**CHARAMI SA**

Empowering Health Communication

CHARAMI SA
Empowering
Health Communications

# COMMUNICATION & ADVERTISING SOLUTIONS THAT WORK!

WHO WE ARE

CHARAMI SA
Empowering
Health Communications

# The Company

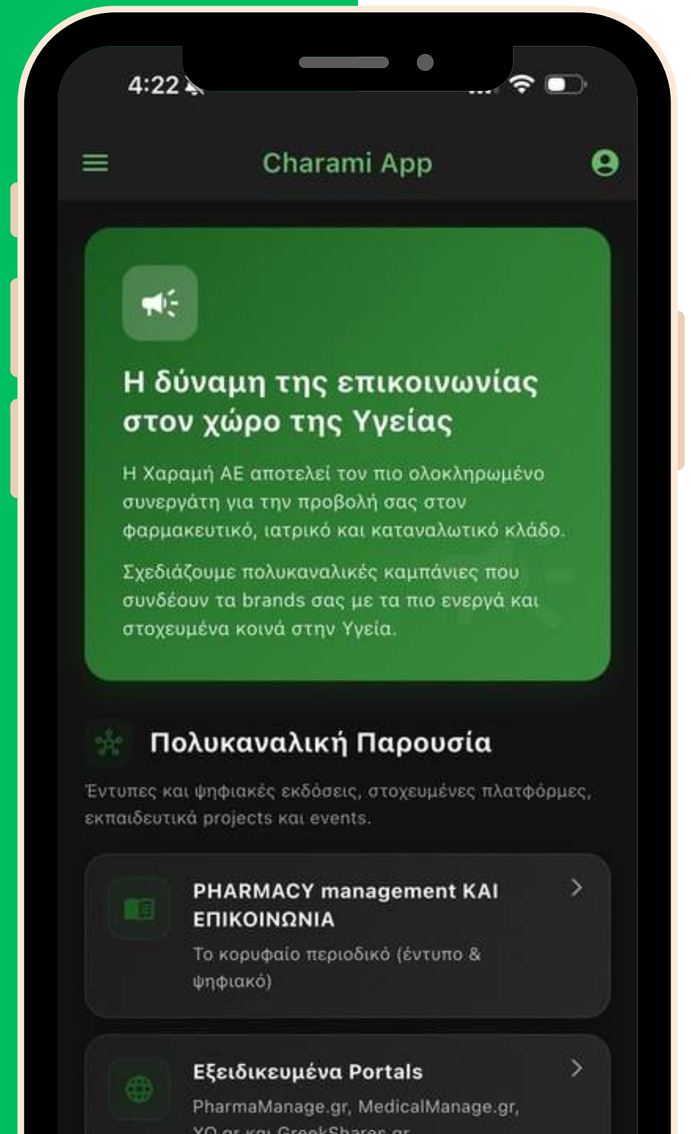
With extensive experience and in-depth knowledge of the healthcare market, we are a trusted partner capable of maximizing your investment through integrated communication services, reaching all your target audiences and supporting the achievement of your business goals.

Charami SA specializes in the organization of conferences and exhibitions, as well as publishing, advertising, communication, and training services within the broader healthcare sector.

CHARAMI SA

# Our Services

- Conference & Exhibition Organization
- Print & Digital Publications
- Relationship Building & Engagement
- Educational Webinar Organization
- Digital Marketing Services

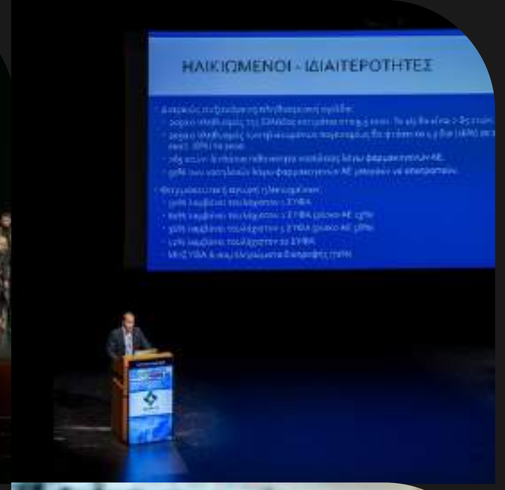


# Our Audience

## We reach over 100K registered users

- Pharmacists & Pharmacy Professionals – 21.000+
- Doctors & Medical Practice Professionals – 15.000+
- Consumers – 30.000+
- Business Professionals – 7.000+
- Journalists – 600+
- Investors – 30,000+

# CONFERENCES & EXHIBITIONS →



HEALTH EXPO

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# Health Expo Athens

The largest conference and exhibition event in the healthcare sector.
A leading platform for the scientific and business education of healthcare professionals, as well as for strengthening business transactions

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HEALTH EXPO CYPRUS

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# Health Expo Cyprus

Building on the success of HEALTH EXPO ATHENS, now launching in Cyprus, the event aims to become a leading platform for scientific and business education of pharmacy professionals, while driving business growth and connections among pharmacists, wholesalers, distributors, buyers, and producers.

