

COMBINING PHARMACY'S PROFESSIONAL EXCELLENCE
WITH BUSINESS ACUMEN



THE OPPORTUNITY TO
INFLUENCE PHARMACY RETAIL

MEDIA INFORMATION 2015

Helping healthcare professionals become commercially savvy

While the pharmacy team is clinically trained, they are under increasing commercial pressure to run an effective retail store.

P3 magazine, now on the 'must read' list of every working pharmacist, provides vital support in building a successful pharmacy business.



Category features to **drive recommendations and sales** of OTC products

Product news and trend analysis to keep pace with consumer demands

Knowledge and support in all areas of **business practice**

How to capitalise on both **trade and consumer activity**

News, opinions and insight from the key drivers in the industry.





“Whether you’re promoting your latest product or a professional pharmacy service, it is ultimately a commercial proposition.

P3’s highly accessible, business-focused editorial therefore provides **the perfect retail environment to communicate your brand message** in pharmacy.”



P3 ensures your advertising achieves 100% penetration into UK retail pharmacies

• Boots	2,430
• Lloydspharmacy	1,591
• Co-operative Pharmacy	777
• Rowlands Pharmacy	499
• Tesco Pharmacy	374
• Sainsbury's Pharmacy	278
• Asda Pharmacy	256
• Superdrug	207
• Day Lewis Pharmacy	213
• Cohens Chemist Group	165
• Morrison Supermarkets	117
• Regional Multiples (10-99)	1,403
• Independents (1-9 stores)	5,861
• Manufacturers & promo	585

Total monthly circulation 14,756

(ABC certificate Jan – Dec '13)



Requested by both Boots and Lloydspharmacy and distributed via their head offices to all stores in a wrapper endorsed with the retailers' logos.



Readership

Written for the whole pharmacy team, **P3** is distributed monthly to the pharmacist/pharmacy manager within all UK retail pharmacies.

Total coverage for advertisers wishing to influence stocking, recommendations and sales of their products.

Monthly readership: **33,643** (SDR Network Readership Survey 2013)



The **P3** app offers the pharmacy team the choice to access all of **P3's** content via their mobile device.

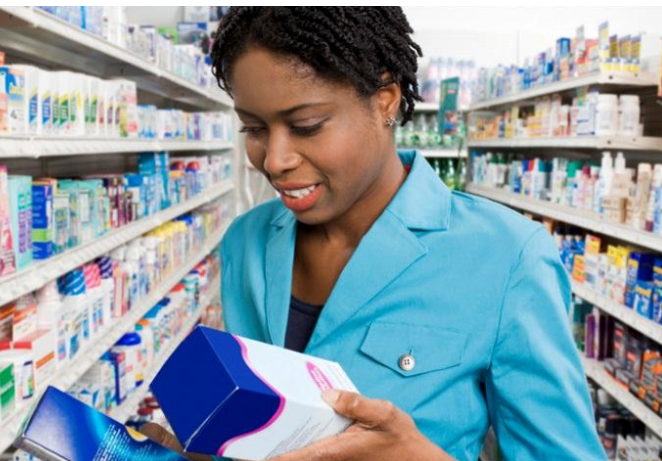
Available for free download via **Apple App Store** and **Google Play**.



Category features offer crucial commercial insight into driving recommendations and sales

P3 publishes 36 key OTC category features throughout the year

- Benefits of stocking, marketing and recommending new and existing products
- Responding to consumer trends
- Maximise sales of products when supported by trade/consumer advertising
- Effective merchandising/point of sale.



category analysis

Despite many targeted health campaigns over the years, primary healthcare services – including pharmacies – are still **underused by men**

Promote men's health and boost your business

1 in 9 men experience bladder weakness

TENA Men Products

TENA MEN – LEVEL 1 & 2

- Designed for a secure fit, they are so discreet that they are undetectable under clothes and are specifically shaped to fit the male anatomy
- They contain a unique Odour Control™ system which neutralises and eliminates odours for complete confidence
- Suitable for men with light to moderate bladder weakness

TENA MEN PROTECTIVE UNDERWEAR – LEVEL 4

- Specifically designed to look and feel like everyday underwear for men
- They have a unique Odour Control™ system which neutralises and eliminates odours
- Designed with a reinforced front zone for long lasting absorbency, maximum containment and security
- Suitable for men with medium to heavy bladder weakness

FOR MORE INFORMATION CONTACT THE TENA PHARMACY HELPLINE ON: 0870 333 0874

FREE PHARMACY SAMPLE BAG – For your FREE Tena sample bag* containing TENA products, please contact the Tena Pharmacy Helpline quoting PM0614T on: 0870 333 0874

*To the nearest number of sample bag requests. It is necessary to find time to bag up pharmacy per year. Tena is a registered trademark of SCA Hygiene Products UK Ltd.

