

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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ADVANSTAR  
INTERNATIONAL

# BioPharm

The Science & Business of BioPharmaceuticals

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Issues per Year: 12

**ABOUT BIOPHARM INTERNATIONAL**

**BIOPHARM INTERNATIONAL** integrates the science and business of biopharmaceutical drug development and manufacturing through practical, peer-reviewed technical articles that enable biopharmaceutical professionals to perform their jobs more effectively. With the belief that technical decisions are also business decisions, BioPharm offers readers through its print and digital products the tools to make both sound business and technical decisions. The brand's editorial scope encompasses cell-line development, upstream processing and drug substance manufacturing, downstream purification, process and formulation development and scale up, manufacturing, drug delivery, outsourcing, fill/finish activities, regulatory and business considerations for developing and manufacturing biopharmaceuticals.

**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**

**BIOPHARM INTERNATIONAL** serves the field of biopharmaceutical technology including biopharmaceutical manufacturing, biologics manufacturing, classical pharmaceutical manufacturing, biodiagnostic manufacturing, biopharmaceutical and biologics process development, biodiagnostic process development, biotherapeutic discovery and development, biopharmaceutical formulation and delivery, transgenic therapeutic productions, biotechnology research and biopharmaceutical research. **BIOPHARM INTERNATIONAL** also serves specialty or bulk chemical manufacturing, architecture, engineering, construction, contract research and analytical services, government; universities, colleges, and research institutes; business, investment, and legal services; and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel engaged in the job functions of production, manufacturing, process development, lab management, research; research and development, project management, technical services, analytical development or support, quality assurance, quality control, validation, plant engineering, plant design, project engineering, facility engineering, regulatory affairs, clinical affairs, corporate management, and business advisor, as well as other functions allied to the field, including technology transfer, materials management, and purchasing.



**1. EXECUTIVE SUMMARY**

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

	Average	Paid	Non-Paid
1. BioPharm International Magazine (6 issues in period) _____	31,078	10	31,068
Print Version _____	25,596	10	25,586
Digital Version _____	5,482	-	5,482
2. BioPharm International E-Newsletters _____			
a. Science and Business Bulletin E-Newsletter (13 issues in period) _____	57,328	-	57,328
b. Application Note Alert E-Newsletter (6 issues in period) _____	57,083	-	57,083
3. BioPharm International Web Site (Unique Browsers) (Note 1) _____	22,577	-	22,577
<b>SIX MONTH AVERAGE TOTAL</b>	<b>168,066</b>	<b>10</b>	<b>168,056</b>

Note 1: Unique Browsers: See Website Glossary in Table 7. Only the month of June 2011 is reported, so figure is a one-month average of June 2011.

**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

	BIOPHARM INTERNATIONAL MAGAZINE			BIOPHARM INTERNATIONAL E-NEWSLETTERS		BIOPHARM INTERNATIONAL WEBSITE*
	Print Version	Digital Version	Total	SCIENCE AND BUSINESS BULLETIN E-NEWSLETTER	APPLICATION NOTE ALERT E-NEWSLETTER	
<b>January</b>	24,745	5,500	30,245	-	-	-
January 13, 2011	-	-	-	57,176	-	-
January 27, 2011	-	-	-	-	56,493	-
<b>February</b>	24,774	5,471	30,245	-	-	-
February 22, 2011	-	-	-	56,309	-	-
February 24, 2011	-	-	-	-	55,734	-
<b>March</b>	24,763	5,482	30,245	-	-	-
March 8, 2011	-	-	-	57,591	-	-
March 29, 2011	-	-	-	-	55,758	-
<b>April</b>	24,785	5,460	30,245	-	-	-
April 5, 2011	-	-	-	56,837	-	-
April 12, 2011	-	-	-	56,754	-	-
April 19, 2011	-	-	-	57,966	-	-
April 26, 2011	-	-	-	-	56,583	-
<b>May</b>	27,245	5,500	32,745	-	-	-
May 3, 2011	-	-	-	57,482	-	-
May 10, 2011	-	-	-	57,318	-	-
May 17, 2011	-	-	-	57,146	-	-
May 24, 2011	-	-	-	57,094	-	-
May 31, 2011	-	-	-	-	58,341	-
<b>June</b>	27,264	5,481	32,745	-	-	22,577
June 7, 2011	-	-	-	57,875	-	-
June 14, 2011	-	-	-	57,664	-	-
June 21, 2011	-	-	-	58,004	-	-
June 28, 2011	-	-	-	-	59,591	-
<b>SIX MONTH AVERAGE</b>	<b>25,596</b>	<b>5,482</b>	<b>31,078</b>	<b>57,328</b>	<b>57,083</b>	<b>22,577</b>

\* Unique Browsers: See Website Glossary in Table 7.

