



INSPIRING CANADIAN PHARMACISTS AND PHARMACY OWNERS TO BE THEIR BEST

# pharmacy

PRACTICE + BUSINESS

PHARMACY  
MARKET  
MEDIA  
PLANNER  
2022

PRINT | DIGITAL | CONTINUING EDUCATION | CUSTOM SOLUTIONS | EVENTS

CanadianHealthcareNetwork.ca eCortex.ca

# MESSAGE FROM THE EDITOR



**VICKI WOOD**  
EDITOR

Inspiring Canadian pharmacists to be their best—in practice and in business

*Pharmacy Practice + Business* is the one-stop pharmacy magazine for Canadian pharmacists and pharmacy owners.

It's our mission to inspire our audience to make the most of their emerging role as primary healthcare providers, while also informing them of the latest clinical and practice news. Each issue offers practical, easy-to-implement ideas to help pharmacists feel engaged in their practice, and pharmacy owners to run a successful pharmacy centred around better patient care and customer service.

All clinical content in *Pharmacy Practice+ Business* is pharmacist-selected, written and reviewed, ensuring that articles and columns meet the current information needs of practicing Canadian pharmacists. All business-focused content is written by experts in pharmacy, retail and management who have first-hand knowledge of the challenges of running a successful business based on healthcare first.

Vicki Wood

vwood@ensembleIQ.com



## / THE EDITORIAL TEAM

## MEET OUR KEY CONTENT CREATORS

Leaders in clinical and business content. *(In alphabetical order)*



**EDITOR**  
**VICKI WOOD**

Vicki has been observing and reporting on events and trends in the pharmacy industry since 1994. As editor, she oversees all print and digital pharmacy content.



**PHARM TECH**  
**ALEXANDRE CHAGNON**

Alexandre is a Quebec-based professor teaching the use of technologies in pharmacy practice. He's also a popular columnist and speaker on the topic of new pharmacy technologies.



**PRACTICAL DIABETES**  
**SHELLEY DIAMOND**

Shelley Diamond follows new developments in diabetes research and helps pharmacists stay up to date with the latest approaches in diabetes patient care.



**TRAVEL HEALTH**  
**SHERILYN HOULE**

A researcher and teacher focusing on travel healthcare and immunization, Sherilyn shares her knowledge in travel preparation and global trends.



**ADVERSE REACTIONS**  
**SANDRA KNOWLES**

A drug information pharmacist with Sunnybrook Health Sciences Centre, Sandra puts a practical spin on current research related to drug interactions and reactions.



**MANAGING EDITOR**  
**MARTHA PORADO**

With a broad background in digital and print publications, Martha brings her sharp eye for breaking news to the pharmacy newsletters.



**CLINICAL CONSULTING EDITOR; DRUG NEWS, CLINICAL NOTES AUTHOR**  
**LU-ANN MURDOCH**

Canada's undisputed—and most trusted—drug news expert, Lu-Ann keeps readers in the loop on drug launches and changes, new clinical guidelines, crucial research and more. She either writes, or critically reviews, edits and fact-checks all clinical content.



**OTC ISSUES**  
**NARDINE NAKHLA**

Nardine is passionate about the importance of community pharmacists as the logical first point-of-care for minor ailments.



**BACKTALK/MANAGING**  
**CARLENE OLEKSYN**

Carlene is not afraid to get out from behind the counter to write about how pharmacists can practise to their fullest scope.



**A DOSE OF STRATEGY**  
**AMY OLIVER**

Amy Oliver is the CEO and founder of Amy Oliver + Co, an advisory and coaching firm that specializes in supporting healthcare practice owners with strategy, management, and leadership.



**DIGITAL REPORTER**  
**MARJO JOHNE**

Marjo has worked for more than 20 years covering business, career, personal finance, healthcare and technology for the *National Post*, *The Globe and Mail* and *Sunnybrook* magazine. Marjo covers important business and practice news developments for CanadianHealthcareNetwork.



**GERIATRIC ISSUES**  
**MATHILDA PRINSLOO**

A clinical pharmacist at Senior Care Practice, a fee-for-service Medication Therapy Management service for community dwelling older adults, Mathilda is also a member of collaborative and interdisciplinary teams at primary health care clinics in Winnipeg.



