



# BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2012

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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## ABOUT APPLIED CLINICAL TRIALS

**APPLIED CLINICAL TRIALS** is a B2B brand intended for individuals with broad-based interests in Pharmaceutical, Biopharmaceutical and Biologics industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This multimedia report contains data for each separate media channel as indicated in the Executive Summary.

### FIELD SERVED

**APPLIED CLINICAL TRIALS** serves Pharmaceutical, Biopharmaceutical and Biologics Companies, Contract Research Organizations (CRO), Clinical Study and Investigate Sites (includes Academic/Medical Research Facilities), Drug Development and Clinical Trials Consulting Companies, Trial and Site Management Organizations (TMO/SMO), Independent CRAs, Government, Clinical Laboratories, Data Management, Others Allied to the Field and Other Paid circulation.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel engaged in the job functions of research & development; project management (includes trials 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 or compliance (includes drug safety & pharmacovigilance), marketing, corporate management (includes medical director/medical affairs), academic, research or teaching, IT management, clinical supply or materials, contract management or outsourcing, other functions allied to the field and other paid circulation.

## Channels Include:



**Applied Clinical Trials Magazine**  
6 issues in the period  
18,250 average circulation  
Pages 5 & 6



**Applied Clinical Trials Direct E-Newsletters**  
25 total deployments  
17,307 average distribution  
Page 7

## 1 EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Applied Clinical Trials Magazine (6 issues in period) _____	18,128	122	18,250
a. Print _____	14,636	122	14,758
b. Digital _____	3,492	-	3,492
1. Requested _____	3,492	-	3,492
2. Non-Requested _____	-	-	-
Applied Clinical Trials Direct E-Newsletter (25 deployments in period) _____	17,307	-	17,307
<b>SIX-MONTH AVERAGE TOTAL</b>	<b>35,435</b>	<b>122</b>	<b>35,557</b>

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

## 2 CHANNEL FREQUENCY FOR PERIOD

	APPLIED CLINICAL TRIALS MAGAZINE			APPLIED CLINICAL TRIALS DIRECT E-NEWSLETTER
	Print	Digital	Total	
<b>January</b>	14,750	3,500	18,250	-
1/5/12	-	-	-	34,729
1/12/12	-	-	-	17,010
1/19/12	-	-	-	16,844
<b>February</b>	14,750	3,500	18,250	--
2/1/12	-	-	-	17,122
2/16/12	-	-	-	17,115
2/23/12	-	-	-	17,110
<b>March</b>	14,750	3,500	18,250	-
3/1/12	-	-	-	17,101
3/8/12	-	-	-	16,949
3/15/12	-	-	-	16,567
3/20/12	-	-	-	16,502
3/21/12	-	-	-	16,495
<b>April</b>	14,796	3,454	18,250	-
4/5/12	-	-	-	16,290
4/12/12	-	-	-	15,662
4/16/12	-	-	-	15,633
4/17/12	-	-	-	15,587
4/19/12	-	-	-	15,570
<b>May</b>	14,753	3,500	18,253	-
5/3/12	-	-	-	16,202
5/10/12	-	-	-	16,171
5/17/12	-	-	-	16,668
<b>June</b>	14,750	3,500	18,250	-
6/4/12	-	-	-	17,025
6/07/12	-	-	-	16,962
6/14/12	-	-	-	16,932
6/18/12	-	-	-	16,892
6/21/12	-	-	-	16,819
6/28/12	-	-	-	16,721
<b>AVERAGE</b>	<b>14,758</b>	<b>3,492</b>	<b>18,250</b>	<b>17,307</b>

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### 3 GEOGRAPHIC DISTRIBUTION