© 2014 SCA Hygiene Products UK Ltd. All rights reserved. 100% Cotton. 100% Soft. 100% Secure. 100% Discreet. 100% Comfortable. 100% Effective. 100% Tena.

1. De-feminise the pharmacy

Men should be using pharmacies, because these offer an easy accessible source, no appointment needed – all the things GPs don't offer, says Peter Baker, independent men's health consultant. However, all the evidence suggests that they aren't using pharmacies in significant numbers. They may just be in a prescription or buy the occasional over-the-counter medicine, but they are not having a conversation with the pharmacist. They may be embarrassed about asking for a healthcare professional in what they see as an open space, not realising that most pharmacies have confidential areas.

The year's World Cup, which takes place from June to July, provides an ideal opportunity for pharmacies to promote men's health and fitness. So what should pharmacies be doing to attract men across their threshold?

2. Know the market

Nutritional supplements, such as Proton and B-Diety, can allow men to support their diets and lifestyle, supporting them with the extra nutrients they need to maintain an active lifestyle, lose fat or even to improve their chances of becoming a dad, he says.

3. Offer one-to-one advice

All men believe online consultation means that pharmacies need to make their service more personal. Baker said that for a lot of men to reach out for health support, he says. "One-on-one advice has a greater impact, and pharmacies have the authority and the scope to offer this. Pharmacists can work with individual brands that can offer training and products that have proven efficacy to grow profit and retain customers."

According to a spokesperson for Apolix, shampoos, which are being advertised on TV throughout 2014, customers are special treat to the pharmacist. "The customer has a problem and

Offering advertisers a platform that directly influences pharmacy's retail environment



Feature schedule 2015

January

- NRT & Vaping
- Weight Loss & Fitness
- Food Intolerance

February

- Immunity & Vitality
- Pregnancy & Fertility
- Dental Pain & Oral Hygiene

March

- Eye Health
- Ear Health
- Generics
- No Smoking Day

April

- Hay Fever
- First Time Mums
- Foot & Leg Health

May

- Skin Conditions
- Women's Health
- Summer Travel

June

- Men's Health
- Child & Infant Health
- MVP Awards Shortlist

July

- First Aid & Sports Injuries
- Age & Mobility
- Pharmacy Specials

August

- Back to School
- Incontinence
- Vitamins, Minerals & Supplements

September

- Infant Feeding
- Pain Management
- Hair & Scalp
- Pharmacy Show Preview

October

- Cold & Flu
- Winter Skin Care
- Stoptober
- MVP Awards Winners

November

- Cough & Sore Throat
- Winter Travel
- Back & Joint Pain

December

- Digestive Health
- Embarrassing Conditions
- Headache & Migraine



Why pharmacists read P3

*“I really like **P3** magazine - it is a credible source of **valuable information that should be on the ‘must read’ list of every working pharmacist.**”*

Steve Howard, FRPharmS FCIPD, Quality and Regulatory
Director and Superintendent Pharmacist, Celesio UK



*“From Rowlands’ perspective, we’re always looking for insightful editorial on wholesaling and profitable merchandising as well as pointers to successful selling and engagement with consumers. And as we branch out more and more into services, confirmation that a particular initiative is the correct one is always useful!
P3 offers a topical perspective on these key business and retailing areas from services to selling and the impartial material is always useful.”*



Mike Johnson,
Marketing Manager, Rowlands Pharmacy

*“The rapid change in the pharmacy payment model and the challenges of an evolving NHS mean that pharmacists more than ever before not only have to provide their customers with a fantastic and personalised service, but also have to be much more commercially aware if they are to succeed in running a business with long term viability. This means not only focusing on the traditional dispensing business but also increasingly on **optimising the retail offer - this is where P3 comes into its own and why it is valuable reading for any pharmacist who aspires to run a successful pharmacy,** be that in a large multiple or an independent business.”*

Sarv Khunkhuna, Healthcare Commercial Development, Boots UK





Business and management CPD resource for pharmacists

The centre four pages of **P3** are devoted to a unique business and management development programme.

