

# Announcing a special issue with multi-title distribution on Pharma's new core competency, **OUTSOURCING STRATEGIES**



Advanstar Pharmaceutical Group's portfolio publishes:

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**#1 MAGAZINES IN** clinical trials, R&D, manufacturing, and business strategy present the most exciting, special issue for outsourcing strategies across the pharma enterprise

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## Drive Them to Outsource

▶ IN A TIME OF CHALLENGED BUDGETS, tough regulatory surveillance, and shaky pipelines, outsourcing is a key strategy for the pharmaceutical and biotech industries. Put your best foot forward and spotlight your capabilities in this original information source.

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▶ 43,000 BIO/PHARMA PROFESSIONALS in North America, Asia, and Europe with purchasing authority in outsourcing services will receive the print edition. Inside Outsourcing will be also available in a digital edition deployed to 90,000 opt-in international pharma professionals. \*2007 Sworn Publisher Statement, *Inside Outsourcing*

## Benefit from Extensive Exposure at More than 25 Industry Events in 2007 through 2008

### ▶ EXTRAORDINARY SHELF LIFE!

INSIDE OUTSOURCING will be distributed at industry events including AAPS, BIO, DIA, FDA, INTERPHEX, Partnerships with CROs, IVT conferences and more.

## INSIDE OUTSOURCING TABLE OF CONTENTS

- **Overview: Outsourcing 2007**
- **Survey: What Works Offshore**
- **Outsourcing Phase IV**
- **Business Process Outsourcing: What to Measure, How to Manage**
- **Process Development**
- **Protecting IP When You're Offshoring R&D**
- **A New Financial Model for Outsourcing**

## Position Your Services as the Leading Solution

▶ WHETHER YOUR SERVICES are customized to alleviate bottlenecks in clinical trials, manufacturing, R&D, marketing, training, IT, or other critical areas impacting pharmaceutical outcomes, you don't want to miss the advertising opportunity in this issue.

- Pricing for Today's CMO Market
- And more!

**Inside Outsourcing will be polybagged with the November 2007 issues of: *Applied Clinical Trials, BioPharm International, Pharmaceutical Executive, and Pharmaceutical Technology.***

**SPACE RESERVATION CLOSE: OCTOBER 1, 2007**

**CONTACT YOUR REPRESENTATIVE TODAY TO BOOK A PREMIUM POSITION AND DISCUSS OTHER OPPORTUNITIES!**

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