**THERAPEUTIC ISSUES**  
**JILLIAN REARDON**

Jillian takes a deep dive into some of the most important clinical news updates that can affect pharmacists in daily patient care.



**PAIN MANAGEMENT**  
**DANA TURCOTTE**

With a background in family health pharmacy, academics and research, Dana specializes in pain management issues including cannabis, chronic pain, ORT and opioid stewardship.



**THE PHARMACIST LAWYER**  
**BING WANG**

Bing is currently a pharmacy owner and managing partner of Meta Law, a boutique law firm helping healthcare professionals navigate their legal and business matters.

## / EDITORIAL ADVISORY BOARD

*(In alphabetical order)*

**SANDRA AYLWARD** is a veteran Nova Scotia pharmacist/consultant specializing in health technology and expanding pharmacy scope of practice. Sandra held leadership positions at Lawtons/Sobeys for many years, has been an active leader with PANS, the N.S. College of Pharmacists, NAPRA and CACDS (now Neighbourhood Pharmacy Association of Canada).



**NAUSHIN HOODA** is a young practitioner, dually licensed in Ontario and British Columbia, who specializes in medication safety and infectious disease in oncology. Naushin, a well-known presence on social media, was the recipient of the Ontario Pharmacists Association Student of Distinction Award and now hosts the Flip the Script vodcast on our online home: Canadian Healthcare Network (CHN). (@thisisnaushin)



**IAN LLOYD** is a community pharmacist at Heart Pharmacy in Victoria, B.C. with a passion for holistic health, alternative medicines and medication management. He writes about natural health products and supplements for CHN.



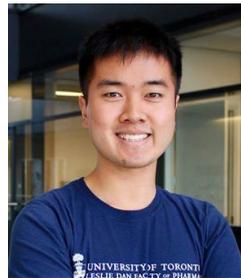
**KARA O'KEEFE** is a second generation community pharmacist who works as the only pharmacist on a small island community in Newfoundland. Kara is very vocal about the role pharmacists can and should play in patient health and an advocate for appropriate education for consumers to deter health misinformation. (@kara\_okeefe)



**BARRET PROCYSHYN** is a pharmacist owner of Dauphin Clinic Pharmacy in Dauphin, Manitoba, who specializes in medication management and expanded services. (@familypharmer)



**TIM SMITH** is a Winnipeg-based pharmacist and co-founder of Simplicity Wellness, Manitoba's first clinical practice pharmacy. He is licensed to practice in four provinces and territories and has spent much of his career working in, with, and for Indigenous communities. He is a passionate advocate for the increased role pharmacists must play in improving our healthcare system and strongly believes in social and economic equity for all Canadians. (@timsmithrx)



**ANDREW TU** is a pharmacy student/intern currently in placement rotations. Was CAPSI journal editor in 2020.



**KRISTEN WATT** is the pharmacist owner of Kristen's Pharmacy in Southampton, Ontario, well-known on social media, often on TV and radio speaking on behalf of pharmacy. (@pharmacistmama)



**BRUCE WINSTON** is president of APEX-Sandstone pharmacies which operates 20 community pharmacies in Alberta, and past-president of the Alberta Pharmacists' Association. (@sandstoneAB)

/ READERSHIP

**REACH**

**84,599** total market reach  
with digital registrants

**CIRCULATION**

**29,707\***  
magazine subscribers

**FREQUENCY**

**7x**  
print issues  
per year

**WEBSITE**

**54,892**  
English registrants

**NEWSLETTER**

**38,235**  
emails

**FACEBOOK**   
**4,614**

**TWITTER**   
**3,225**

# CIRCULATION

 (PRINT & DIGITAL AUDITED)

