

# BESPOKE PUBLICATIONS



## OUR PUBLISHING PEDIGREE

There are many things that make a Touch Briefings publication a unique and powerful way to fulfil your communication needs. Whether you wish to produce a supplement to go with one of our established review journals, or create something totally fresh and objective, we have the expertise and experience to allow you to realise those goals.

## WHAT WE CAN DO FOR YOU

### *Project Management*

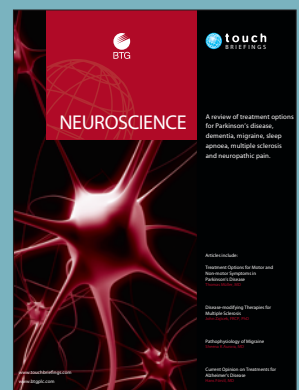
Touch Briefings' *project management* experience allows you to relax and free up your internal resources while still communicating your message. With as much or as little guidance as you wish to provide, we can research, commission, analyse, write, edit, design, print and publish in any healthcare or pharmaceutical field; employing our skills and experience to create an exceptional final product.

### *Thought Leadership*

We have *excellent relationships* with many of the leading experts in the fields of medicine and pharmaceuticals, which we can leverage to produce expert opinion-led reports. These typically contain 6–8 independently written articles on topics of your choice. We manage the commissioning, copy-chasing and editing, as well as undertake layout, design and proof-reading as required. You are invited to contribute a foreword and/or introduction.

### *Writing and Interviewing*

We specialise in transforming your diverse internal source material into *quality content* such as conference/symposium supplements, news-based items, journalistic articles, scientific overviews and expert Q&As. The Medical Communications team has extensive experience writing business sector reports, analysing primary research and undertaking many other forms of medical writing. This considerable experience gets the best out of the top thought leaders to produce a compelling narrative and get your message across.



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## Primary and Secondary Research

We can help you make a splash with some *truly original work* using our experience in conducting both primary and secondary research. Touch Briefings has excellent resources to call on to facilitate background research and conduct specialised literature searches, to help you define your specific needs.

- Extensive experience of research and analysis carried out in the field or from our desks
- Comprehensive knowledge of a wide variety of science/healthcare subjects and the life sciences industry
- Experienced journalistic skills to detect, investigate and report on a story

## GETTING YOUR MESSAGE ACROSS

Touch Briefings has strong *established relationships* with professional medical and pharmaceutical associations, trade bodies, other independent media outlets and agencies. This means we have a unique distribution network that we can use to ensure that your message reaches the right people at the right time.

Touch Briefings' expert team delivers a high quality package that meets your requirements and effectively communicates your message to your target audience.

## GUIDE PRICES

Qty	per copy (£)	Total (£)	Total (US\$)
3,000	8	24,000	45,600
6,000	6.5	39,000	74,100
9,000	5	45,000	85,500
15,000	4	60,000	114,000
25,000	3.5	87,500	166,250

\* Based on the basic thought leadership package i.e. 6-8 commissioned articles over a maximum of 28 pages, written by agreed authors and submitted to the Editorial and Design departments of Touch Briefings. Customised packages, e.g. interview, market research, questionnaires, symposium proceedings; pricing is as per agreement at point of sale with Touch Briefings.



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