Carrying the **NPA** training seal and endorsed by the **Institute of Pharmacy Management**, contributing

towards pharmacists' CPD, this unique section **supports development of many requisite skills for being successful in business.**



Some of our clients



2015 Advertisement rates & technical specifications

P3 magazine

height x width mm

SIZE	RATE	TYPE	TRIM	BLEED
Double-page spread	£7,615		297x420	
Full-page	£4,010		297x210	303x216
Half-page DPS	£4,010		145x420	
Mini page	£3,135		200x136	
Half-page horizontal	£2,260		145x210	
Half-page vertical	£2,260		297x105	
Quarter-page banner	£1,250		72x210	+3mm on left, right & bottom edges)
Vertical (1/3 page)	£1,750		297x70	
Vertical (2/3 page)	£3,135		297x136	
Back Cover	£4,720		297x210	
Front cover	£10,950	(specification on request)		
Cut-out cover	£13,490	(specification on request)		

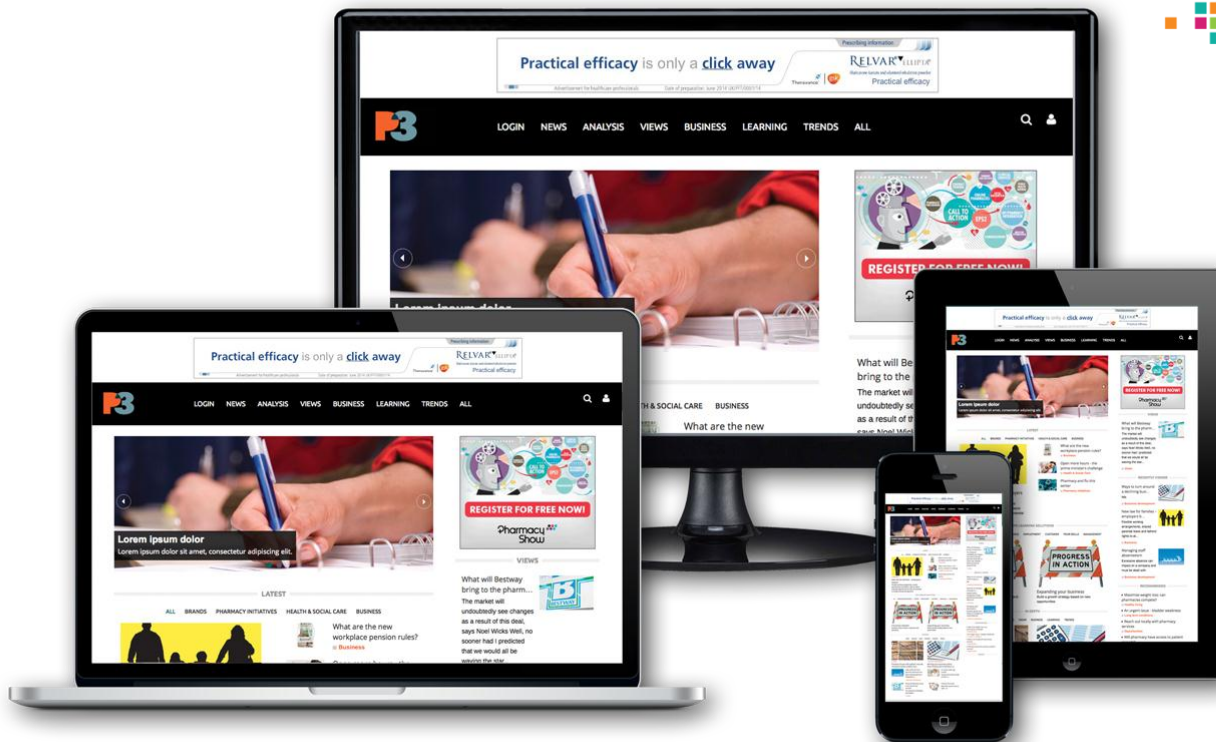
Contact: Ian Mogg direct line: 020 7534 7218 email: ian.mogg@1530.com



Integrated digital solutions

Amplify the reach and reinforce the message of your digital campaign by integrating with promotions across CIG's magazine portfolio.