Province	Classification by Business & Industry	TOTAL
AB 4,635	Retail & Community Pharmacists, Proprietors	22,312
BC 3,950	Hospital Pharmacists	4,071
MB 1,626	Government, Industry & University Pharmacists	235
NB 754	Others: Including Consulting Pharmacists, Retired Pharmacists, NEC	645
NL 477	Pharmacy Students	676
NS 1,190	Pharmacy Technicians	1,086
NT 21	Pharmacy Assistants	236
NU 3	Chain/Banner Executive Management	90
ON 14,366	Retail Drug Store Employees other than Pharmacists including store copies	87
PE 179	Manufacturers, Wholesalers, Manufacturers' Agents	60
QC 834	Others allied to the field	187
SK 1,627	Subscriptions	22
YT 29	<b>TOTAL</b>	<b>29,707</b>
OTHER 16		
<b>TOTAL 29,707</b>		

\*Source: Omeda October 1, 2021  
AAM June 2021



/ PRINT KEY DATES

# CALENDAR & CONTENTS

ISSUE	TOPICS	SPACE CLOSE	MATERIAL DUE	MAILING DATE
<b>FEBRUARY</b>	Therapeutic nutrition; Menopausal hormone therapy; Menstrual migraine; Top innovations changing pharmacy practice <b>CE Lesson:</b> Adult Obesity	JAN 21	JAN 28	FEB 16
<b>APRIL</b>	Wound care; Diaper dermatitis; Caring for refugee patients <b>CE lesson:</b> Opioid use disorder	MAR 11	MAR 18	APR 11
<b>MAY</b> 	Management of celiac disease; Tips for maximizing your RPhTs; OTC recommendations survey <b>CE Lesson:</b> HIV PrEP	APR 18	APR 25	MAY 13
<b>JUNE/JULY</b>	Prostate cancer; Pharmacy care in rural communities; Current issues in ADHD; Maximizing technicians skills; Skin assessment in people of colour	JUN 6	JUN 13	JUN 29
<b>SEPTEMBER</b>	Diabetes & co-morbidities (feature); Climate change and health	AUG 11	AUG 18	SEPT 6
<b>OCTOBER</b>	Caring for paediatric patients; Applying point-of-care and lab results to patient care; State of the industry (Cross-Canada scan of key pharmacy issues)	SEPT 12	SEPT 19	OCT 11
<b>NOVEMBER</b>	Natural health products & interactions; Optimizing methotrexate therapy in rheumatoid arthritis	OCT 21	OCT 28	NOV 16

## CONTINUING EDUCATION

Many issues contain at least one CCCEP-accredited continuing education lesson on a clinical, practice, or OTC-related topic to support pharmacists' educational and professional development requirements.

Each issue includes a variety of columns, departments and features that address the spectrum of community practice:

### CLINICAL/PRACTICE

Columns and features that help pharmacists feel confident and up-to-date as frontline healthcare providers.

### INCLUDES

**Drug News:** Lu-Ann Murdoch's must-read updates on launches, new generics new indications and drug advisories.

**The Practice Experts:** Pharmacist subject experts tackle current practice issues including: Therapeutic Issues; Practical Diabetes; Travel Health; Geriatric Issues; Pain Management; Adverse Reactions; Dermatology Issues.

**5 Tips:** Quick pearls of practical advice to improve patient care or practise in specific scenarios.

**Clinical Features:** Each issue includes pharmacist-written, fully-referenced clinical updates on important clinical topics key to practising pharmacists.

**OTC issues/Minor Ailments:** Canada's greatest advocate for the pharmacists' role in self-care, Nardine Nakhla, focuses on counseling scenarios for common minor ailment topics.

### BUSINESS/MANAGEMENT/CAREER

### INCLUDES

**Back Talk:** Pharmacist owner Carlene Oleksyn shares her wisdom and advice on managing a successful pharmacy business.

**Innovator Profiles:** Inspiring stories of pharmacists and pharmacies practising ahead of the curve and succeeding in a competitive environment.

### Special Features:

In-depth articles examine "hot topics" or new developments in pharmacy practice or business.