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# Women In Health Forum

The Women in Health Forum is a dynamic initiative dedicated to empowering women across the broader healthcare ecosystem. Our ambition is to create a platform that fosters female leadership, supports women's entrepreneurship, and promotes professional growth, innovation, and meaningful networking among the women shaping the future of healthcare.

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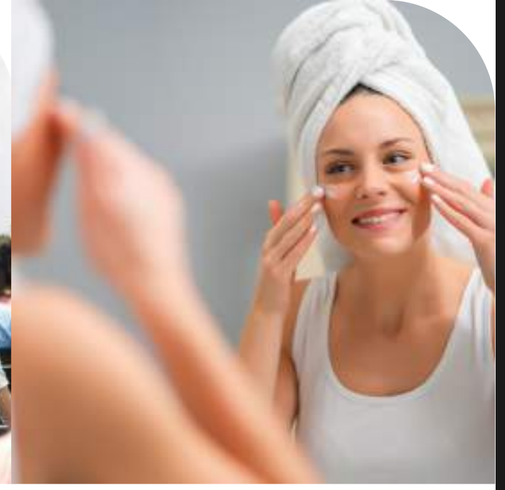

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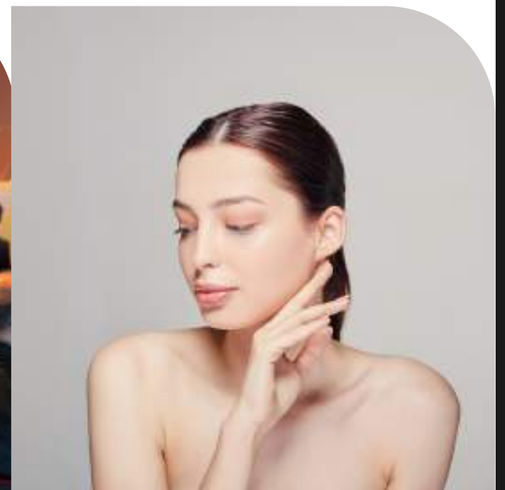
# Cosmetics & Food Supplements Forum

Aiming to enhance the role of cosmetics and food supplements, PEF, supported by Charami SA, presents the 1st Cosmetics & Food Supplements Forum. A two-day scientific event that positions the pharmacist as a modern health and beauty advisor, focusing on knowledge, hands-on practice, and networking opportunities.

ΠΑΝΕΛΛΗΝΙΑ ΕΝΩΣΗ ΦΑΡΜΑΚΟΠΟΙΩΝ

FORUM
ΚΑΛΛΥΝΤΙΚΩΝ ΚΑΙ
ΣΥΜΠΛΗΡΩΜΑΤΩΝ ΔΙΑΤΡΟΦΗΣ



# PRINT & DIGITAL PUBLICATIONS →

# The Advantages of Phygital Advertising

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With the digital revolution at its peak, the advantages of Phygital (Physical & Digital) advertising remain stronger than ever.

- Targeted reach to influential audiences
- Engagement with key decision-makers
- Extended lifespan of marketing messages
- Enhanced brand value and prestige
- Seamless access from any device, with a consistent user experience

*Presence in a credible industry publication enhances your message and builds trust in your brand.*

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# PHARMACY management AND COMMUNICATION - MAGAZINE

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**Pharmacy Magazine**

- Quarterly free press publication
- Print run: 10.000 copies
- Readership: 22.000
- Readership rate: 97%*
- Advertising effectiveness: 83%*
- Distributed to pharmacies across Greece and Cyprus, as well as to businesses, professionals, and healthcare organizations

*Medi Mark Survey, Sept. ’23

**Digital Edition Promotion:**

- Social Media
- Newsletter
- Website
- Mobile App
- Google Ads, Meta Ads etc.

→

# MEDICAL management AND COMMUNICATION

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**Magazine for the Medical Practice Market**

- Published every 30 days
- 15K+ subscribers on MedicalManage.gr
- Targeted at pediatricians, gynecologists, endocrinologists, nutritionists, general practitioners and internists.

