

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.



Advanstar Communications Inc.
485 Route 1 South
Building F, First Floor
Iselin, NJ 08830
Tel. No.: (732) 225-9500
Fax No.: (732) 225-0211
Website: www.appliedclinicaltrialsonline.com
Publisher's E-mail: rpratt@advanstar.com

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Issues per Year: 12

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
14,750 average print circulation
3,506 average digital circulation
Page 4



Applied Clinical Trials Direct E-Newsletters
16 issues in the period
35,443 average circulation
Page 5



Applied Clinical Trials Website
17,665 unique browsers
Page 5

1 EXECUTIVE SUMMARY

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

	Average	Paid	Non-Paid
1. Applied Clinical Trials Magazine (6 issues in period)	18,256	134	18,122
Print Version _____	14,750	134	14,616
Digital Version _____	3,506	-	3,506
2. Applied Clinical Trials Direct E-Newsletter (16 issues in period) _____	35,443	-	35,443
3. Applied Clinical Trials Website (Unique Browsers) (Note 1) _____	17,665	-	17,665
SIX MONTH AVERAGE	71,364	148	71,216

*Note 1: Note 1: Unique Browsers: See Website Glossary in Table 4.

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	APPLIED CLINICAL TRIALS WEBSITE*
	PRINT VERSION	DIGITAL VERSION	TOTAL		
July	14,750	3,500	18,250		17,440
7/7/2011				35,458	
7/21/2011				36,625	
August	14,750	3,538	18,288		15,501
8/4/2011				35,603	
8/18/2011				36,053	
September	14,750	3,500	18,250		16,763
9/1/2011				35,916	
9/8/2011				35,925	
9/15/2011				35,487	
October	14,750	3,500	18,250		19,350
10/6/2011				36,039	
10/13/2011				35,896	
10/20/2011				35,813	
November	14,750	3,500	18,250		20,291
11/3/2011				34,792	
11/10/2011				34,554	
11/17/2011				35,283	
December	14,750	3,500	18,250		16,645
12/1/2011				34,299	
12/8/2011				35,065	
12/15/2011				34,281	
AVERAGE	14,750	3,506	18,256	35,443	17,665

*Unique Browsers: See Table 4.

3 GEOGRAPHIC DISTRIBUTION

State	APPLIED CLINICAL TRIALS MAGAZINE, NOVEMBER 2011 ISSUE				APPLIED CLINICAL TRIALS DIRECT E-NEWSLETTER
	PRINT VERSION	DIGITAL VERSION	TOTAL	PERCENT	
Maine	11	-	11		-
New Hampshire	21	-	21		-
Vermont	8	-	8		-
Massachusetts	614	-	614		-
Rhode Island	34	-	34		-
Connecticut	268	-	268		-
NEW ENGLAND	956	-	956	5.2	-
New York	605	-	605		-
New Jersey	1,371	-	1,371		-
Pennsylvania	1,060	-	1,060		-
MIDDLE ATLANTIC	3,036	-	3,036	16.6	-
Ohio	307	-	307		-
Indiana	253	-	253		-
Illinois	595	-	595		-
Michigan	228	-	228		-
Wisconsin	132	-	132		-
EAST NO. CENTRAL	1,515	-	1,515	8.3	-
Minnesota	155	-	155		-
Iowa	34	-	34		-
Missouri	199	-	199		-
North Dakota	21	-	21		-
South Dakota	6	-	6		-
Nebraska	47	-	47		-
Kansas	89	-	89		-
WEST NO. CENTRAL	551	-	551	3.0	-
Delaware	90	-	90		-
Maryland	462	-	462		-
Washington, DC	31	-	31		-
Virginia	165	-	165		-
West Virginia	39	-	39		-
North Carolina	705	-	705		-
South Carolina	69	-	69		-
Georgia	205	-	205		-
Florida	437	-	437		-
SOUTH ATLANTIC	2,203	-	2,203	12.1	-
Kentucky	69	-	69		-
Tennessee	179	-	179		-
Alabama	86	-	86		-
Mississippi	29	-	29		-
EAST SO. CENTRAL	363	-	363	2.0	-
Arkansas	29	-	29		-
Louisiana	52	-	52		-
Oklahoma	46	-	46		-
Texas	477	-	477		-
WEST SO. CENTRAL	604	-	604	3.3	-
Montana	14	-	14		-
Idaho	18	-	18		-
Wyoming	5	-	5		-
Colorado	113	-	113		-
New Mexico	28	-	28		-
Arizona	115	-	115		-
Utah	70	-	70		-
Nevada	29	-	29		-
MOUNTAIN	392	-	392	2.2	-
Alaska	1	-	1		-
Washington	160	-	160		-
Oregon	39	-	39		-
California	1,484	-	1,484		-
Hawaii	12	-	12		-
PACIFIC	1,696	-	1,696	9.3	-
UNITED STATES	11,316	-	11,316	62.0	-
U.S. Territories	104	-	104		-
Canada	815	-	815		-
Mexico	-	-	-		-
Other International	2,515	3,500	6,015	100.0	-
APO/FPO	-	-	-		-
Email Address Only	-	-	-		35,283
TOTAL CIRCULATION	14,750	3,500	18,250	100.0	35,283