## / DISPLAY AD OPTIONS

# DISPLAY RATES & SIZES

DISPLAY AD SIZE	FREQUENCY			
	1	3	6	10
1 Magazine double full page spread	\$15,476	\$15,013	\$14,566	\$14,073
2 Magazine full page + 1/3 vertical	\$12,004	\$11,646	\$11,294	\$10,911
3 Magazine full page	\$8,662	\$8,400	\$8,147	\$7,880
4 1/2 page vertical	\$6,493	\$6,298	\$6,114	\$5,904
5 1/2 page horizontal	\$6,493	\$6,298	\$6,114	\$5,904
6 1/3 page horizontal	\$5,805	\$5,626	\$5,458	\$5,280
7 1/4 page vertical	\$5,458	\$5,295	\$5,132	\$4,965

\*see mechanical spec's page for correlating size dimensions + other sizes. Effective January 1, 2022. All rates gross. B&W: decrease by \$2,065 gross.

PREMIUM POSITIONS	%
OBC	+25
IFC	+20
First Right Hand Page	+10
IBC	+10
All other requested positions	+5

**APPOINTMENT NOTICE** (1/3 PAGE VERTICAL)  
Rate: \$3,236 net

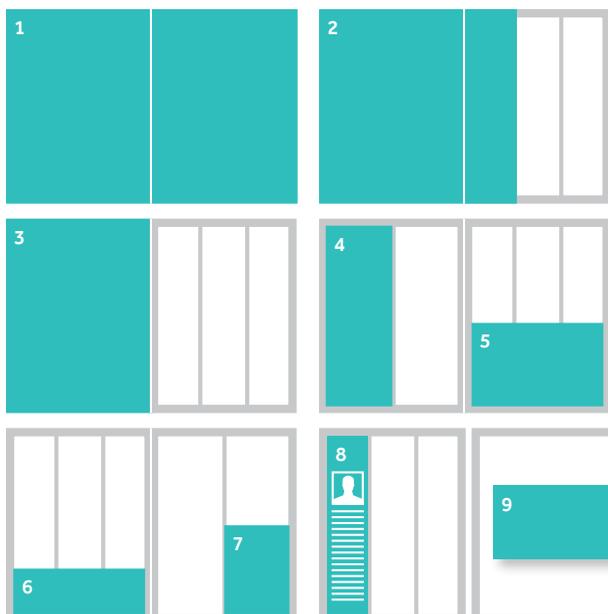
**FRONT COVER TIP-ON** (MATERIAL SUPPLIED)  
Total audience rate: \$14,420 gross

**POLYBAG OUTSERTS** (MATERIAL SUPPLIED)

- Polybag your sales sheet/promotional flyers
- Advertise your product nationally or target a specific region in Canada
- Contact your account manager for more information on the various options available



+  
ALL PRINT ADS  
INCLUDED IN  
DIGITAL  
EDITIONS



DISPLAY AD SIZE	WIDTH	HEIGHT
1 Magazine double full page spread	15.75	10.75
2 Magazine full page + 1/3 page vertical	7.875 2.625	10.75 10.75
3 Magazine full page	7.875	10.75
4 1/2 page vertical	3.375	10
5 1/2 page horizontal	7	4.625
6 1/3 page horizontal	7	3.125
7 1/4 page vertical	3.375	4.875
8 1/3 page vertical (appointment notice)	2.1667	10
9 Front cover tip-on	6	3.5

Standard unit size in inches



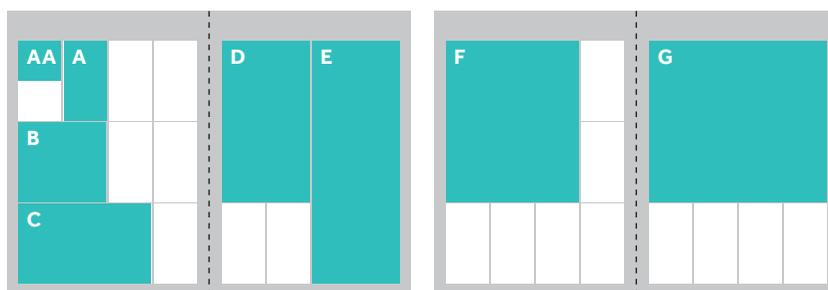
Contact your  
account manager for  
more details

## / CLASSIFIED AD OPTIONS

# CLASSIFIED RATES & SIZES

FORMAT	FREQUENCY			
	1 x	4 x	8 x	
AA	1 x 1.5	\$257	\$244	\$232
A	1 x 3	\$624	\$578	\$534
B	2 x 3	\$977	\$911	\$834
C	3 x 3	\$1,345	\$1,252	\$1,145
D	2 x 6	\$1,711	\$1,591	\$1,452
E	2 x 9	\$2,433	\$2,267	\$2,059
F	3 x 6	\$2,433	\$2,267	\$2,059
G	4 x 6	\$3,932	\$3,150	\$2,926

All rates gross in four colour.