**Digital edition promoted through:**

- Social Media
- Newsletter
- Website
- Mobile App
- Google Ads, Meta Ads, etc.

# Ygeia & Omorfia *Stories*

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Ygeia & Omorfia is a modern, interactive monthy edition featuring curated content from the Ygeia & Omorfia (YO.gr) website, combining:

- High-quality articles and curated topics
- Engaging visual storytelling through video content
- Integrated native opportunities for brand visibility

By being present in Ygeia & Omorfia Stories, your brand comes to life within a trusted content environment and is seamlessly integrated into the user experience, enhancing engagement and fostering meaningful interaction through storytelling.

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# RELATIONSHIP BUILDING →

# Building Relationships with Healthcare Professionals

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- Specialized seminars in scientific and business training for healthcare professionals
- Training for healthcare business executives
- Conferences & Exhibitions
- Corporate events
- Consulting services

**Delivery Methods**

- In-person / Hybrid
- On-Demand Online Training
- Live Online Webinars

***"The success of all our events is the result of thorough preparation, effective coordination, and well-structured processes."***

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CONFERENCE
ONLINE LEARNING
SEMINAR
WEBINAR
E-LEARNING
WEB-BASED

# WEBINARS

→

# Pharma Pro Webinars

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We organize a series of specialized online seminars focused on the latest trends and strategies in the pharmacy sector.
Our mission is to provide high-quality, impactful education to healthcare professionals across both the pharmaceutical and medical fields, through content designed to support the advancement and optimization of everyday professional practice.

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# Sponsored Webinars

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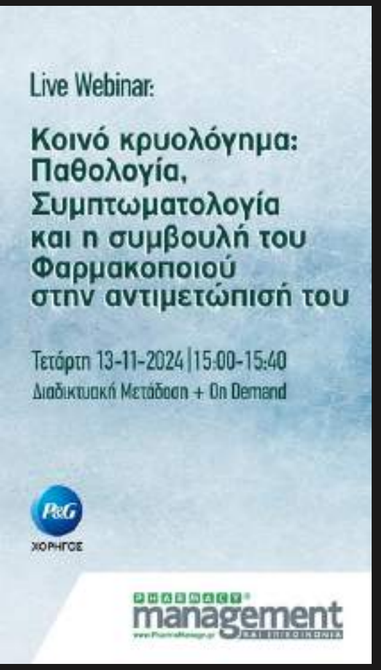

We design and deliver specialized webinars on behalf of our partners, focusing on both the latest scientific developments and the most up-to-date business strategies in the pharmacy and medical sectors. We create webinars that combine knowledge with practical application, enabling healthcare professionals to advance their scientific expertise while simultaneously enhancing their business performance.

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# DIGITAL MARKETING SERVICES →

# Content Marketing

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Creation, management, and targeted promotion of content across all digital media channels of Charami Media Group SA, through the seamless integration of your brand into the natural content flow, maximizing engagement, clicks, and brand activation.

## Social Media

- Facebook, Instagram, TikTok, X (Twitter), YouTube, LinkedIn, Pinterest
- 160K+ Followers
- 120K+ Posts & Videos
- 19K+ Group Members

## Websites

- 6 Websites
- 100K+ Monthly Visits
- 80K+ Unique Visitors
- Over 50% Engagement Rate

## Email Marketing

- 100K+ recipients receive our newsletters
- 35%–45% Open Rate
- >99.5% Delivery Rate

## Ygeia & Omorfia Stories

A modern, interactive monthly edition featuring selected content from the Ygeia & Omorfia website, combining high-quality articles with visual storytelling and video content.

# Press Release Publication

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We place your press releases where they reach the right audience.

Through our specialized platforms, PharmaManage.gr, MedicalManage.gr and Yo.gr, your press release is published directly to the audience it is designed for: pharmacy professionals, medical practice professionals, or readers with an interest in health, beauty and wellness.

Each publication includes copy of up to 350 words, a visual asset and links, placement on the most relevant thematic website, as well as promotion across social media channels. In this way, we provide more than a simple online post; we deliver a complete visibility package with strong amplification potential.

The press release can be further enhanced with a 1/4-page presence in the print and digital magazine PHARMACY management AND COMMUNICATION, offering additional exposure to the specialized professional audience of the pharmacy market.

# Email Marketing

We empower health communication by creating new touchpoints with your target audiences through the dynamic world of email marketing.