Launching into pharmacy in January 2015



You advertise to increase your business...

Campaign spotlight

Always Discreet

Procter & Gamble is giving a long way to equip pharmacists with the knowledge they need to help female customers with Urinary Incontinence (UI) the embarrassment they feel when shopping for a product.

SENSITIVE BLADDER?
So what! DANCE ALL YOU WANT.

Up to 40% thinner* Absorbs 2x more than you may need**
Always Discreet Liners and Pads.

New Always Discreet Liners and Pads have an ultra thin absorbent core that turns liquid into gel. So even though they are up to 40% thinner* than the leading brand, they still absorb 2x more than you may need**.

Also available in Underwear.

Free samples available at alwaysdiscreet.co.uk

Getting women talking

Designed to target the topic of sensitive bladder - a difficult conversation - in a way that is supportive and empathetic, the campaign aims to engage those women who suffer from urinary incontinence and help them feel confident about their condition.

The campaign is built upon a comprehensive study, which was conducted with over 1,000 women with urinary incontinence, revealing that women with urinary incontinence are often embarrassed and shy to talk about their condition. The study also revealed that women with urinary incontinence are often embarrassed and shy to talk about their condition.

Future wellbeing

Always Discreet Liners and Pads are designed to help women with urinary incontinence feel confident about their condition. The study also revealed that women with urinary incontinence are often embarrassed and shy to talk about their condition.

Just over half (50%) of women with urinary incontinence say they feel embarrassed and shy to talk about their condition.

For more on bladder sensitivity, as well as further information on the Always Discreet range for customers and to direct the free samples, visit www.alwaysdiscreet.co.uk

Launch of the month

Stérimar Kids

New from the UK's No.1 selling natural nasal spray brand**

Unique, naturally

Stérimar Kids, which also complements the Stérimar family offering, is a 100% natural sea water, with the benefits of natural sea water. It is specifically formulated for children and is suitable for use from birth to 12 years of age. It is a natural, gentle, and effective way to relieve nasal congestion and allergies.

Category Impact

New Stérimar Kids brings the gap between Stérimar Kids and Stérimar Kids Kids. Designed for children and adults, it's a natural, gentle, and effective way to relieve nasal congestion and allergies.

Securing its place in the family medicine cabinet

Given its safe and natural sea water formula, Stérimar Kids should quickly become a go-to product for parents looking for a natural, gentle, and effective way to relieve nasal congestion and allergies.

Campaign support

Although Stérimar Kids has been available since 2010, it has only recently become a household name. The brand has been able to secure its place in the family medicine cabinet by offering a natural, gentle, and effective way to relieve nasal congestion and allergies.

Stocking options

Ask your Chemist & Drug store representative about stocking Stérimar Kids in your store. The brand has been able to secure its place in the family medicine cabinet by offering a natural, gentle, and effective way to relieve nasal congestion and allergies.

NATIONAL TV

LYCLEAR

KILLS HEAD LICE & EGGS

100% EFFECTIVE RANGE*

#1 PRODUCT

UP NOW

Systane

The range explained

Systane Ultra Lubricating Eye

- Provides long lasting lubrication
- Suitable for contact lens wearers
- Contains 100% natural ingredients

Systane Ultra UD

- Free from preservatives and parabens
- Suitable for people with sensitive eyes
- Contains 100% natural ingredients

Systane Balance

- Formulated for people with dry eyes
- Contains 100% natural ingredients
- Contains 100% natural ingredients

Systane Gel

- Designed for people with dry eyes
- Contains 100% natural ingredients
- Contains 100% natural ingredients

www.systane.co.uk

...the pharmacy team reads **F3** to increase theirs!

For creative ideas on how we can promote your brand within retail pharmacy, contact the advertising and promotions team on **020 7534 7218** or email **p3@1530.com**

Communications International Group, Linen Hall, 162-168 Regent Street, London W1B 5TB