



MEDIA KIT
2023

STARTUP

A red paper airplane is shown in flight, angled upwards. The tail of the airplane is a glowing yellow lightbulb with a filament, suggesting an idea or innovation. The airplane is positioned in front of the word 'STARTUP', which is written in large, bold, white capital letters. The background behind the text is a light blue grid pattern, and the bottom of the page features a row of stylized white and grey clouds.

ABOUT US



TheBioStartUps.com

is a platform dedicated to supporting and empowering biotech start-ups with resources, funding opportunities, and industry connections. As you may already know, TheBioStartups.com is a platform that empowers biotech entrepreneurship by providing start-ups with resources, funding opportunities, and industry connections. By registering on the directory, you will have the chance to showcase your company and its innovative products and services to a broader audience, including potential investors, collaborators, and customers.

BioSpectrum India

The BioSpectrum India edition was launched in March 2003 as India's first comprehensive Bio & Health Sciences monthly magazine. It provides comprehensive coverage of the exciting happenings in the Biotechnology & Health Sciences sector comprising of BioPharma, Bioinformatics, BioSuppliers and BioServices markets.



ABOUT US

BioStartups Directory & Why BioStartup?

Being part of TheBioStartups.com directory will also give you valuable networking opportunities with other biotech entrepreneurs, experts, and industry leaders. You can connect with like-minded individuals and learn from their experiences and insights, which can be invaluable in helping you grow and scale your start-ups.

Advantages

1. **Increased visibility:** By listing your startup in our directory, it can gain increased visibility and exposure to potential customers, investors, and partners. This can help your startup to grow its user base and establish its brand.
2. **Networking opportunities:** BioStartup's directory can also provide networking opportunities by connecting your startup with other entrepreneurs, mentors, and investors. This can lead to valuable collaborations and partnerships that can help your startup to grow and succeed.
3. **Access to funding:** Our startup directory also offer access to funding opportunities, such as angel investors,

Moreover, being listed on the TheBioStartups.com directory can increase your visibility and credibility in the biotech industry. Investors and potential partners often look for start-ups with a robust online presence and a solid reputation. By registering on the directory, you can enhance your company's online presence and improve your chances of

4. **Feedback and validation:** Being listed in BioStartup directory can also provide valuable feedback and validation from the community. This can help your startup to refine product or service offerings and improve the overall value proposition.
5. **Brand exposure:** Being listed on BioStartup portal can also provide valuable brand exposure. This can help to build credibility and establish your startup as a thought leader in the industry.

attracting investment and partnership opportunities.

In summary, registering on TheBioStartups.com directory 2023 can be a game-changer for your biotech start-ups. It can provide you with valuable resources, networking opportunities, and industry exposure that can help you grow and succeed.



AUDIENCE SNAPSHOT



50,000+
Readers



35,000+
Unique Visitors



42,000
EDM Subscribers



25,000+
Newsletters Weekly

WHO READS US?

- Pharma, Biotech, Device, Diagnostic, Digital Health
- Venture Capitals, Angels, Family Officers, Debt & Royalty Financing
- Academia, Hospitals, Patient Advocacy, Tech Transfer
- Investment Banks, Hedge and Mutual Fund
- Suppliers, Associations, Economic Development

www.thebiostartups.com



BRAND EXPOSURE PLACEMENTS

Add Slots	1x	File Type
Videos	30,000 INR	MP4
Sponsored content (1000 words)	50,000 INR	
Interactive Media Properties	On Demand Multiple Attractive Eye Sight Options	

ADVERTISING SOLUTIONS

ONLINE

Add Slots	Add size (in pixel) (W x H)	1x
Premium Panorama Banner	980 x 120	75,000 INR
Biotech Spotlight Banner	970 x 90	30,000 INR
Medtech Spotlight Banner	970 x 90	30,000 INR
LifeScience Spotlight Banner	970 x 90	30,000 INR
Footer Banner	970 x 90	50,000 INR
Monster MPU (Home Page)	300 x 600	75,000 INR
Monster MPU (In Page)	300 x 600	55,000 INR



ADVERTISING SOLUTIONS

DAILY NEWSLETTER

Monday – Friday

25,000 + Daily Send out

Regular Advertisements	Size	1x
Top Banner	728 x 90	30,000 INR
Spotlight Banner	200 x 600	35,000 INR
Footer banner	728 x 90	25,000 INR

EDM

1. EDM database – 42,000.
2. EDM width should be maximum 600px.
3. HTML file size should be maximum upto 28KB.
4. HTML file should not contain any style sheet (BS) or JavaScript.
5. File format should be HTML.
6. Subject Liners mandatory.

