

CONTENTS

- 01 AUDIENCE**
See who's reading BioPharma Dive
- 02 TOP-PERFORMING CONTENT**
Uncover top stories, topics, and keywords
- 03 TRENDS**
Explore prevailing issues and industry evolutions
- 04 MARKETING INSIGHTS**
Lean into the approaches and formats this audience prefers

01 AUDIENCE

145K

unique monthly visitors

70%

of subscribers are manager-level or above

100%

of the Top 25 Biotech & Pharmaceutical companies read BioPharma Dive

BIOPHARMA DIVE

94,200

SUBSCRIBERS

You'll find BioPharma Dive's news and insights in the inbox of notable subscribers, like:

- President, GlaxoSmithKline K.K.
- President, Mylan Pharmaceuticals
- SVP Global Value and Access and Policy, Amgen
- SVP & Chief Compliance Officer, Celgene
- SVP & Head of Latin America, Bayer
- VP & Finance Head Oncology North America, Novartis
- VP Pain & Neuroscience, Pfizer
- VP Marketing & Business Unit Strategy, Clinical Supply Services, Catalen
- Head of Business Excellence - Europe Region, Roche
- SVP State Advocacy, PhRMA

02 TOP-PERFORMING CONTENT

The events of the pandemic ushered in a biotech boom that forced rapid advancements in drug tech, development, and approval processes that continue to accelerate the industry today. Yet, between the current economic pressures impacting venture capitalists' likelihood to fund, industry-wide layoffs, and new regulations impacting drugmakers, biopharma leaders are up against a number of new challenges this year. But despite these hurdles, recent breakthroughs and successful clinical trials paint a promising picture of the future. Let's take a look at what our readers have been focused on most.

Top 5 topics

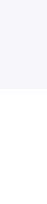
1. Biotech
2. Clinical trials
3. FDA
4. Gene therapy
5. Deals

Top 10 BioPharma Dive stories

Large study of J&J's HIV vaccine stopped after shot found ineffective



Big pharma's looming threat: a patent cliff of 'tectonic magnitude'



Apellis wins FDA approval of first drug for type of vision loss



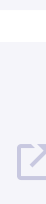
5 FDA decisions to watch in the second quarter



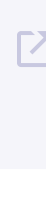
Biotech layoffs gather pace as industry downturn persists



10 clinical trials to watch in the first half of 2023



Lilly reports fast sales for new diabetes drug



Novo Nordisk diabetes pill wins FDA approval for first-line use



US names first drugs to face price hike penalty



Biotech startups face 'Series A cliff' as venture capital stays cautious



03 TRENDS

The economic toll

- Industry-wide layoffs
- Struggling startups
- Rising interest rates

Finances, failures, and funding

- Biotech ventures seen as too risky for investors
- SVB failure effects on biotech funding
- Lack of Series B funding available

Regulatory implications

- Inflation Reduction Act reforms
- Prescription drugs to facing financial penalties
- FDA's accelerated approval for new medications and technology

Clinical trials and breakthroughs

- Gene therapy approval and adoption
- ALS protein breakthrough
- Post-approval marketing and adoption issues

Our readers spent nearly 2x as long on these stories than the average story:

- [5 questions facing gene therapy in 2023](#)
- [ALS drugmakers, encouraged by recent FDA feedback, set their sights on a key protein](#)

Give and take on federal regulation

The highly regulated industry of biopharma continues to operate under the mercy of federal regulators — particularly the FDA. Largely thanks to the events of the pandemic, the FDA has loosened its view on new technology in recent years, becoming more open to novel proposals like gene therapy, brain and nervous system treatments, and microbiome-based medicine.

2022 also saw the passage of the Inflation Reduction Act, enacted in part to reduce consumer's cost of drugs. And now, in 2023, reforms and penalties are starting to land, as financial penalties hit the first set of drug companies found in violation of raising prices within Medicare faster than the rate of inflation.

Economic uncertainty and shrinking investments

Many startups seamlessly secured funding for their first round of investments in recent years, but are now struggling to collect Series B funding under a strained economy. With investors tightening their wallets, venture capitalists are less likely to invest in risky ventures like biopharma, plain and simple.

Lack of funding has induced project delays and mass layoffs across the industry, as companies scramble to consolidate their operations. A perfect storm of rising interest rates, the Silicon Valley Bank failure, and a murky economic outlook have left funding scarce for biopharma startups.

The business of biopharma

The biopharma industry is just as much about research and development as it is manufacturing, marketing, and business operations. As the FDA's approval rate for drugs has accelerated significantly over the last few years, biopharma leaders are tackling the hurdles that come along with keeping complex, unfamiliar, and often expensive treatments to the masses.

Biopharma execs are being challenged to navigate an increasingly complex web of scrutiny, pricing, supply and demand, staffing, safety, and finances as they bring revolutionary drugs to market — all while our current economic outlook further tangles it all.

04 MARKETING INSIGHTS

Secure approval with this audience by reflecting the content preferences of over 94,200 BioPharma Dive subscribers in your strategy:

Content Characteristics

- Succinct
- Actionable
- Advisory
- Goal-oriented
- Direct

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Resonate with regulation

Policy and regulation guidance is paramount to BioPharma Dive readers as they flock to content that helps them keep pace with ever-changing FDA policies, as well as the new issues presented by federal mandates and bills. Help them make sense of it all and stay in compliance by keeping them tuned into the latest evolutions, underscoring what it all means for them. Present them with cautionary tales of organizations who've been found in violation to help them avoid costly missteps.

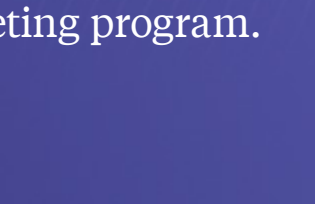
Help them navigate a murky economy

Funding scarcity and mass layoffs induced by an uncertain economy are shaking up the industry in a significant way, causing major anxiety for today's biopharma leaders. Help them get to the other side of a downturn with stories of how other biopharma companies are reacting, biopharma-specific economic outlooks that deal with funding, and solution-oriented content they can lean on to proactively safeguard operations.

Demonstrate trial and error

Biopharma leaders want to know where groundbreaking research, new therapies, and clinical trials are succeeding and failing, and how they can translate those lessons into their own strategies. These leaders appreciate inside looks at individual companies as well as industry-wide round-ups to stay on the pulse of a changing landscape.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