We deliver your message and content to highly targeted audiences via newsletters, driving brand awareness and generating new leads.

Using engagement data, we optimize high-performing remarketing campaigns. Choose one or more of our audience segments for your weekly communications.

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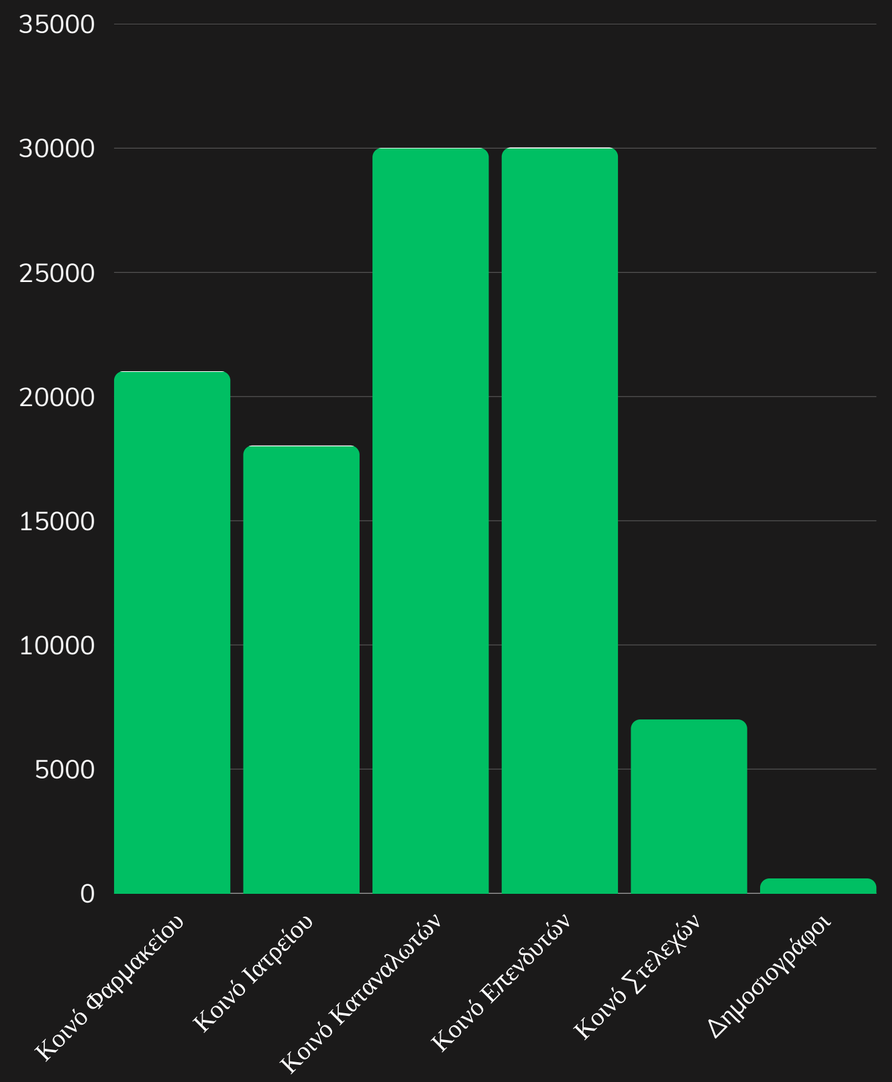

# Social Media Organic
# & Paid Marketing

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We promote your advertising campaigns to maximize reach, boost engagement, and capture the interest of targeted audiences.
We craft engaging content that builds brand awareness and fosters audience loyalty, always focused on delivering the KPIs we promise.

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# SMS & Viber Marketing

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In a world where professionals are overwhelmed by information on a daily basis, direct and targeted communication is more valuable than ever.
SMS & Viber Marketing is one of the most effective ways to reach your audience, offering a personalized communication experience that cuts through digital noise and drives real engagement.

Through SMS and Viber campaigns, partner companies can communicate instantly, effectively, and with precision to a selected professional audience. The power of this approach lies in message personalization, clear calls to action (CTAs), and guiding users toward specific actions—such as visiting a landing page, reading an article, or taking advantage of an offer.

***Our database includes 3.500+ pharmacists across Greece and Cyprus.***

# Trusted By

CHARAMI SA

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# Contact Information

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## Media Group Websites

- www.pharmamanage.gr
- www.HealthExpo.gr
- www.MedicalManage.gr
- www.YO.gr
- www.GreekShares.com
- www.eLearning-PharmaManage.gr

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