CLASSIFIED AD SIZES			
FORMAT	WIDTH	HEIGHT	
AA	1.625	1.4583	
A	1.625	3	
B	3.333	3	
C	5.042	3	
D	3.333	6.083	
E	3.333	9.167	
F	5.042	6.083	
G	6.75	6.083	

Standard unit size in inches

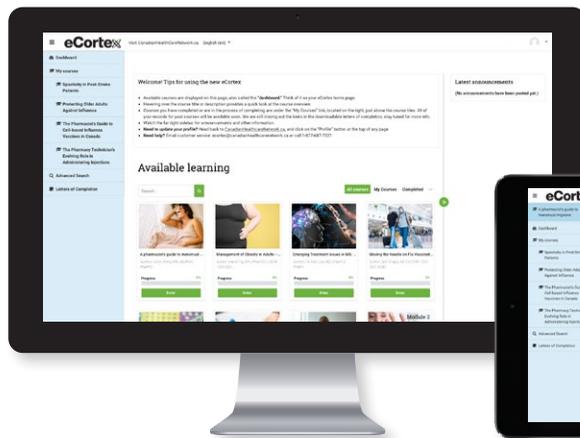
ISSUE	SPACE CLOSE	MATERIAL DUE	MAILING DATE
<b>FEBRUARY</b>	JAN 21	JAN 28	FEB 16
<b>APRIL</b>	MAR 11	MAR 18	APR 11
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<b>JUNE/JULY</b>	JUN 6	JUN 13	JUN 29
<b>SEPTEMBER</b>	AUG 11	AUG 18	SEPT 6
<b>OCTOBER</b>	SEPT 12	SEPT 19	OCT 11
<b>NOVEMBER</b>	OCT 21	OCT 28	NOV 16



Contact **Nancy Dumont** for more information on the various classified options available.  
**514-557-6660** | [ndumont@ensembleiq.com](mailto:ndumont@ensembleiq.com)

# CONTINUING EDUCATION

## eCortex.ca



**We specialize in Online & Print combination**

The longest-running, farthest-reaching national pharmacy CE program in Canada.

If you are looking for a provider with turnkey program development, accreditation, multi-platform distribution and promotion to the largest built-in audience in Canada, there's only one choice.

Our online CE is powered by eCortex.ca, our inter-professional, bilingual learning platform for pharmacists and physicians. With accredited and non-accredited courses, eCortex.ca supports a range of education formats such as text only, video, PDF and PPT.



Contact your account manager for all CE options, promotions and rates

### 1. TURNKEY CE PROGRAM

We work with you developing an outline to ensure that your learning and communication objectives are met. We support this program with an extensive promotional campaign to ensure your CE program reaches as many pharmacists as possible.

#### INCLUDES:

- **Content Development:** Turnkey 4- or 8-page program development from outline to accreditation (English and French)
- **Accreditation:** 1 Year CCCEP and OPQ accreditation
- **Online Posting:** Posted on eCortex.ca for one year
- **Print Distribution:** Distributed in pages of *Pharmacy Practice + Business and Profession Santé*
- **Tablet Distribution:** Distributed via the *Québec Pharmacie* app
- **Promotion:** Online, tablet and print promotional support

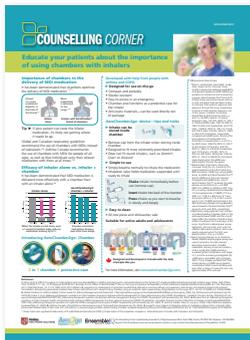
### 2. HOST AND PROMOTE

Place your existing CE program on eCortex.ca to extend your reach to our audience! We can host programs in a variety of formats such as PDFs, videos, slides and audio, seamlessly integrating it into our eCortex.ca learning platform. We also include a robust promotion package to raise awareness of your program to our pharmacist audience.