State	Applied Clinical Trials for Issue of May 2012				Applied Clinical Trials Direct E-Newsletter as of May 17, 2012
	Print	Digital	Total	Percent	
Maine	10	-	10		-
New Hampshire	34	-	34		-
Vermont	10	-	10		-
Massachusetts	636	-	636		-
Rhode Island	32	-	32		-
Connecticut	247	-	247		-
<b>NEW ENGLAND</b>	<b>969</b>	<b>-</b>	<b>969</b>	<b>5.3</b>	<b>-</b>
New York	658	-	658		-
New Jersey	1,313	-	1,313		-
Pennsylvania	1,019	-	1,019		-
<b>MIDDLE ATLANTIC</b>	<b>2,990</b>	<b>-</b>	<b>2,990</b>	<b>16.4</b>	<b>-</b>
Ohio	338	-	338		-
Indiana	271	-	271		-
Illinois	627	-	627		-
Michigan	223	-	223		-
Wisconsin	148	-	148		-
<b>EAST NO. CENTRAL</b>	<b>1,607</b>	<b>-</b>	<b>1,607</b>	<b>8.8</b>	<b>-</b>
Minnesota	179	-	179		-
Iowa	53	-	53		-
Missouri	230	-	230		-
North Dakota	19	-	19		-
South Dakota	11	-	11		-
Nebraska	52	-	52		-
Kansas	85	-	85		-
<b>WEST NO. CENTRAL</b>	<b>629</b>	<b>-</b>	<b>629</b>	<b>3.5</b>	<b>-</b>
Delaware	99	-	99		-
Maryland	486	-	486		-
Washington, DC	38	-	38		-
Virginia	184	-	184		-
West Virginia	42	-	42		-
North Carolina	616	-	616		-
South Carolina	80	-	80		-
Georgia	197	-	197		-
Florida	406	-	406		-
<b>SOUTH ATLANTIC</b>	<b>2,148</b>	<b>-</b>	<b>2,148</b>	<b>11.8</b>	<b>-</b>
Kentucky	86	-	86		-
Tennessee	173	-	173		-
Alabama	99	-	99		-
Mississippi	45	-	45		-
<b>EAST SO. CENTRAL</b>	<b>403</b>	<b>-</b>	<b>403</b>	<b>2.2</b>	<b>-</b>
Arkansas	36	-	36		-
Louisiana	64	-	64		-
Oklahoma	38	-	38		-
Texas	473	-	473		-
<b>WEST SO. CENTRAL</b>	<b>611</b>	<b>-</b>	<b>611</b>	<b>3.3</b>	<b>-</b>
Montana	15	-	15		-
Idaho	21	-	21		-
Wyoming	2	-	2		-
Colorado	109	-	109		-
New Mexico	36	-	36		-
Arizona	114	-	114		-
Utah	66	-	66		-
Nevada	35	-	35		-
<b>MOUNTAIN</b>	<b>398</b>	<b>-</b>	<b>398</b>	<b>2.2</b>	<b>-</b>
Alaska	3	-	3		-
Washington	159	-	159		-
Oregon	49	-	49		-
California	1,499	-	1,499		-
Hawaii	12	-	12		-
<b>PACIFIC</b>	<b>1,722</b>	<b>-</b>	<b>1,722</b>	<b>9.4</b>	<b>-</b>
<b>UNITED STATES</b>	<b>11,477</b>	<b>-</b>	<b>11,477</b>	<b>62.9</b>	<b>-</b>
U.S. Territories	113	-	113		-
Canada	650	-	650		-
Mexico	-	-	-		-
Other International	2,513	3,500	6,013		-
APO/FPO	-	-	-		-
Email Only	-	-	-		16,668
<b>TOTAL</b>	<b>14,753</b>	<b>3,500</b>	<b>18,253</b>	<b>100.0</b>	<b>16,668</b>

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### 3 GEOGRAPHIC DISTRIBUTION – INTERNATIONAL