*Note: Magazine data from the November 2011 issue, E-Newsletter data from the November 17, 2011 issue.

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.

3 GEOGRAPHIC DISTRIBUTION - INTERNATIONAL

Region/Country	APPLIED CLINICAL TRIALS MAGAZINE, NOVEMBER 2011 ISSUE				APPLIED CLINICAL TRIALS DIRECT E-NEWSLETTER
	Print Version	Digital Version	Total	Percent	
ASIA	9	-	9		-
MIDDLE EAST	2	-	2		-
EUROPE	-	-	-		-
Austria _____	48	67	115		-
Belarus _____	-	2	2		-
Belgium _____	246	250	496		-
Bulgaria _____	7	21	28		-
Croatia _____	16	27	43		-
Cyprus _____	-	3	3		-
Czech Republic _____	11	43	54		-
Denmark _____	61	67	128		-
Estonia _____	-	3	3		-
Finland _____	29	33	62		-
France _____	342	341	683		-
Germany _____	410	447	857		-
Greece _____	46	70	116		-
Hungary _____	40	63	103		-
Iceland _____	-	3	3		-
Italy _____	138	190	328		-
Latvia _____	1	5	6		-
Lithuania _____	4	5	9		-
Luxembourg _____	-	2	2		-
Macedonia _____	1	5	6		-
Malta _____	3	3	6		-
Moldova _____	1	1	2		-
Monoco _____	2	1	3		-
Netherlands _____	144	240	384		-
Norway _____	11	13	24		-
Poland _____	67	98	165		-
Portugal _____	30	77	107		-
Ireland _____	44	53	97		-
Romania _____	5	38	43		-
Russian Federation _____	16	52	68		-
Serbia _____	8	27	35		-
Slovakia _____	4	6	10		-
Slovenia _____	2	5	7		-
Spain _____	125	205	330		-
Sweden _____	73	89	162		-
Switzerland _____	153	263	416		-
Turkey _____	4	19	23		-
Ukraine _____	10	30	40		-
United Kingdom _____	398	633	1,031		-
Subtotal	2,500	3,500	6,000	32.9	-
NORTH AMERICA	-	-	-		-
Canada _____	815	-	815		-
United States _____	11,420	-	11,420		-
Subtotal	12,235	-	12,235	67.0	-
SOUTH AMERICA	1	-	1		-
ASIA PACIFIC	3	-	3		-
EMAIL ADDRESS ONLY	-	-	-		35,283
TOTAL CIRCULATION	14,750	3,500	18,250	100.0	35,283

*Note: Magazine data from the November 2011 issue, E-Newsletter data from the November 17, 2011 issue.

