

a uniquely targeted route to
**reaching and
influencing
independents**

INDEPENDENT
community pharmacist

In partnership with

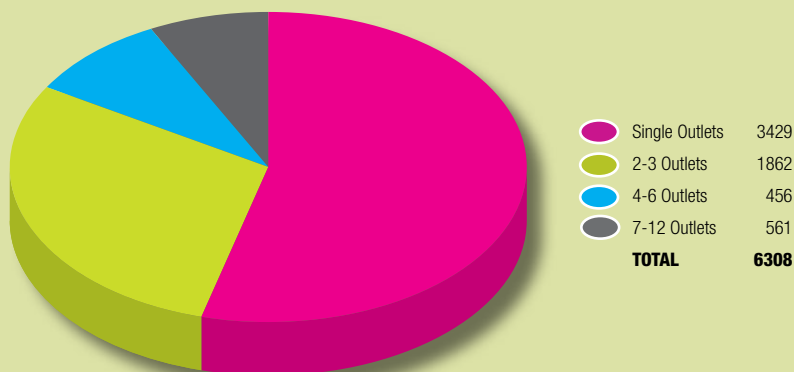
 **the ipf**
INDEPENDENT PHARMACY FEDERATION
your voice your future

The Independent Community Pharmacist allows you to up-weight your coverage where it is most needed

There are some 13000 pharmacies in the UK, these are divided into two distinct groups.

- The multiples with a high level of centralised control, making up around half of the total number of outlets, dominated by Boots and Lloyds.
- The independents, comprising single outlets and small chains, also making up around half of the total number of outlets, each making their own decisions stocking and recommending brands as they see fit. Unfortunately these are also the most difficult group to influence lacking the central control of the multiples and stretching the largest of field sales teams.

Breakdown of independents



Your presence in The Independent Community Pharmacist sends a clear message of support to independents



A unique editorial stance

This is an important time for the independent sector with the on going implementation of the new contract and moves to set up an independents' federation underway. Consequently, the publication is playing an even more important role than ever before in reporting and commenting on news and events from the perspective of independent community pharmacists nationwide. Because we only go to independents we are able to deliver a unique editorial content tailored specifically to their needs, and reflecting their views and concerns.

Unrivalled editorial experience and expertise

Since its launch in 1990 The Independent Community Pharmacist has remained a firm favourite with independents. Now edited by Douglas Simpson, 14 years editor of the PJ, and Fellow of the Royal Pharmaceutical Society, its editorial credentials are second to none.

The voice of independent retail pharmacy

Editorially, The Independent Community Pharmacist does not simply report the news, it has an opinion commenting on issues that affect its loyal readership. It is the voice of the independent sector – its readers know that the title supports their views and has their best interests at heart. Consequently it is read in a very different way from other pharmacy titles and with an affection that is the envy of its rivals.

Helping independents to compete effectively

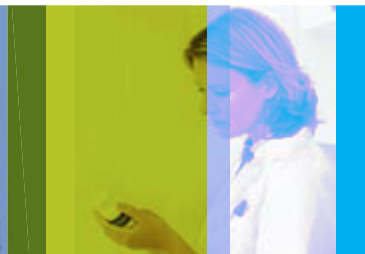
Increasingly independents are having to develop their business models in line with the requirements of the new contract in order to remain profitable, through regular features such as Business Monitor and Business Focus, we help independents to develop their businesses and maximise their profits.

An independent voice on the PSNC

Guy Warner was elected as the Pharmaceutical Services Negotiating Committee's regional representative for the West on 1st June. **Katie Rodgers** caught up with him to find out how it's going.



As the new representative of the Pharmaceutical Services Negotiating Committee for the West, Guy Warner has a lot to do. He will be meeting with the PSNC and the RPS to discuss the new contract and the impact it will have on independent community pharmacists. He will also be working with the RPS to ensure that the interests of independent community pharmacists are protected.



Independent Pharmacists make stocking decisions

Stocking decisions within the Multiples are determined centrally, the pharmacist having little or no influence. In contrast the Independent Pharmacist enjoys complete control over which products are stocked.

Independent Pharmacists make product recommendations

Although it varies between categories centrally determined product recommendation protocols exist within most multiples. The pharmacist manager often having a limited degree of discretion. In contrast the Independent Pharmacist enjoys complete control over which products they recommend.

Independent Pharmacists make merchandising decisions

When it comes to merchandising within the pharmacy once again this is generally determined centrally within the multiples. And once again by contrast the Independent Pharmacist enjoys complete control over all aspects of In-store merchandising.



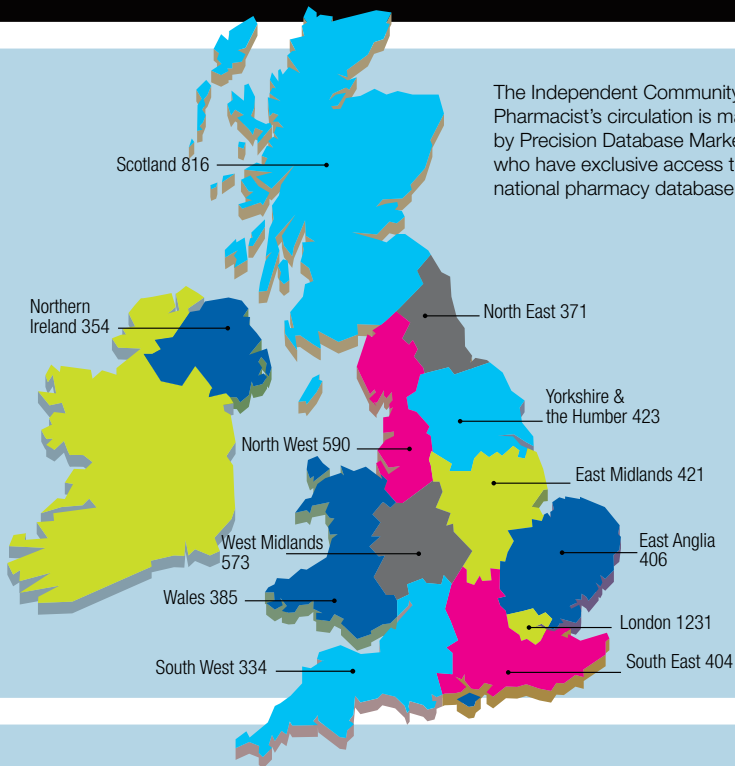
Advertising or other forms of promotion in The Independent Community Pharmacist ensures your message is targeting those who can actually respond to it, through a magazine uniquely dedicated to their needs



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The Independent Community Pharmacist's circulation is managed by Precision Database Marketing, who have exclusive access to the national pharmacy database.



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Through its highly targeted circulation The Independent Community Pharmacist allows you to up-weight your coverage where it is most needed

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