Regular Advertisement	Size	1x	3x	6x	12x
EDM	NA	55,000 INR	45,000 INR	35,000 INR	27,500 INR



ADVERTISING SOLUTIONS-ONLINE

The screenshot displays the BioStartUps website interface with several advertising spots highlighted by callouts:

- Leader Board (High Impact) 970 x 90:** Located at the top right of the page, featuring a "REGISTER NOW!" button.
- Double MPU Ad (300 x 600):** A large advertisement for "Cell Signaling Technology" featuring a microscope and a "LEARN MORE" button.
- Standard Banner 970 x 90:** A horizontal banner with the text "Where Biotech Dreams Become Reality" and a "Know More" button.

Other visible content includes a navigation bar, a "Trending News" section with articles like "Ministry of Ayush, Kerala Govt to hold trial of Arsenicum album for COVID-19 treatment", a "Bio-Startups" section with various news items, and a "Life Sciences" section at the bottom.

www.thebiostartups.com



ONLINE

Standard Ads

These banner ads across the site help in driving the audience to your product page, these strategically placed ad options give your product messaging the right kind of highlighting. These ads include: Top Banner, Monster Ad, Panel Ad and Skyscraper Ad
High Impact Ads: Other than the standard ad properties, Biostartups also provides various special ads to catch the eyeballs of the audience. These include: Floating Ads. Shoskeles. Dogear Peel Back ad and pop up ad.

Custom Site/ Microsite

Custom site is an exclusive online platform to showcase your solutions and reach specific audience. Gives your customer the relevant information helping you to educate him and generate expressions of interest this program helps you strategically deliver your product information along with our rich editorial content.

CASE STUDY / WHITE PAPERS PROGRAM

Case Study/White Papers are very powerful online tools which help your organization to showcase benefits & best practices, Placed strategically through various promotions, this tool can help build your case among the decision makers for purchase considerations and making informed decisions.

ELECTRONIC DIRECT MAILER

This specially designed push strategy helps to reach out to the opt-in database of Biostartups to introduce the product & generate interest it's a perfect vehicle to upgrade. Build awareness and promote Product launches, Special offers, Add- on Add-on features to existing products.

VIDEO ADS

The best way of bringing a television impact on your online audience.



ONLINE

CUSTOM PUBLISHING

Custom Publishing brings the double benefit of customized messages and the power of direct marketing. In effectiveness no other tool can beat Custom Publishing. Custom Publishing is

more than writing articles or marketing messages, it is highly effective, cost efficient and accountable tool to reach your audience directly. Only Biostartups offers you professionals in every aspect:

content design and layout. Production and delivery management. Our service deliveries are growing by the year and the list of happy customers is growing equally.

EVENTS

A Coveted platform to engage the Indian Healthcare community through Special Supplements/Advertorials/Customized publishing solutions. Produce Technology Summits to foreign institutions: direct interaction options through our industry meets; Panel discussions to reach out to Indian Healthcare community. First ever compendium of the Indian Biotechnology and Health Sciences industry that is distributed globally. It is considered as the ultimate repository of information on the Indian Biotechnology and Health Sciences industry.

WEBINAR

A webinar is a "web seminar". It allows people to connect online to view a live presentation, which includes audio and video. The biggest advantage of the webinar is convenience. There's no travel, you can attend a webinar straight from your desk at work or your living room at home.

www.thebiostartups.com



ONLINE

E-Blasts

Enjoy target specific results at affordable pricing with our personalized e-mail marketing. This is a perfect way to help you increase your brand engagement, measure the effectiveness of your campaigns, build trust with audience and reach a large audience quickly and easily from anywhere in the world, at any time.

42,000+

With an option to select available industry| job function| region



www.thebiostartups.com

Webinars

Every BioStartups webinar is a full service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a thought leader. When we host a BioStartup Webinar, we fuse your message with the current industry needs and relevance to the target audience. This will help to showcase your products or services to the targeted audience and interaction with attendees through Q&A sessions or polls will build trust and rapport.

Traditional Webinars	1,50,000 INR
Webinar Express	1,00,000 INR
Highlight Reel	75,000 INR

NOTEWORTHY EXTRAS

Whitepaper Spotlight - 50,000 INR

Average Webinar Registrants

150 +

CONTACT INFORMATION

PUNE

Vrushti Kothari

Business Development Executive

Mobile: +91-7798935660

Email: vrushti.kothari@mmactiv.com

MUMBAI

Mandar More

Regional Business Manager

Mobile: +91-9870009281

Email: mandar.more@mmactiv.com

ASIA PACIFIC

Ankit Kankar

Dy. General Manager Digital Intell & Growth

Mobile: +91-9579069369

Email: ankit.kankar@mmactiv.com

AUDIENCE ENGAGEMENT

Vipan Kumar

Relationship Executive- Media

Mobile: +91-9834745564

Email: vipan.kumar@mmactiv.com

PROGRAMME LEAD

Apoorva Mahajan

Marketing Communications Specialist

Mobile: +91-7724025888

Email: apoorva.mahajan@mmactiv.com

