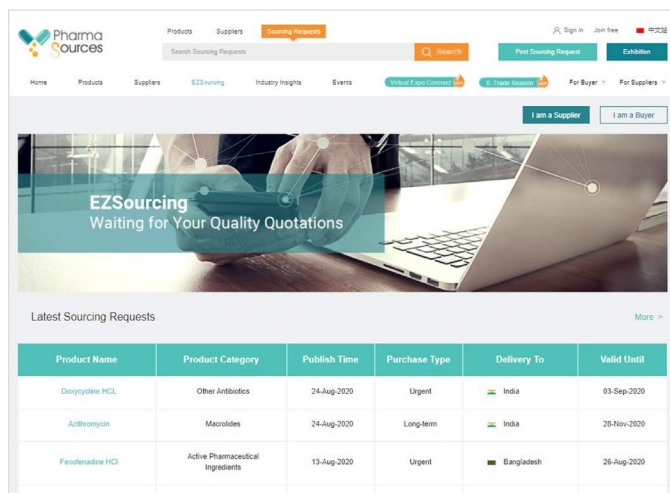
- The **optimized searching functionality** renders more targeted matchmaking and provides more concise information in search results.
- The **new classification of 90+ sub-categories** covering 14 pharma sectors helps to locate target products and suppliers with higher efficiency.



## Inquiries & RFQs

### Instant and Quality Inquiries & Sourcing Requests

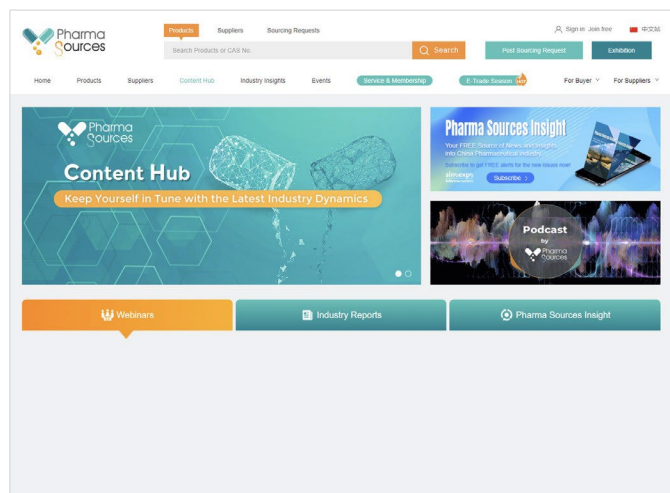
- **1 Simple Click** to post inquiries and sourcing requests (RFQs)
- **Instant connection** between buyers and suppliers from across the entire pharma supply chain
- **1-to-1 exclusive customer service** for a better and more efficient online trade experience



## Industry Insights

### An Immersive Hub for Industry & Market Information

PharmaSources.com is your reliable source to acquire first-hand industry insights, including news, data & analysis, prices, whitepapers, etc. The website, together with the quarterly digital compilation **"Pharma Sources Insight"** and the **"Content Hub"**, provides essential content regarding the latest trends in the market, technology, and legislation of the global and Chinese pharmaceutical industry.



# Supplier Membership

Seeking to showcase your brand and products and connect with global buyers? Join now as a **supplier member** at PharmaSources.com and unlock your tailor-made benefits and services all year round!



**24/7 all year round showcase**  
of your company profile  
and key products



Maximized  
exposure to  
**153,000+ site  
users/subscribers**



**Precisely  
targeted leads**  
for as per your  
business



**Quality inquiries  
and sourcing  
requests** for your  
products

## Supplier Membership Package

| Package                                                                          | General                 | VIP                     |
|----------------------------------------------------------------------------------|-------------------------|-------------------------|
| Chinese Site (www.CPHI.cn)                                                       | <b>\$1,650</b> per year | <b>\$2,150</b> per year |
| Global Site (www.pharmasources.com)                                              | <b>\$1,650</b> per year | <b>\$2,150</b> per year |
| Package of Chinese Site (www.CPHI.cn)<br>and Global Site (www.pharmasources.com) | <b>\$2,150</b> per year | <b>\$2,850</b> per year |

## Supplier Membership Services

| Services                                          | General                        | VIP                             |
|---------------------------------------------------|--------------------------------|---------------------------------|
| Online Store (both Chinese & Global Sites) PC     | ✓                              | ✓                               |
| Online Store (both Chinese & Global Sites) Mobile | ✓                              | ✓                               |
| Product Showcase In-Store (pcs)                   | 1,000                          | 10,000                          |
| Banner AD                                         | Featured Products<br>(15 Days) | Homepage Spotlight<br>(15 Days) |
| Targeted Matchmaking Service                      | ✓                              | Privileged                      |
| Guidance for Content Quality                      | ✓                              | Privileged                      |
| Product Ranking Optimization                      | /                              | 2 products for<br>2 weeks       |
| WeChat Article (Chinese Only)                     |                                | ✓                               |
| Online Store on mini program* (Chinese only)      |                                | ✓                               |