Region/Country	Applied Clinical Trials for Issue of May 2012				Applied Clinical Trials Direct E-Newsletter as of May 17, 2012
	Print	Digital	Total	Percent	
<b>ASIA</b>	9	-	9	-	-
<b>MIDDLE EAST</b>	1	-	1	-	-
<b>EUROPE</b>					
Austria	48	67	115	-	-
Belarus	2	2	4	-	-
Belgium	182	251	433	-	-
Bulgaria	6	15	21	-	-
Croatia	14	25	39	-	-
Cyprus	-	2	2	-	-
Czech Republic	17	28	45	-	-
Denmark	37	80	117	-	-
Estonia	1	1	2	-	-
Finland	21	31	52	-	-
France	206	337	543	-	-
Germany	299	474	773	-	-
Greece	36	68	104	-	-
Hungary	28	58	86	-	-
Iceland	1	4	5	-	-
Italy	100	208	308	-	-
Latvia	1	5	6	-	-
Lithuania	3	4	7	-	-
Luxembourg	1	1	2	-	-
Macedonia	1	3	4	-	-
Malta	1	-	1	-	-
Moldova	1	1	2	-	-
Monaco	1	3	4	-	-
Netherlands	126	200	326	-	-
Norway	12	13	25	-	-
Poland	55	79	134	-	-
Portugal	34	69	103	-	-
Ireland	108	85	193	-	-
Romania	9	30	39	-	-
Russian Federation	15	35	50	-	-
Serbia	7	18	25	-	-
Slovakia	1	7	8	-	-
Slovenia	2	8	10	-	-
Spain	115	188	303	-	-
Sweden	40	100	140	-	-
Switzerland	138	229	367	-	-
Turkey	6	18	24	-	-
Ukraine	12	20	32	-	-
United Kingdom	813	733	1,546	-	-
Subtotal	2,500	3,500	6,000	32.9	-
<b>NORTH AMERICA</b>					
Canada	650	-	650	-	-
United States	11,590	-	11,590	-	-
Subtotal	12,240	-	12,240	67.1	-
<b>ASIA PACIFIC</b>	3	-	3	-	-
Email Only	-	-	-	-	16,668
<b>TOTAL</b>	<b>14,753</b>	<b>3,500</b>	<b>18,253</b>	<b>100.0</b>	<b>16,668</b>

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4

**CHANNEL PROFILE  
MAGAZINE**



Official Publication of: None  
Established: 1992  
Issues per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	698
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	777
Digital _____	-
All Other _____	830
<b>TOTAL</b>	<b>2,305</b>

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,250	100.0	18,128	99.3	122	0.7
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,250</b>	<b>100.0</b>	<b>18,128</b>	<b>99.3</b>	<b>122</b>	<b>0.7</b>

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,758	100.0	14,636	99.2	122	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,758</b>	<b>100.0</b>	<b>14,636</b>	<b>99.2</b>	<b>122</b>	<b>0.8</b>

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,492	100.0	3,492	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,492</b>	<b>100.0</b>	<b>3,492</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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**4 CHANNEL PROFILE (CONTINUED)  
MAGAZINE (CONTINUED)**

<b>BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012</b>																	
<b>This issue is % or 3 copies above the average of the other 5 issues reported in Paragraph two.</b>																	
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	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 and 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 _____	10,803	59.2	8,616	2,187	5,386	1,033	307	74	1,291	280	234	569	391	940	82	110	106
Contract Research Organization (CRO) _____	2,556	14.0	1,937	619	775	426	361	43	167	53	135	92	124	272	33	48	27
Clinical Study, Investigative Sites (Includes Academic, Medical Research Facility) _____	2,456	13.5	2,164	292	805	312	108	435	80	66	30	79	25	126	362	18	10
Drug Development, Clinical Trials Consulting Co. _____	543	3.0	393	150	213	60	14	15	52	8	20	70	17	56	9	5	4
Trial, Site Management Organization (TMO, SMO) _____	260	1.4	228	32	81	75	9	24	15	3	2	5	8	26	4	4	4
Independent CRA _____	280	1.5	240	40	105	28	78	6	24	6	4	15	4	7	2	1	-
Government _____	623	3.4	559	64	289	23	19	13	48	74	17	106	3	6	24	1	-
Clinical Laboratories _____	397	2.2	338	59	122	34	15	22	38	115	6	9	10	21	4	-	1
Data Management _____	245	1.3	188	57	75	8	9	6	12	6	105	4	8	3	-	9	-
Others Allied to the Field _____	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Other Paid Circulation: Subscription _____	89	0.5	89	-	-	-	-	-	-	-	-	-	-	-	-	-	89
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,253</b>	<b>100.0</b>	<b>14,753</b>	<b>3,500</b>	<b>7,851</b>	<b>1,999</b>	<b>920</b>	<b>638</b>	<b>1,727</b>	<b>611</b>	<b>553</b>	<b>949</b>	<b>590</b>	<b>1,457</b>	<b>520</b>	<b>196</b>	<b>242</b>
<b>PERCENT</b>	<b>100.0</b>		<b>80.8</b>	<b>19.2</b>	<b>43.0</b>	<b>11.0</b>	<b>5.0</b>	<b>3.5</b>	<b>9.5</b>	<b>3.3</b>	<b>3.0</b>	<b>5.2</b>	<b>3.2</b>	<b>8.0</b>	<b>2.8</b>	<b>1.1</b>	<b>1.3</b>