## 3. DEMOGRAPHIC PROFILES

BUSINESS/OCCUPATIONAL BREAKOUT: BIOPHARM INTERNATIONAL MAGAZINE MAY 2011 ISSUE					CLASSIFICATION BY JOB FUNCTION												
BUSINESS AND INDUSTRY	TOTAL	PERCENT OF TOTAL	Print Version	Digital Version	Research, Development (Note 1)	Quality Assurance, Control, Validation	Process Development	Production, Manufacturing	Corporate Management	Technology Transfer, Technical Services, Analytical Development, Support	Lab Management	Project Management	Regulatory Affairs, Clinical Affairs	Plant Engineering, Facility Design (Note 2)	Business Advisor	Materials Management, Purchasing, Procurement	Others
Biopharmaceutical, Biologics Manufacturing	8,926	27.2	7,501	1,425	1,680	1,358	1,084	1,987	744	455	314	384	365	327	116	112	-
Classical Pharmaceutical Manufacturing	7,815	23.9	6,196	1,619	1,524	1,343	529	1,443	755	493	382	319	360	409	59	199	-
Biopharmaceutical, Biologics, Biodiagnostic Process Development	1,304	4.0	983	321	179	81	449	110	95	94	80	89	40	57	16	14	-
Biotechnology, Biopharmaceutical Research	3,254	9.9	2,745	509	1,246	222	430	206	331	155	228	220	94	45	50	27	-
Research Institutes, Universities, Colleges	3,053	9.3	2,525	528	1,919	48	161	85	153	161	298	83	26	76	20	23	-
Contract Research, Analytical Services	1,831	5.6	1,546	285	432	180	72	95	273	241	215	153	66	39	52	13	-
Biotherapeutic Discovery, Development, Transgenic Therapeutic Productions	456	1.4	385	71	154	41	46	30	51	21	26	45	24	3	11	4	-
Biodiagnostic Manufacturing	1,049	3.2	892	157	150	128	84	239	134	79	56	65	30	42	18	24	-
Biopharmaceutical Formulation, Delivery	622	1.9	551	71	145	41	36	51	127	39	24	22	14	78	10	35	-
Specialty or Bulk Chemical Manufacturing, Bulk Products and Raw Materials Producers	1,607	4.9	1,401	206	241	171	105	398	216	120	76	59	41	100	18	62	-
Architecture, Engineers, Construction	875	2.7	736	139	40	40	50	94	115	70	16	157	3	262	11	17	-
Business, Investment, Legal Services	953	2.9	843	110	49	100	31	154	275	76	50	49	18	24	103	24	-
Government	1,000	3.1	941	59	185	100	25	44	64	119	89	109	160	47	38	20	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Paid Circulation: Subscription	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL CIRCULATION</b>	<b>32,745</b>	<b>100.0</b>	<b>27,245</b>	<b>5,500</b>	<b>7,944</b>	<b>3,853</b>	<b>3,102</b>	<b>4,936</b>	<b>3,333</b>	<b>2,123</b>	<b>1,854</b>	<b>1,754</b>	<b>1,241</b>	<b>1,509</b>	<b>522</b>	<b>574</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>83.2</b>	<b>16.8</b>	<b>24.2</b>	<b>11.8</b>	<b>9.5</b>	<b>15.1</b>	<b>10.2</b>	<b>6.5</b>	<b>5.7</b>	<b>5.3</b>	<b>3.8</b>	<b>4.6</b>	<b>1.6</b>	<b>1.7</b>	<b>-</b>

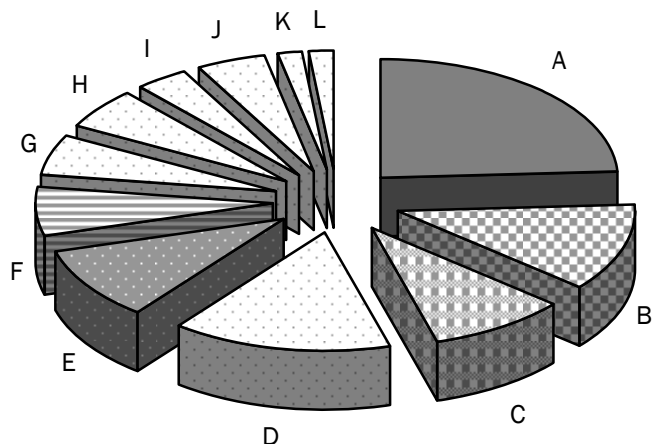
Note 1: Includes Research; Research & Development

