

**C**linical research Industry has grown around the world in an unparalleled rate in the past few years. The global pharmaceutical market is estimated at US\$ 427 Billion and Research & Development cost is estimated at US\$ 60-65 Billion annually. Two thirds of this amount is spent on Drug Development, i.e. approximately US\$ 40 billion. Clinical Trials involve almost 70% of time and money of new Drug Development. Cost of conducting Clinical Trials for a new drug is approximate US\$ 200-250 Million.” *Institute of Clinical Research*

## Journal for Clinical Studies is the only publication on the market that focuses on Multisite Studies & Emerging Markets

**P**harmaceutical Industry’s vision to bring cure to all, need to bring medicines to market faster, and the intention to make healthcare available to all has seen trials being conducted in many locations.

The access to patients with varied gene pool, food and cultural habits and population exposed to specific diseases has seen countries like India, China, Russia, Eastern Europe, Africa, Middle East and Latin America become major sites for sponsor companies to conduct their Clinical Trials. These are the regions where the vast access to the term coined – “Naïve Patient Population” has seen many new Contract Research Companies offering comprehensive services in these areas. As well as global CROs, successfully establishing themselves in these markets.

As with all global operations, operating under different regulatory guidelines, understanding different cultural and ethical values, negotiating regional operational procedures and finding the right partner in Emerging Markets has remained a challenge for the research and development based, pharmaceutical, bio-pharmaceutical and medical devices companies.

JCS with its uniquely selected editorial advisory board will provide you with regional and country by country information on the emerging markets. Information that will enable you to prepare for, and avoid any last minute glitches on Pre Clinical and Clinical Management, Trial Design, Regulatory, Validatory and Submission Issues, Subject Recruitment and Retention, Site management, Data capture and Data collection, Logistics and Patient Information and Compliance. JCS uniquely brings you experiences in trials for Vaccine Development and emerging market diseases.



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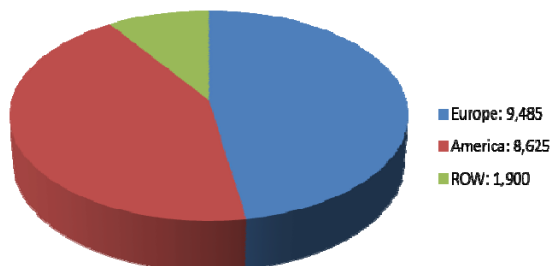
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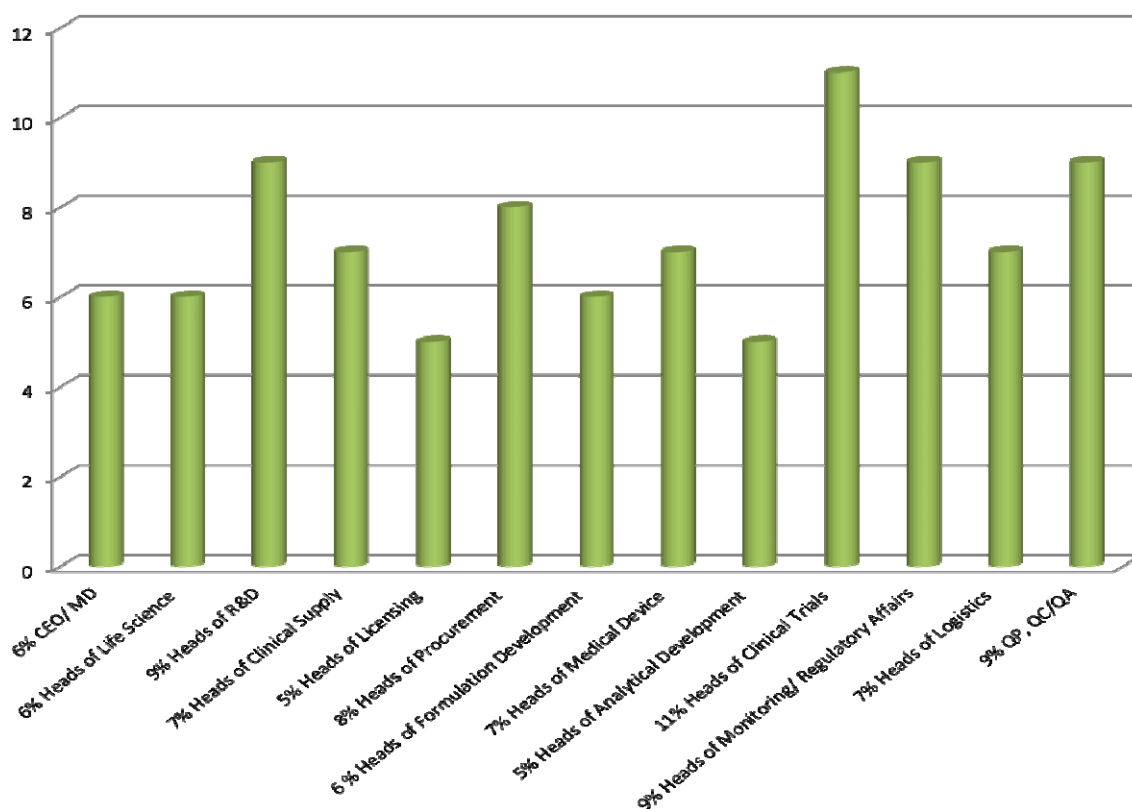
The *Journal for Clinical Studies* is a globally distributed publication with an established presence across the World. Each bi-monthly issue has a hard-copy distribution figure of **20,000** copies, providing strong access to the International Market.