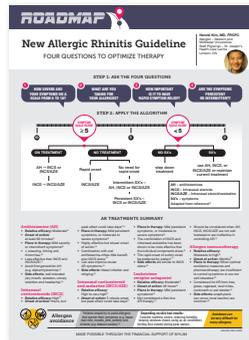
/ CUSTOM SOLUTIONS

# CUSTOM TURNKEY SOLUTIONS

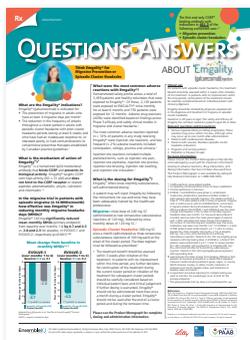
Whether you're seeking to provide information on your product, promote new guidelines or share the results of recent clinical studies, our special projects have all the angles covered!



**COUNSELLING CORNER**  
*Counselling Corner* provides physicians and pharmacists with information on advising patients about appropriate product use. Content is developed in consultation with the product manager and approved by the Pharmaceutical Advertising Advisory Board (PAAB), if required.



**ROADMAP**  
 A *Roadmap* is a magazine-page communication tool that visually illustrates for the pharmacists and/or physicians an algorithm for the treatment of a condition or therapy. The *Roadmap* provides drug manufacturers with the opportunity to communicate the best therapeutic path for patients by asking key questions to assess condition as well as provide information for consideration.



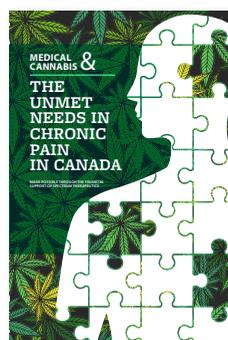
**QUESTIONS & ANSWERS**  
 Our Q & A section offers manufacturers a chance to answer the questions most frequently asked by physicians and pharmacists concerning prescription and over-the-counter drugs. Content is developed in consultation with the medical information department and the product manager and is then submitted for approval to PAAB.



**CUSTOMIZED CONTINUING PROFESSIONAL DEVELOPMENT**  
 Continuing education/professional development program, accredited or non-accredited (OLA), focusing on pharmacological treatments (Rx or OTC) of the pathology of your choice. This turnkey solution includes content development, accreditation, distribution (print/digital) and multi-platform promotion. Available in a variety of educational formats.



**KOL SUPPLEMENTS**



**MARKETING RESEARCH**

Our portals, CanadianHealthcareNetwork.ca and ProfessionSanté.ca, have a combined outreach of over 110,000 subscribers. You can benefit from a unique access to Canada's largest pool of physicians and pharmacists! We will help you develop a customized survey, based on your specific needs.



**ANNUAL SURVEY ON OTC RECOMMENDATIONS**  
 This survey is a major industry indicator, that has collected OTC recommendations from pharmacists (for the past 25 years) and from physicians (for the past 11 years) across Canada. Take advantage of this opportunity to evaluate the performance of your product in its category.

 **Contact your account manager for more details**

# EDUCATION CONFERENCES

Engage an entire pharmacy community!

Pharmacy U is a one-of-a-kind event in Canada helping pharmacists:

- discover and understand emerging business opportunities
- establish patient engagement strategies
- build a modern a sustainable pharmacy business

Educational content is delivered by some of Canada's most forward-thinking and innovative pharmacists, with a focus on teaching attendees, step-by-step, "what to do, and how to do it". Pharmacists emerge from Pharmacy U with practical and tangible game plans that they apply to their own pharmacies immediately after the conference concludes.



