e-Pharmaciae is the official publication of the South African Pharmacy Council and is published on behalf of the Council under the supervision of the Registrar, Mr TA Masango (Editor)

e-Pharmaciae is the official flagship publication available to pharmacists and other pharmacy personnel who are registered with the South African Pharmacy Council. Utilising Pharmaciae as online advertising medium can give you an affordable means of putting your message in front of the exact marketing medium you are trying to reach.

e-Pharmaciae reflects the high professional standards of the South African Pharmacy Council as the registering authority of pharmacists in South Africa. It currently has an e-circulation in excess of 32 278 pharmacy professionals.

e-Pharmaciae is a credible communication vehicle, which provides essential reading for those who want accurate, timely and unbiased information on what is happening in pharmacy today. The aim of the journal is to enlighten, motivate and inform its readers. Pharmaciae is positioned to facilitate development and improvement in pharmacy in general, as well as pharmacy practice.

e-Pharmaciae is distributed bi-monthly to every registered pharmacist, pharmacy intern, pharmacy student and pharmacy support personnel, to various public libraries and to Parliament. The readers of e-Pharmaciae represent a large group of consumers with major buying power. They are not only professional healthcare personnel but are in fact, ordinary citizens of South Africa, sharing the same interests as every other average South African. In 2018 on www.sapc.za.org 803,091 people visited us with 4.8 million page views 27% new visitors.

QUICK FACTS: PHARMACIAE

- Pharmaciae is the official mouth piece of the SAPC.
- Pharmaciae e-circulation run: 44 142 pharmacy professionals.
- Pharmaciae distribution - pharmacists, pharmacy interns, pharmacy students, pharmacy support personnel;
- Pharmaciae features 2 issues p.a.
- Pharmaciae is essential reading for those who want accurate, timely and unbiased information on what is happening in pharmacy today.

Advertising Options - The best combination for exposure is: - Wide Banner on the Newsletter - 600px (w) x 200px (h) and a Sidebar Banner - 230px (w) x 230px (h) - visible on every page (see examples below). Final Artwork - RGB, 150 DPI (JPG, PNG) NOTE: Sidebar Banner Artwork Size should be 300px x 300px for enlarged display on mobile devices.

You can have a wide banner on the Newsletter as well as on the Website.

* Newsletter: 600px (w) x 200px (h) / * Website: 890px (w) x 250px (h) R5000 each

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**The July Pharmaciae is a special edition to promote Pharmacy Month (September)**

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ADVERTISING GUIDELINES

The following advertisements may be considered by the Publication Committee for publication in Pharmaciae:

- Health related advertisements, including but not limited to health information, literature and programmes.
- Educational programmes, continuing education courses and health related literature.
- Vacancies for pharmacists, interns and pharmacy support personnel (private & public sector).
- Health insurance.
- General corporate advertisements.
- Non-medicine related health products.
- Advertisements for medicine registered in terms of the Medicines and Related Substances Control Act, 1996 as amended (“the act”), which all the requirements of the Act regarding the advertising of medicine, including any marketing code published in terms of the Act are met.

For more information – please contact:
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E-mail: pharmaciae@sapc.za.org / www.sapc.za.org / www.pharmaciae.org.za

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Terms and Conditions

- Any requests for guaranteed positions will be subject to a surcharge.
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- Should we have to undertake additional work due to incompatibilities/corrections or for whatever reason, the standard studio fee will be charged to the client.
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- Illustrations and display are done in accordance with the standards of the publication.
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