<b>ADDITIONAL ANALYSIS: APPLIED CLINICAL TRIALS MAGAZINE FOR ISSUE OF MAY 2012</b>				
CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
President, CEO, Managing Director _____	2,264	12.4	1,836	428
Project Manager, Leader _____	3,088	16.9	2,421	667
VP, Director _____	2,454	13.5	2,084	370
Professor, Academic Position _____	664	3.6	509	155
Supervisor of Clinical Systems _____	249	1.4	215	34
QA, QC Officer _____	929	5.1	702	227
Clinical Research Associate, Monitor (CRA) _____	1,236	6.8	1,054	182
Manager _____	2,727	14.9	2,084	643
Associate Director _____	509	2.8	416	93
Medical Director, Director Medical Affairs _____	298	1.6	228	70
Clinical Data Specialist _____	277	1.5	237	40
Clinical Research Coordinator (CRC) _____	733	4.0	667	66
Other Titles _____	2,697	14.8	2,174	523
Information Not Divulged _____	128	0.7	126	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,253</b>	<b>100.0</b>	<b>14,753</b>	<b>3,500</b>

<b>QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012</b>							
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. Direct Request: _____	14,556	3,648	-	14,704	3,500	18,204	99.7
II. Request from recipient's company: _____	44	5	-	49	-	49	0.3
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,600</b>	<b>3,653</b>	<b>-</b>	<b>14,753</b>	<b>3,500</b>	<b>18,253</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>80.8</b>	<b>19.2</b>	<b>100.0</b>	<b>100.0</b>

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## 4 CHANNEL PROFILE E-NEWSLETTER

2012	Applied Clinical Trials Direct E-Newsletter
<b>January</b>	-
1/5/12	34,729
1/12/12	17,010
1/19/12	16,844
<b>February</b>	-
2/1/12	17,122
2/16/12	17,115
2/23/12	17,110
<b>March</b>	-
3/1/12	17,101
3/8/12	16,949
3/15/12	16,567
3/20/12	16,502
3/21/12	16,495
<b>April</b>	-
4/5/12	16,290
4/12/12	15,662
4/16/12	15,633
4/17/12	15,587
4/19/12	15,570
<b>May</b>	-
5/3/12	16,202
5/10/12	16,171
5/17/12	16,668
<b>June</b>	-
6/4/12	17,025
6/7/12	16,962
6/14/12	16,932
6/18/12	16,892
6/21/12	16,819
6/28/12	16,721
<b>AVERAGE</b>	<b>17,307</b>

Applied Clinical Trials Direct E-Newsletter (25 deployments in period).

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Nidia Augustin, Audience Development Manager

Mark Rosen, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 12, 2012

State Minnesota

County Saint Louis

Received by BPA Worldwide July 12, 2012

Type BJ

ID Number A200B0J2

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.