Agenda

- Advertising overview
- New opportunities
- Current environment
- Working with industry
Advertising fun facts

• Pharmaceutical advertising in the US began in 1708 with the Boston News-Letter Daffy’s Elixir Salutis, a treatment for a variety of ailments offered at the stiff price of 4 shillings and 6 pence for a half-pint bottle.

• The US is one of only two countries that allows direct-to-consumer (DTC) advertising. Can you name the other country?
Advertising and B2B

- Advertising comes in a broad range of print and digital solutions to increase brand exposure and recognition.
Components of a successful advertising campaign

- Good creative
  Clear, clean brand messaging
  Type and format of message
- Reach and Frequency
  How often does the brand’s message need to be conveyed
  Over what period of time
- Relevance
  Serving the right message to the right person
- Multiple channel outlets
  Channel and medium neutral
- Variance by media
Our customers
Advertising

- Researchers, clinicians, and academicians still rely on trusted publication to keep current with new products, procedures, and best practices. The change is all about how audiences access and consume the information.

- Advertisers are in business of connecting their brand with their target audiences. The challenge is how to make the connections while addressing the rapid changes in content consumption. It is not as simple as placing a print or digital advertisement — more and constant exposure through a variety of media is required.

- Publishers cannot remain static. It is essential to create new and innovative products that deliver content in any formats and by whatever vehicle that readers require.
Advertising – new opportunities

Publishers such as Wiley are developing new products that serve the needs of both readers and advertisers.

Issue Alerts:
- The issue alert highlights articles in an easy-to-read mobile-optimized format.
- The issue alerts increase the stickiness of the journal site.
- Industry supporters can use the latest ad units to promote their products.
Advertising – new opportunities

This is an example of a cover advert that is downloaded with each issue’s articles during the period purchased.

Enhanced PDFs:
- An exclusive advert on a cover page added to each PDF article downloaded.
- High visibility for advertisers – excellent click through level on ads
- Does not interrupt content and has no relationship to article
Our values and approach

Protecting the society or journal brand is our primary consideration
• All advertising must be compliant with the regulations in that country
• All advertising must be compliant with the advertising policy of the journal — advertising vs. advertorials, interspersed vs. welled
• In the instance of a society publication, all advertising must approved by either the EiC or designated officer of the society.
• All prescription pharmaceutical advertising must be FDA compliant and include risks (side effects), dosing, and prescribing information
• Editorial independence means no industry influence at any point in the process -- ad positions separate from content
• Digital advertising should be Interactive Advertising Bureau regulations compliant – privacy, regulatory, brand safety, etc.
Ethics

- Ethics apply to everyone (!) – publishers, authors, editors, industry, researchers, societies, etc.
- Increasingly important to our business
  - Advertising vs. advertorials
  - Supplements and digest editions
  - Sponsorships and sponsored content
    - Microsites
    - Webinars, podcasts
    - Content feeds
- Wiley is on the forefront of this topic and is an actively involved in the following organizations:
  - International Society for Medical Publication Planners (ISMPP)
  - Committee on Publications Ethics (COPE)
  - International Society of Managing and Technical Editors (ISTME)
The current environment for industry

- Consolidation
- Restricted access to HCPs
- Fewer blockbuster drugs--more niche specialized focus combined with lower marketing budgets
- Regulatory environment—Sunshine Act
- High development and market entry costs
- Internal focus on expense management, cost reduction, and ROI
- Competitive environment
What this means for industry

- Increasingly defined and targeted audiences
- Changes in the way HCPs interact with and consume content
- Need for increased engagement with HCPs through new and non-traditional methods
- Focus on value added educational vs. promotional activities
- Differentiate and demonstrate the efficacy of their brands
- Regulatory compliance
What this means for publishers and their society partners

Traditional sales streams and revenue are under pressure

• There is increased demand for:
  • Bundling of products
  • Value added services
  • Added technology capabilities to create greater engagement and awareness of end users
• New non-standard offerings - webinars, microsites, content collections, content feeds, etc., are becoming the norm
• Increased competition for budgets and market share
• Need to stay competitive in this changing environment
Why work with Industry

- To educate professionals on the latest research
- To provide content in formats best accepted in each market environment
  - Media: Print, digital, video, audio, in-person workshop
  - Language: Translations
- Generate revenue
- Enable our society partners to fund their mission and vision for the future
- Help industry clients achieve their marketing objectives in a responsible and ethical manner.
Working together – how other societies work with industry

American Association of Blood Banks and Transfusion News

• AABB appointed editorial board and all content vetted by the EiC and board.
• Features include: Articles, Events, Videos, Question of the day
• Sponsored by Bio-Rad
• Created and conceptualized from an advertising meeting
Working together – how other societies work with industry

International Parkinson and Movement Disorder Society and
Motor Fluctuations Content Collection

• Guest editor selected by Movement Disorders EiC
• Content selected by guest editor (not sponsor)
• Educational site on particular topic, not promotional to sponsor’s product
• Sponsored by Cynapsus
Thank you