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**4 DEMOGRAPHIC PROFILES
PRINT AND DIGITAL MAGAZINE**

BUSINESS/OCCUPATIONAL BREAKOUT: APPLIED CLINICAL TRIALS MAGAZINE NOVEMBER 2011 ISSUE																	
BUSINESS AND INDUSTRY	TOTAL	PERCENT OF TOTAL	Print Version	Digital Version	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 _____	10,412	57.0	8,265	2,147	5,215	1,012	358	57	1,274	228	250	634	339	761	55	105	124
Contract Research Organization (CRO) _____	2,955	16.2	2,245	710	866	504	438	48	195	43	181	128	160	284	29	45	34
Clinical Study, Investigative Sites (Includes Academic, Medical Research Facility) _____	2,111	11.6	1,853	258	552	300	125	527	69	41	35	83	18	112	236	12	1
Drug Development, Clinical Trials Consulting Co. _____	666	3.6	545	121	202	84	15	13	47	10	24	67	51	123	9	12	9
Trial, Site Management Organization (TMO, SMO) _____	265	1.5	220	45	50	93	15	27	10	4	2	9	13	34	3	2	3
Independent CRA _____	341	1.9	300	41	82	26	103	7	25	11	7	15	18	23	9	2	13
Government _____	629	3.4	556	73	266	19	12	10	47	66	18	110	5	29	32	9	6
Clinical Laboratories _____	413	2.3	373	40	101	25	21	15	38	128	13	4	18	32	9	5	4
Data Management _____	354	1.9	289	65	42	11	5	11	15	7	140	8	29	37	9	31	9
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Paid Circulation: Subscription _____	104	0.6	104	-	-	-	-	-	-	-	-	-	-	-	-	-	104
TOTAL CIRCULATION	18,250	100.0	14,750	3,500	7,376	2,074	1,092	715	1,720	538	670	1,058	651	1,435	391	223	307
PERCENT	100.0		80.8	19.2	40.4	11.4	6.0	3.9	9.4	2.9	3.7	5.8	3.6	7.9	2.1	1.2	1.7

ADDITIONAL ANALYSIS: APPLIED CLINICAL TRIALS MAGAZINE NOVEMBER 2011 ISSUE				
CLASSIFICATION BY TITLE	TOTAL	PERCENT OF TOTAL	Print Version	Digital Version
President, CEO, Managing Director _____	2,346	12.8	1,897	449
Project Manager, Leader _____	3,032	16.6	2,359	673
VP, Director _____	2,445	13.4	2,086	359
Professor, Academic Position _____	526	2.9	367	159
Supervisor of Clinical Systems _____	207	1.1	188	19
QA, QC Officer _____	874	4.8	668	206
Clinical Research Associate, Monitor (CRA) _____	1,399	7.7	1,178	221
Manager _____	2,401	13.2	1,889	512
Associate Director _____	557	3.1	459	98
Medical Director, Director Medical Affairs _____	290	1.6	219	71
Clinical Data Specialist _____	270	1.5	237	33
Clinical Research Coordinator (CRC) _____	719	3.9	657	62
Other Titles _____	3,034	16.6	2,398	636
Information Not Divulged _____	150	0.8	148	2
TOTAL CIRCULATION	18,250	100.0	14,750	3,500

MAGAZINE (FOR NOVEMBER 2011 ISSUE)							
SOURCE AND YEAR	SOURCED WITHIN			PRINT VERSION	DIGITAL VERSION	TOTAL	Percent
	1 YEAR	2 YEARS	3 YEARS				
APPLIED CLINICAL TRIALS MAGAZINE TOTAL	14,600	3,650	-	14,750	3,500	18,250	100.0
Request _____	14,600	3,650	-	14,750	3,500	18,250	100.0
Other than request _____	-	-	-	-	-	-	-
TOTAL CIRCULATION	14,600	3,650	-	14,750	3,500	18,250	100.0
PERCENT	80.0	20.0	-	80.8	19.2	100.0	

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**4 DEMOGRAPHIC PROFILES
E-NEWSLETTER**

APPLIED CLINICAL TRIALS E-NEWSLETTERS SUMMARY	
Applied Clinical Trials Direct E-Newsletter (16 mailings in period)	AVERAGE 35,443

**4 DEMOGRAPHIC PROFILES
WEBSITE**

MONTH	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	46,565	21,675	17,440	1.24	1:23	2:57
August	41,467	19,180	15,501	1.24	1:23	2:58
September	43,644	20,957	16,763	1.25	1:30	3:08
October	48,568	23,916	19,350	1.24	1:26	2:56
November	48,513	24,878	20,291	1.23	1:29	2:53
December	39,134	20,184	16,645	1.21	1:21	2:36
AVERAGE:	44,649	21,798	17,665	1.23	1:25	2:55

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

ADDITIONAL DATA

METHOD OF DISTRIBUTION:
All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:
Replica - Editorial and design are unchanged from the original print edition.

CIRCULATION	Total		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,254	100.0	18,122	99.3	132	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL CIRCULATION	18,256	100.0	18,122	99.3	134	0.7

CIRCULATION	Total		Print Only		Digital Only	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,254	100.0	14,748	80.8	3,506	19.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	2	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL CIRCULATION	18,256	100.0	14,750	80.8	3,506	19.2

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel, and such other auditing procedures that were considered necessary at the time of audit. In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide
Shelton, CT
January 9, 2012
TYPE: A
ID Number: A200B0D1

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 for the latest audit reports, membership information and publishing and advertising industry news.