

ISSUE 11 • JANUARY 2025 • WWW.THECHEMIST.CO.KE

THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

PRODUCTS

Innovative Community
Pharmacy Products to
Watch in 2025

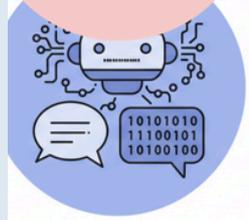
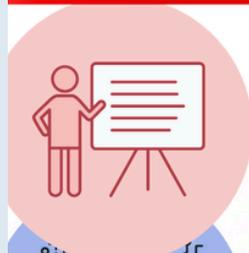
OPERATIONS

Chatbots: Revolutionizing
Community Pharmacy
Therapeutic Support

SALES

The Membership Advantage
Growth Through Customer
Loyalty

Test Your Knowledge
Puzzle Inside



Chat-bots



Products



Membership



©

Media Kit

REACH A THRIVING MARKET

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About The Chemist

The Chemist is a leading digital publication dedicated to supporting and empowering practitioners in the community pharmacy setting. We provide our audience of 500 plus community pharmacy practitioners with the most up-to-date clinical information, industry trends, and practical tools to optimize patient care, navigate business challenges, and excel in their careers.

Our Mission

To empower community pharmacy practitioners with the knowledge, resources, and connections they need to deliver exceptional patient care and thrive in a changing healthcare landscape.

Why Partner With The Chemist?

- **Reach a Targeted Audience:** The Chemist reaches a highly engaged audience of 500 plus community pharmacy practitioners across Kenya, United States, Sweden, Netherlands & Ireland.
- **Industry Credibility:** The Chemist is a trusted source of information for community pharmacy professionals.
- **Multi-Platform Engagement:** We offer a variety of advertising options across our digital platforms, including our social media, website, email newsletters and web app.
- **Data-Driven Marketing:** We leverage analytics to ensure your message reaches the right audience.
- **Content Collaboration Opportunities:** Partner with The Chemist to co-create valuable content that educates and engages our audience.

Our Audience

- 500 plus engaged community pharmacy practitioners
- Locations: **Kenya (85%)** USA, Sweden, Netherlands, Ireland (Total: 15%)

Our Content

- Clinical updates
- Industry trends
- Business management tips
- Patient care best practices
- Continuing education opportunities
- Running Offers

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Digital

- The Chemist magazine (frequency of publication: Monthly)
- Website traffic statistics: 500 + Views
- Social media follower counts - Facebook (320), WhatsApp Channel (82), LinkedIn - 1
- Email newsletters - minimum: Bi-Monthly

Sample Editorial Calendar*

- February 2025: TBD
- March 2025: TBD

Advertising & Sponsorship Opportunities

- Digital advertising options: Website, App & In - Reel Ads
- Newsletter sponsorships: Email Newsletter & The Chemist Monthly Digital Magazine)
- Sponsorship Programs: Custom Content

Rate card upon request*

Contact Us

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By partnering with The Chemist, you can gain access to a valuable audience of engaged healthcare professionals and position your brand as a trusted resource in the community pharmacy space.