**pharmacy**   
Inspiring business learning

**TORONTO**

**APRIL 2, 2022**

**QUEBEC**

**MAY 7, 2022**

**VANCOUVER**

**OCTOBER 22, 2022**

*"This conference is helping to push forward the vision of what the profession of pharmacy is evolving into."*

– **SAMY SAAD**, OWNER, RICHMOND PHARMACY,  
RICHMOND HILL, ON



Contact **Martin Rissin**  
for sponsorship opportunities  
1-877-687-7321 ext 1008 | [mrissin@ensembleiq.com](mailto:mrissin@ensembleiq.com)

## / PRINT SPECS

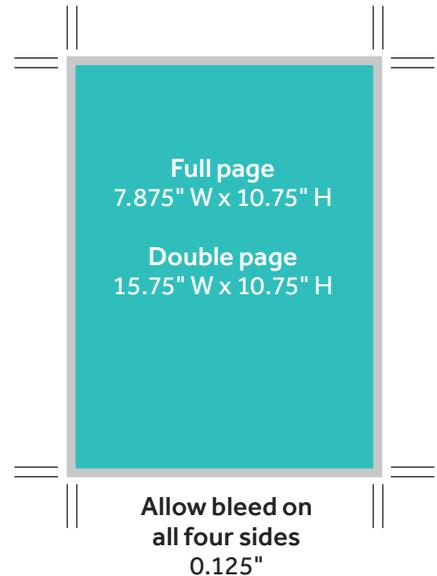
# MECHANICAL SPECIFICATIONS

## FOR FULL PAGE ADVERTISERS

- Allow 0.125" bleed on all four sides of full page ad (if applicable)
- Single page ad size: 7.875"W x 10.75"H
- Double page ad size: 15.75"W x 10.75"H

## TYPE SAFETY

All type matter of illustration material not intended to bleed to be kept 0.50" from publication trim. Double page spreads hold 0.25" from gutter on each page. Publisher is NOT responsible for line-up of type or images running through the gutter on spreads or single page to adjacent insert. Running type or image through the gutter is STRONGLY discouraged.



## METHOD OF PRINTING

Offset

## METHOD OF BINDING

Saddle stitch / binds to the head

## PRINT SUPPLIED MATERIAL

### HIGH RESOLUTION PDF

Ads can be uploaded to:

<https://ensembleiq.sendmyad.com/>

Ads are preflighted, approved and automatically delivered through this free, web-based ad preflight portal.



For more information contact our Production Manager, **Lisette Pronovost, 514-500-7232** [lpronovost@ensembleiq.com](mailto:lpronovost@ensembleiq.com)

## STORING OF THE PHYSICAL MATERIAL

The publisher reserves the right to destroy all physical material supplied if not requested within 3 months from the last time of use.

## SUPPLIED INSERTS

- Inserting charge for tipped inserts only: \$3,000 net (non-commissionable)
- Tipped inserts – minimum paper weight is 80lb. coated and maximum is 100lb. coated (2 pg full size of book).
- Stitched inserts and polybag outserts also available.
- Contact your account manager for pricing and specifications.

## SPLIT-RUNS

One split-run ad maximum permitted per issue. Ask for details and rates.

**Contact your account manager for more information on these and other special requirements.**

## COMMISSIONS

- Agency commission: 15% of gross billing allowed on space, colour and premium position charges to recognized media agencies only.
- Prices are subject to additional sales tax where applicable.
- Accounts payable at office of publication in Canadian funds or equivalent funds at the rate of exchange prevailing at time of payment.

## CONTRACT AND COPY REGULATIONS

- Rates subject to change without notice.
- Advertisers and agencies assume liability for all content (text, representation, and illustrations) or advertisements printed, and also assume responsibility for any claims arising there from against the publisher.
- Preferred positions, contracted for 12 months, non-cancellable (subject to penalty if cancelled).

## GENERAL

- Advertiser and agency agree that *Pharmacy Practice + Business* shall be under no liability for its failure for any cause to insert any advertisement.
- All digital material will be destroyed one year after last use.
- Publisher is entitled to payment as herein provided, upon having completed the printing of advertising and having taken reasonable steps to see the publication will be distributed.
- Advertisements resembling editorial format will carry the word "Advertising" in at least 10 pt. type at the top of the page.

# CONTACT US

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GROUP

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