Note 2: Includes Plant Engineering/Design; Project/Facility Engineering

**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. Breakout of Qualified Circulation by Job Function

Job Function	TOTAL QUALIFIED	PERCENT OF TOTAL
A Research, Development _____	7,944	24.2
B Quality Assurance, Control, Validation _____	3,853	11.8
C Process Development _____	3,102	9.5
D Production, Manufacturing _____	4,936	15.1
E Corporate Management _____	3,333	10.2
F Technology Transfer, Technical Services, Analytical Development, Support _____	2,123	6.5
G Lab Management _____	1,854	5.7
H Project Management _____	1,754	5.3
I Regulatory Affairs, Clinical Affairs _____	1,241	3.8
J Plant Engineering, Facility Design _____	1,509	4.6
K Business Advisor _____	522	1.6
L Materials Management, Purchasing, Procurement _____	574	1.7
M Others _____	-	-
<b>TOTAL</b>	<b>32,745</b>	<b>100.0</b>



### 4. SOURCE AND AGE

MAGAZINE (FOR MAY 2011 ISSUE)							
	SOURCED WITHIN			PRINT VERSION	DIGITAL VERSION	TOTAL	Percent
	1 YEAR	2 YEARS	3 YEARS				
<b>BIOPHARM INTERNATIONAL MAGAZINE TOTAL</b>	<b>29,568</b>	<b>3,177</b>	-	<b>27,245</b>	<b>5,500</b>	<b>32,745</b>	<b>100.0</b>
Request	29,568	3,177	-	27,245	5,500	32,745	100.0
Other than request	-	-	-	-	-	-	-
<b>TOTAL CIRCULATION</b>	<b>29,568</b>	<b>3,177</b>	-	<b>27,245</b>	<b>5,500</b>	<b>32,745</b>	<b>100.0</b>
<b>PERCENT</b>	<b>90.3</b>	<b>9.7</b>	-	<b>83.2</b>	<b>16.8</b>	<b>100.0</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.

## 5. GEOGRAPHIC DISTRIBUTION

State	BIOPHARM INTERNATIONAL MAGAZINE, MAY 2011 ISSUE			
	Print Version	Digital Version	Total	Percent
Maine _____	39	-	39	
New Hampshire _____	81	-	81	
Vermont _____	22	-	22	
Massachusetts _____	1,373	-	1,373	
Rhode Island _____	88	-	88	
Connecticut _____	417	-	417	
<b>NEW ENGLAND</b>	<b>2,020</b>	<b>-</b>	<b>2,020</b>	<b>6.2</b>
New York _____	1,298	-	1,298	
New Jersey _____	2,175	-	2,175	
Pennsylvania _____	1,685	-	1,685	
<b>MIDDLE ATLANTIC</b>	<b>5,158</b>	<b>-</b>	<b>5,158</b>	<b>15.7</b>
Ohio _____	588	-	588	
Indiana _____	515	-	515	
Illinois _____	1,193	-	1,193	
Michigan _____	414	-	414	
Wisconsin _____	364	-	364	
<b>EAST NO. CENTRAL</b>	<b>3,074</b>	<b>-</b>	<b>3,074</b>	<b>9.4</b>
Minnesota _____	373	-	373	
Iowa _____	143	-	143	
Missouri _____	487	-	487	
North Dakota _____	25	-	25	
South Dakota _____	21	-	21	
Nebraska _____	135	-	135	
Kansas _____	142	-	142	
<b>WEST NO. CENTRAL</b>	<b>1,326</b>	<b>-</b>	<b>1,326</b>	<b>4.0</b>
Delaware _____	151	-	151	
Maryland _____	793	-	793	
Washington, DC _____	56	-	56	
Virginia _____	301	-	301	
West Virginia _____	77	-	77	
North Carolina _____	849	-	849	
South Carolina _____	188	-	188	
Georgia _____	351	-	351	
Florida _____	572	-	572	
<b>SOUTH ATLANTIC</b>	<b>3,338</b>	<b>-</b>	<b>3,338</b>	<b>10.2</b>
Kentucky _____	111	-	111	
Tennessee _____	241	-	241	
Alabama _____	136	-	136	
Mississippi _____	46	-	46	
<b>EAST SO. CENTRAL</b>	<b>534</b>	<b>-</b>	<b>534</b>	<b>1.6</b>
Arkansas _____	61	-	61	
Louisiana _____	119	-	119	
Oklahoma _____	83	-	83	
Texas _____	821	-	821	
<b>WEST SO. CENTRAL</b>	<b>1,084</b>	<b>-</b>	<b>1,084</b>	<b>3.3</b>
Montana _____	25	-	25	
Idaho _____	24	-	24	
Wyoming _____	6	-	6	
Colorado _____	255	-	255	
New Mexico _____	39	-	39	
Arizona _____	152	-	152	
Utah _____	141	-	141	
Nevada _____	31	-	31	
<b>MOUNTAIN</b>	<b>673</b>	<b>-</b>	<b>673</b>	<b>2.1</b>
Alaska _____	4	-	4	
Washington _____	269	-	269	
Oregon _____	95	-	95	
California _____	2,756	-	2,756	
Hawaii _____	19	-	19	
<b>PACIFIC</b>	<b>3,143</b>	<b>-</b>	<b>3,143</b>	<b>9.6</b>
<b>UNITED STATES</b>	<b>20,350</b>	<b>-</b>	<b>20,350</b>	<b>62.1</b>
U.S. Territories _____	397	-	397	
Canada _____	997	-	997	
Mexico _____	-	-	-	
Other International _____	5,501	5,500	11,001	
APO/FPO _____	-	-	-	
<b>TOTAL CIRCULATION</b>	<b>27,245</b>	<b>5,500</b>	<b>32,745</b>	<b>100.0</b>

