

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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APPLIED CLINICAL TRIALS

Advanstar Communications
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FIELD SERVED

APPLIED CLINICAL TRIALS serves Pharmaceutical, Biopharmaceutical and Biologics Companies, CROs, Clinical Study and Investigative Sites, Drug Development and Clinical Trials Consulting Companies, Trial and Site Management Organizations, Independent CRAs, Government, Clinical Laboratories and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel engaged in the job functions of research & development and project management, clinical trials management, clinical research associate, clinical research coordinator, clinical trials, GCP auditing, QA or QC, laboratory analysis, data management, analysis, biostatistics, regulatory affairs or compliance, marketing, corporate management, academic or research or teaching, IT management, clinical supply or materials, contract management or outsourcing, and other functions allied to the field and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	621
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	762
All Other _____	806
TOTAL	2,189

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,219	99.8	17,815	97.6	404	2.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	31	0.2	-	-	31	0.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,250	100.0	17,815	97.6	435	2.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	255	255			18,250	October _____	322	322			18,250
August _____	426	426			18,250	November _____	968	968			18,250
September _____	364	364			18,250	December _____	548	548			18,250
						TOTAL	2,883	2,883			

3a. BUSINESS/OCCUPATION BREAK OUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Classification by Job Function												
			Research & Development, Project Management (Includes Trial Design, Protocol Development)	Clinical Trials Management	Clinical Research Associate (CRA, Monitor)	Clinical Research Coordinator, (CRC, Study Coordinator, Research Nurse)	Clinical Trials, GCP Auditing, QA, QC	Laboratory Analysis	Data Management, Analysis, Biostatistics	Regulatory Affairs Compliance (Includes Drug Safety & Pharmacovigilance)	Marketing	Corporate Management (Includes Medical Director, Medical Affairs)	Academic, Research, Teaching	IT Management	Clinical Supplies, Materials Contract Mgmt, Outsourcing, Others; (incl. Other Paid Circulation)
Pharmaceutical, Biopharmaceutical, Biologics Company _	10,765	59.0	3,837	1,425	869	150	918	243	504	864	304	1,262	62	154	173
Contract Research Organization (CRO) _	2,849	15.6	583	480	618	81	191	25	218	102	107	335	28	42	39
Clinical Study, Investigative Sites (Includes Academic, Medical Research Facility) _____	2,359	12.9	608	291	131	831	36	30	19	45	8	153	198	5	4
Drug Development, Clinical Trials Consulting Co. _____	478	2.6	165	45	17	12	27	3	11	26	18	126	6	11	11
Trial, Site Management Organization (TMO, SMO) _____	257	1.4	34	99	20	43	3	1	4	3	5	30	3	4	8
Independent CRA _	321	1.8	30	28	180	14	6	1	2	2	4	49	2	1	2
Government _____	297	1.6	119	26	10	16	10	10	4	44	4	22	24	5	3
Clinical Laboratories	364	2.0	133	35	15	17	13	41	3	7	10	73	11	1	5
Data Management _	247	1.4	28	22	4	15	-	-	105	2	20	24	2	18	7
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Paid Circulation: Subscription _____	313	1.7	1	1	1	1	-	-	-	1	-	-	1	-	307
TOTAL QUALIFIED CIRCULATION	18,250	100.0	5,538	2,452	1,865	1,180	1,204	354	870	1,096	480	2,074	337	241	559
PERCENT	100.0		30.3	13.4	10.2	6.5	6.6	1.9	4.8	6.0	2.6	11.4	1.8	1.3	3.1

ADDITIONAL ANALYSIS		
CLASSIFICATION BY TITLE	TOTAL RESPONDENTS	PERCENT OF TOTAL
President, CEO, Managing Director _____	2,059	11.3
Project Manager, Leader _____	2,345	12.8
VP, Director _____	2,114	11.6
Professor, Academic Position _____	535	2.9
Supervisor of Clinical Systems _____	169	0.9
QA, QC Officer _____	700	3.8
Clinical Research Associate, Monitor (CRA) _____	2,350	12.9
Manager _____	2,466	13.5
Associate Director _____	629	3.4
Medical Director, Director Medical Affairs _____	360	2.0
Clinical Data Specialist _____	330	1.8
Clinical Research Coordinator (CRC) _____	1,166	6.4
Other Titles _____	2,743	15.0
Information Not Divulged _____	284	1.6
TOTAL QUALIFIED CIRCULATION	18,250	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	15,664	2,586	-			18,250	100.0
a. Written _____	2,691	526	-			3,217	17.6
b. Telecommunication _____	5,627	1,185	-			6,812	37.3
c. Internet and E-Mail _____	7,346	875	-			8,221	45.1
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,664	2,586	-			18,250	100.0
PERCENT	85.8	14.2	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			18,046	99.0
Individuals by name only _____			71	0.3
Titles or functions only _____			-	-
Company names only _____			102	0.6
Multi-Copy Same Addressee copies _____			31	0.1
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			18,250	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007