## Geographical Distribution



*Journal for Clinical Studies* is sent directly to key decision makers in the life science industry, addressing all stakeholders

### Within Sponsor Companies (Total Copies- 14, 754)



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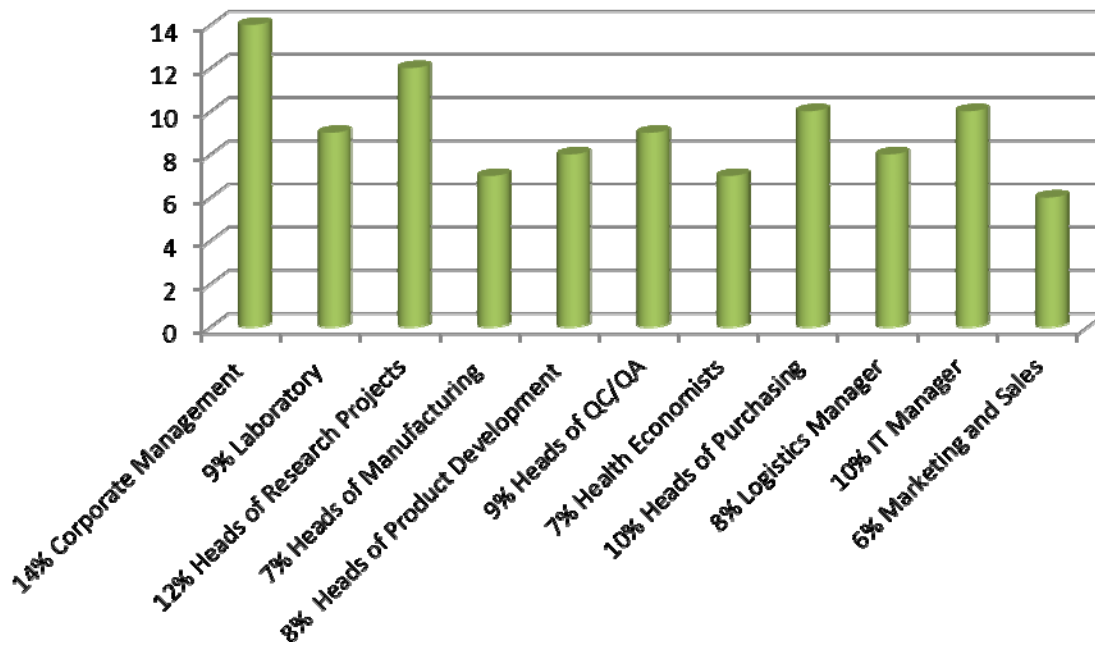
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## Key Sections Covered

