

ISSUE 15 • MAY 2025 • WWW.THECHEMIST.CO.KE

THE CHEMIST

THE COMMUNITY PHARMACY GROWTH KIT

SALES

The 20% That Drives 80%
Of Your Sales

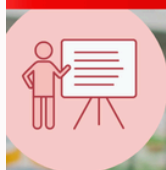
CASHFLOW

How To Read Your
Pharmacy's P&L Like a
Pro

MARKETING

Get More Views, More Sales
How To Market Your
Pharmacy On YouTube

Test Your Knowledge
Puzzle Inside



Media Kit

REACH A THRIVING MARKET

info@thechemist.co.ke

About The Chemist

The Chemist is a leading community pharmacy platform 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 practical tools to optimize patient care, navigate business challenges, and excel in their careers.

Our Mission

To empower community pharmacy practitioners with the resources they need to thrive in a dynamic 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, & other countries.
- **Industry Credibility:** The Chemist is a trusted source of information for community pharmacy professionals.
- **Multi-Platform Engagement:** We offer a variety of partnership 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 (80%)**, USA (10%), Ireland (3%), China (2%), 5% (Others)

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 (330), WhatsApp Channel (124), LinkedIn - 3
- Email newsletters - minimum: Bi-Monthly

Sample Editorial Calendar*

- June 2025: TBD
- July 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
- Support Hub Listing

Rate card upon request*

Contact Us

info@thechemist.co.ke
<https://linktr.ee/thechemist254>

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