\* For machine and packaging company only

# Dedicated Advertising Opportunities

Website Banners Chinese Cite CPhI.cn



A

**Homepage Top Banner**

SIZE: 1280px (w) x 120px (h)

**\$2,000** per week

B

**Homepage Spotlight**

SIZE: 760px (w) x 500px (h)

**\$1,680** per week



C

**Featured Products (APIs)**

SIZE: 100px (w) x 100px (h)

**\$550** per week

D

**Featured Products (Machinery)**

SIZE: 180px (w) x 180px (h)

**\$550** per week

# Dedicated Branding Opportunities

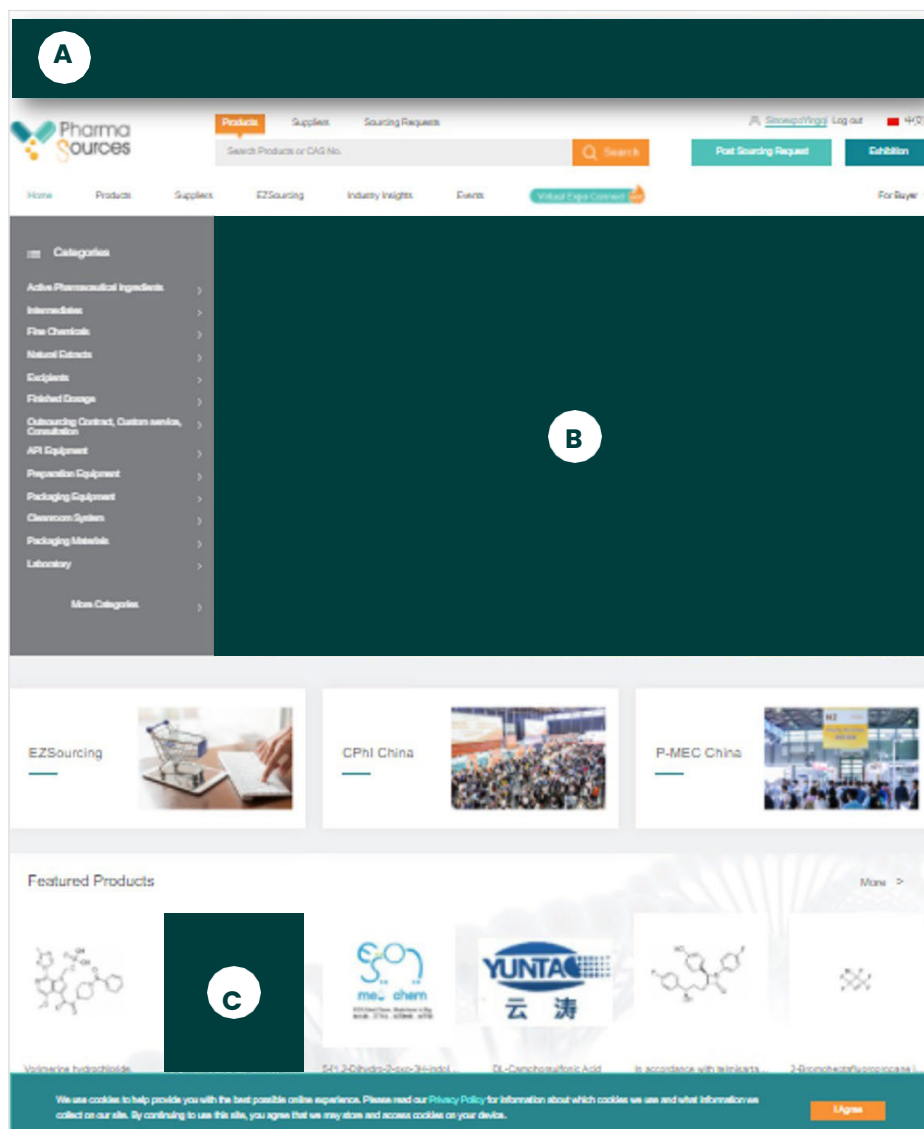
Website Banners [Pharmasource.com](https://www.pharmasources.com)

A

Homepage Top Banner

SIZE: 1440px (w) x 200px (h)

\$2,000 per week



B

Homepage Spotlight

SIZE: 1110px (w) x 680px (h)