JCS is divided into six sections:

### Watch Pages

This Section will hold a series of Watch Pages, a comprehensive guideline for issues you need to consider and check while preparing for your multi-site trials.

*Watch pages will cover:*

**Logistics, Insurance, Regulatory, Investment, Cardiovascular Safety, Central Nervous System, Region & Country Focus**

### Market Evaluation

This section consists of articles and features evaluating Markets. We will bring you operating procedures and experiences in different geographic locations. You will find here trends, regulatory guidelines, opportunities and experiences of potential markets for your studies.

### Therapeutic Studies

In this section we feature articles on trials conducted on specific therapeutic areas. E.g. Cholera Vaccine study in South Africa, Diabetes Study in India, CNS study in Eastern Europe. Etc.

### Technology and Logistics

This section covers latest technology in regards to data capture, and data collection in remote access areas, recruitment and retention in naïve patient population, patient information, empowerment and compliance, translation services, logistics challenges and various other important issues..

### Scientific papers

We publish scientific papers on studies conducted in emerging markets and emerging market diseases Network & Communications

### Classified Section

Our publishing objective is to become a reliable extension to you marketing arm. We have incorporate a classified section in each of our edition, so that the journal can be used by our readers to quickly look for companies and services they require without having to read through every article and the entire journal. This increases the shelf life of every edition we publish. All our display advertisers will get a free classified listing.

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## Editorial Profile

### Subjects Covered in JCS

- Archival
- Calibration validation
- Bio- Equivalence Validation & Bio-Availability
- Analytical Methods & Validation
- Clinical Trial Strategies & Innovation
- Trial Partners and CROs
- EDC & Information Technology
- Subject Recruitment and Retention Strategies
- Central Labs, ECG and Core Labs
- Imaging Labs
- LIMS
- Biotech & Clinical Research
- SMO & The Investigation Site
- Clinical Trials Packaging/ Materials Management
- Logistics & Supply Chain

### Therapeutic Areas Covered

- Oncology
- CNS
- Cardiovascular
- Infectious Diseases
- Dermatology
- Liver Diseases
- Kidney Diseases
- Ophthalmology
- Immunology/ Haematology
- Respiratory
- Orthopaedic
- Pain
- Geriatric
- Gastroenterology
- Pathology
- Pediatrics

### JCS Will Uniquely Cover

- Acute Diarrhoeal Illness
- Acute Lower Respiratory Infections
- Child Health
- Women's Health
- HIV/ AIDS
- Vaccine- Preventable Diseases
- Malaria
- Malnutrition & Under Nutrition
- Leprosy
- Reproductive and Maternal Health
- Tuberculosis- Monitoring & Evaluation
- Food borne, Bacterial & Mycotic Diseases
- Transplant Research
- Endocrine & Metabolic
- Pandemic Disease

JCS is the only journal focussed on providing information to the research and development based pharmaceutical, bio-pharmaceutical and medical devices industry in America and Europe on clinical trials procedures in Emerging markets and Naive Patient Population



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 Full Page	£2,850	 Banner	£500 for 3 months
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 Half-Page Vertical	£1,650	 Email Blast	Bespoke Service, Price upon request
 Special Positions	Front Cover Logo: £1,500 Inside Front Cover: £5,950 Inside Back Cover: £4,850 Outside Back Cover: £7,250 Next to Editor's Letter: £3,750 Next to Contents Page: £3,750	 Video	£700 for 3 months

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