



CONTENT MARKETING



This is an
interactive
document

*Please use the
buttons to navigate*



the Analytical Scientist

the Cannabis Scientist

the Medicine Maker

the Ophthalmologist

the Pathologist

**the Small Molecule
Manufacturer**

**the Translational
Scientist**



COLLABORATIVE / SPONSORED CONTENT

Content marketing is an integral part of the strategy for over 93% of B2B companies. However the difficulty is finding the most effective way of establishing the right balance between valuable, engaging information and promotional content. With this in mind, we have a content development program that allows you to work directly with our highly experienced editorial team to develop sponsored or collaborative articles, which are tailored to your marketing needs and create genuine proximity with your target audience.

2x page Sponsored content:
Customer Testimonial Example



1x Page Sponsored Content:
'Then and Now' Customer Testimonial



2x Page Collaborative Content:
Educational Piece from Key Opinion Leader



BESPOKE CONTENT DRIVEN PUBLICATION

In addition to the development of single articles, we can also create multiple pieces of content, infographics or even edit any existing content you may have available. We will deliver all of this via bespoke print and/or digital publications. Our bespoke content driven publications are a unique platform to tell the full story of a product's development and evolution, or even position your company as thought leaders through educational and solutions driven content.

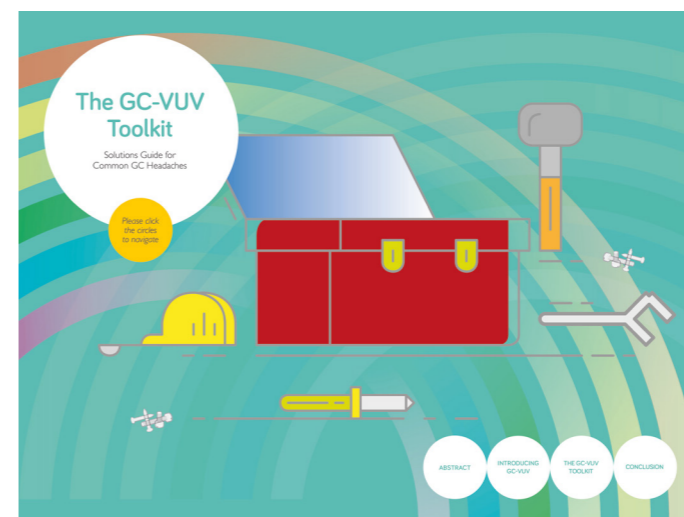
Products Promotional Publication



EBOOK

eBooks are a fantastic and cost-effective way of presenting several different forms of media. Our eBook template includes a navigation bar at the top of each page as well as an additional resource bar at the bottom of each page. Whether you provide exciting content, or we develop the content for you through our collaborative/ sponsored content package, each eBook is bespoke and fully designed by our experienced in-house design team.

Solutions Toolkit eBooks



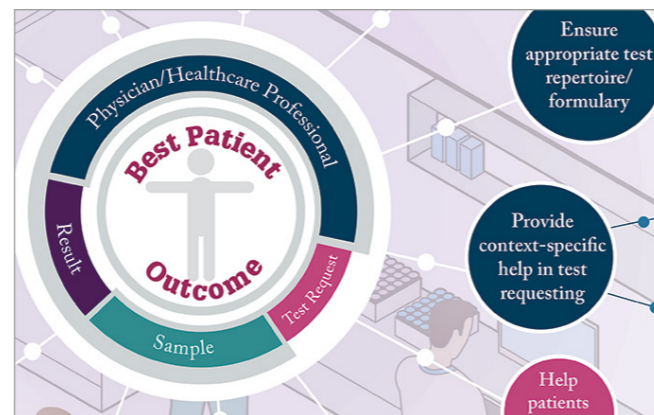
Biopharma Process eBooks



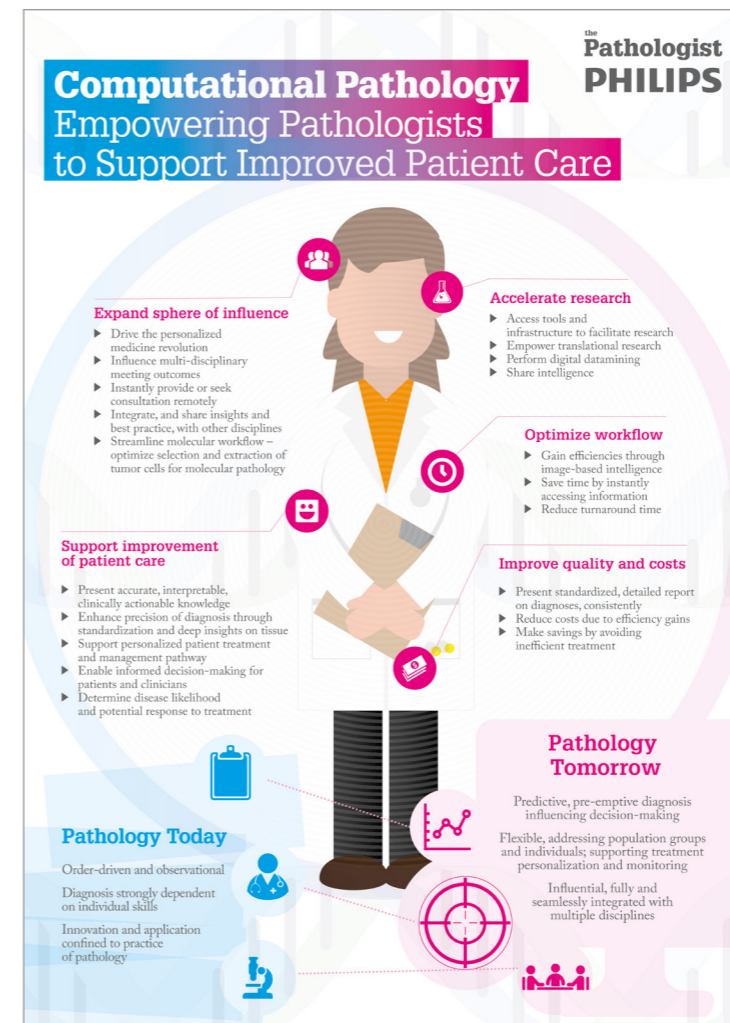
INFOGRAPHIC CREATION

Infographics are a powerful way of supporting social and digital campaigns or supplementing a content marketing project with data-driven visuals. Our team consists of experienced graphic designers and illustrators who can build visually striking infographics and data visuals around your material.

Example 1



Example 2



CONTACT

Please get in touch if you'd like to find out more about the products and services that we can offer you.

The Analytical Scientist - Lee Noyes, lee.noyes@texerepublishing.com

The Cannabis Scientist - Lee Noyes, lee.noyes@texerepublishing.com

The Medicine Maker - Helen Conyngham, helen.conyngham@texerepublishing.com

The Ophthalmologist - Neil Hanley, neil.hanley@texerepublishing.com

The Pathologist - Sally Loftus, sally.loftus@texerepublishing.com

The Small Molecule Manufacturer - Helen Conyngham, helen.conyngham@texerepublishing.com

Texere Publishing Limited,
Booths Park 1, Chelford Road, Knutsford, Cheshire, WA16 8GS, UK
Tel UK: +44 (0) 1565 745 200

Texere Publishing Inc.
175 Varick Street, New York, NY 10014, USA
Tel US: +1 646 712 9435

www.texerepublishing.com