STATE & ZIP CODE	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			12	
030-038 New Hampshire _____			37	
050-059 Vermont _____			8	
010-027 Massachusetts _____			683	
028-029 Rhode Island _____			31	
060-069 Connecticut _____			321	
NEW ENGLAND			1,092	6.0
100-149 New York _____			526	
070-089 New Jersey _____			1,537	
150-196 Pennsylvania _____			1,155	
MIDDLE ATLANTIC			3,218	17.6
430-459 Ohio _____			271	
460-479 Indiana _____			252	
600-629 Illinois _____			525	
480-499 Michigan _____			209	
530-549 Wisconsin _____			108	
EAST NO. CENTRAL			1,365	7.5
550-567 Minnesota _____			165	
500-528 Iowa _____			38	
630-658 Missouri _____			145	
580-588 North Dakota _____			21	
570-577 South Dakota _____			3	
680-693 Nebraska _____			34	
660-679 Kansas _____			89	
WEST NO. CENTRAL			495	2.7
197-199 Delaware _____			93	
206-219 Maryland _____			459	
200-205 Washington, DC _____			34	
220-246 Virginia _____			159	
247-268 West Virginia _____			23	
270-289 North Carolina _____			626	
290-299 South Carolina _____			59	
300-319 Georgia _____			220	
320-349 Florida _____			377	
SOUTH ATLANTIC			2,050	11.2
400-427 Kentucky _____			44	
370-385 Tennessee _____			138	
350-369 Alabama _____			72	
386-397 Mississippi _____			25	
EAST SO. CENTRAL			279	1.5
716-729 Arkansas _____			29	
700-714 Louisiana _____			44	
730-749 Oklahoma _____			34	
750-799 Texas _____			488	
WEST SO. CENTRAL			595	3.3
590-599 Montana _____			14	
832-838 Idaho _____			10	
820-831 Wyoming _____			1	
800-816 Colorado _____			115	
870-884 New Mexico _____			22	
850-865 Arizona _____			139	
840-847 Utah _____			76	
889-898 Nevada _____			24	
MOUNTAIN			401	2.2
995-999 Alaska _____			4	
980-994 Washington _____			191	
970-979 Oregon _____			46	
900-961 California _____			1,828	
967-968 Hawaii _____			18	
PACIFIC			2,087	11.4
UNITED STATES			11,582	63.5
969 & 004-009 U.S. Territories _____			41	
Canada _____			568	
Mexico _____			2	
Other International _____			6,057	
APO/FPO _____			-	
TOTAL QUALIFIED CIRCULATION			18,250	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	16,373	16,255	16,300	17,919	18,250
Qualified Non-Paid: _____	15,110	15,437	15,680	17,409	17,802
Qualified Paid: _____	1,263	818	620	510	448
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	\$63.53	\$69.84	\$67.88	\$72.52	\$73.52

*NOTE: The audited average qualified circulation for January- June 2007= 18,250. The unaudited average qualified circulation fro July- December 2007= 18,250. Yielding an average qualified circulation of 18,250.
 **NC=None Claimed.

10. PAID CIRCULATION DATA	
\$74.51	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 4: GEOGRAPHICAL BREAKOUT OF EUROPE			
Region	Total Qualified	Region	Total Qualified
Albania _____	1	Lithuania _____	6
Austria _____	119	Luxembourg _____	1
Belarus _____	2	Macedonia _____	9
Belgium _____	415	Malta _____	4
Bosnia _____	1	Monaco _____	3
Bulgaria _____	25	Netherlands _____	362
Croatia _____	36	Norway _____	43
Cyprus _____	1	Poland _____	154
Czech Republic _____	35	Portugal _____	97
Denmark _____	134	Romania _____	33
Estonia _____	4	Russia _____	40
Finland _____	113	Serbia & Montenegro _____	39
France _____	654	Slovakia _____	12
Germany _____	1,216	Slovenia _____	8
Greece _____	94	Spain _____	239
Hungary _____	59	Sweden _____	161
Iceland _____	5	Switzerland _____	275
Ireland _____	85	Turkey _____	7
Italy _____	224	Ukraine _____	49
Latvia _____	2	United Kingdom _____	1,233
		TOTAL EUROPE	6,000

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Tracy White, Circulation Manager	Date signed	January 31, 2008
Ronda Hughes, Circulation Director	State	Minnesota
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	St. Louis
IMPORTANT NOTE:	Received by BPA Worldwide	January 31, 2008
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PJ
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