

Pharma

Türkiye



2026 MEDIA KIT

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ABOUT "PHARMA TURKEY" MAGAZINE:

Started to be published in September 2012, PHARMA TURKEY bimonthly magazine continues to take the pulse of sector.

Each issue of the magazine, which is always in the hands of pharmacists, deals with congresses, fairs, medicines, latest development in the sector, law and regulations, new products, prescription medicines, OTC medicines and views of important personalities of the sector. It is efficiently distributed by cargo and e-mailing. Besides the latest medical developments, national and international topics are also discussed and covered in the magazine and its digital platforms. The magazine is sent to pharmacies, medicine factories, drug warehouses and important representatives of the sector. It is also sent to paid-subscribers and distributed at the leading trade fairs and similar events.

PUBLICATION INFO

Publication Name: Pharma Turkey
 Frequency: Bimonthly
 Sizes: 20 x 27 cm + 3 mm for trimming
 Language: Turkish – English

HARD COPY DISTRIBUTION PROFILE

Pharmacists	5,000
University, faculties of pharmacy	1,000
Pharmaceutical warehouses	1,000
Doctors	1,000
Fairs and congresses	2,000
Foreign countries	2,000
TOTAL	12,000

EVENT CALENDAR 2026

EXHIBITION	DATES	COUNTRY
January-February		
Duphat Dubai	7-9 January 2026	Dubai / UAE
Pharmapack	22-23 January 2026	Paris / France
Arab Health Dubai	27-30 January 2026	Dubai / UAE
March-April		
Interphex	1-3 March 2026	New York / USA
Expomed Eurasia	24-26 Nisan	İstanbul / Turkey
May-June		
CPhI North America	20-22 May 2026	Philadelphia / USA
Interpack	7-13 May 2026	Dusseldorf / Germany
July-August		
EBME – Medical Equipment Exhibition Conference	June	UK
September-October		
Pharmacy Show	October	Birmingham / UK
CPhI Frankfurt	28-30 October	Frankfurt / Germany
November-December		
CPhI Middle East	8-10 December 2026	Riyadh / Saudi Arabia

2026 EDITORIAL CALENDAR

<p>JANUARY-February Raw materials and ingredients Pharma packaging</p> <p>Deadline: January 5 Publication date: January 12</p>	<p>July-August Process Technology Filling & packaging solutions for the pharma industry</p> <p>Deadline: June 26 Publication date: July 5</p>
<p>MARCH-APRIL Contract manufacturing Supplements & Gummies Coatings</p> <p>Deadline: February 26 Publication date: March 1</p>	<p>September-October Vegetable and animal gelatins Industrial applications Supplements Clean room & turnkey projects</p> <p>Deadline: August 30 Publication date: September 5</p>
<p>May-June Machineries for production OTC product</p> <p>Deadline: April 26 Publication date: May 2</p>	<p>November-December Laboratory equipment Health ingredients Safety and Quality Control</p> <p>Deadline: October 18 Publication date: November 1</p>

2026 ADVERTISING RATES (EURO)

PAGE	1X	3X	6X
Front Cover	7,000	6,600	6,000
Back Cover	5,000	4,600	4,000
Inside Front Cover	3,000	2,700	2,400
Inside Back Cover	2,500	2,250	2,000
First Page	3,000	2,750	2,400
1/1 Inside Page	2,000	1,800	1,600
Two Page Spread	3,500	3,150	2,800
Half Page	1,000	900	750

Website Advertising Rates (EURO)

PAGE	1X	3X	6X
Topbar	1,000	750	500
Sidebar	550	450	300
Footer	350	275	175
POP-UP	1,500	1,250	1,000

ADVERTORIAL

Text should be English.
Text and pictures should be delivered by client.
2-page advertorial: 2,000 Euro

EDM (e-mailing) Advertising

E-mail shot to valuable e-mail addresses: 1,750 euro
We offer EDM service for exporters and manufacturers in order to they can reach their target market.