\$1,680 per week

C

Featured Products (APIs)

SIZE: 360px (w) x 360px (h)

\$850 per week

# Dedicated Branding Opportunities

## WeChat

- WeChat is a mobile communication service App developed by Tencent in China.
- WeChat branding is only available on the official WeChat account for the Chinese Site CPHI.cn (74,000+ followers)



### Top Article

Banner Size: 900px (w) x 500px (h)

**\$2,000**

Headlines on the top



### 2nd Article

Banner Size: 200px (w) x 200px (h)

**\$1,500**

Graphic advertising



### Banner AD

Banner Size: 640px (w) x 310px (h)

**\$850 / 5 days**

Banner at bottom of two random articles every day



### Exclusive Message

Banner Size: 1175px (w) x 500px (h)

**\$8,500**

The exclusive one customized article posted during the day

- Content to be provided by client at least one week before scheduled date.
- Extra rate applies for translation service: \$100/500words.

# Dedicated Branding Opportunities



## EDM

### Top Banner AD in the e-Newsletter

**\$1,200/ EDM**

- **Position:** EDM Leaderboard
- **Distribution:** 40,000 decision makers, R&D Staff Buyers, Suppliers, etc.
- Banner size 600x200 pixel, hyperlinked to the online store page at CPhI.cn or Pharmsources.com

*\* no language translation*



## EDM

### Product Showcase in the e-Newsletter

**\$650/ EDM**

- **Position:** Products Session in e-Newsletter
- **Distribution:** 40,000 decision makers, R&D Staff Buyers, Suppliers, etc.
- banner size 200x200 pixel, hyperlinked to the product detail page at CPhI.cn or Pharmsources.com

*\* no language translation*

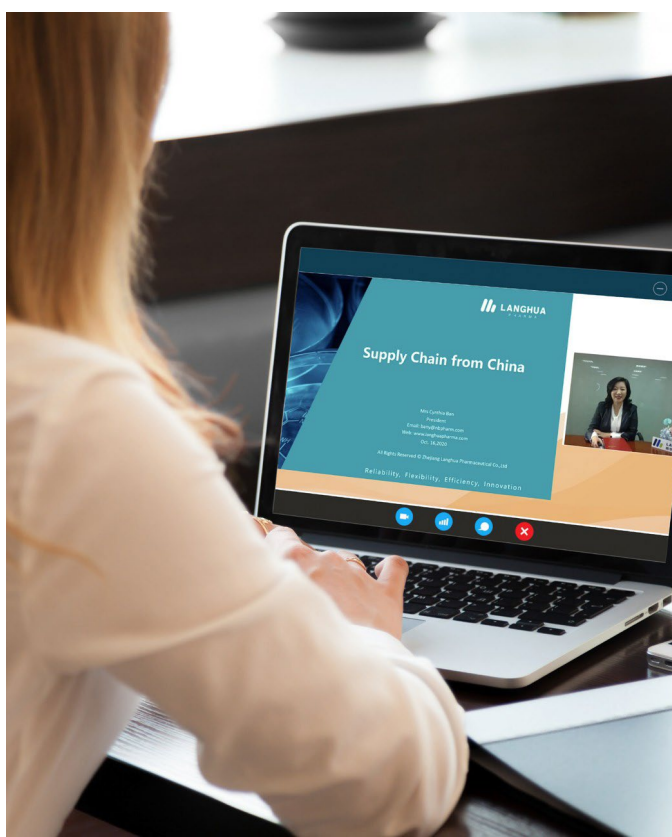
## Customized Webinar

Position yourself as a thought leader and generate high-quality leads.

**\$4,800/ session**

- 1 live or pre-recorded speech session including Q&A (45-60mins)
- English interpretation service
- Dedicated webinar promotion page
- Exclusive marketing promotion (e-newsletter, social media, etc)
- Company logo inclusion in all related promotional materials
- All registrants' data of qualified and GDPR-compliant leads

[www.pharmsources.com](http://www.pharmsources.com)



19–21 June 2024 | Shanghai New International Expo Center, China

# Exhibit at Asia's premier pharmaceutical event

China's pharmaceutical market is forecast to expand from **CNY1.5trn** (USD213.5bn) in 2023 to **CNY4.8trn** (USD676.4bn) by 2032.



**90,000+**  
Attendee visits



**3,500+**  
Exhibiting companies



**100+**  
Conferences & activities



**210,000+**  
SQM of exhibition space

## Contact

[salesoperations@informa.com](mailto:salesoperations@informa.com)



Book your stand at: [GotoCPHI.com/china24](https://GotoCPHI.com/china24)

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