\* See Table 7. Note: E-Newsletter data not reported at the option of the publisher.

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.

**5. GEOGRAPHIC DISTRIBUTION (CONTINUED)**

Region/Country	BIOPHARM INTERNATIONAL MAGAZINE, MAY 2011 ISSUE			
	Print Version	Digital Version	Total	Percent
<b>ASIA</b>				
Armenia	-	1	1	
Azerbaijan	-	1	1	
Bangladesh	2	1	3	
China	15	45	60	
Georgia	-	1	1	
Hong Kong - SAR	7	10	17	
India	271	321	592	
Indonesia	17	5	22	
Japan	24	26	50	
Kazakhstan	-	1	1	
Korea, Democratic People's Republic Of	4	4	8	
Korea, Republic of	18	46	64	
Malaysia	14	36	50	
Nepal	-	1	1	
Pakistan	9	22	31	
Philippines	1	9	10	
Singapore	31	52	83	
Sri Lanka	2	-	2	
Taiwan	13	22	35	
Thailand	10	6	16	
Uzbekistan	1	-	1	
Vietnam	2	3	5	
Subtotal	441	613	1,054	3.2
<b>MIDDLE EAST</b>	1	-	1	-
<b>EUROPE</b>				
Albania	2	2	4	
Austria	83	117	200	
Belarus	4	1	5	
Belgium	385	333	718	
Bosnia and Herzegovina	6	2	8	
Bulgaria	15	10	25	
Croatia	25	32	57	
Cyprus	5	3	8	
Czech Republic	43	27	70	
Denmark	143	156	299	
Estonia	2	2	4	
Faroe Islands	-	1	1	
Finland	59	40	99	
France	634	553	1,187	
Germany	731	447	1,178	
Greece	72	80	152	
Hungary	67	98	165	
Iceland	3	5	8	
Italy	318	298	616	
Latvia	3	3	6	
Lithuania	1	6	7	
Luxembourg	-	1	1	
Macedonia	7	10	17	
Malta	12	26	38	
Moldova	4	1	5	
Monoco	5	6	11	
Netherlands	325	276	601	
Norway	44	39	83	
Poland	108	63	171	
Portugal	66	97	163	
Ireland	199	287	486	
Romania	45	44	89	
Russian Federation	17	26	43	
Serbia	24	21	45	
Slovakia	7	3	10	
Slovenia	25	24	49	
Spain	272	314	586	
Sweden	186	113	299	
Switzerland	281	297	578	
Turkey	37	14	51	
Ukraine	19	12	31	
United Kingdom	775	997	1,772	
Subtotal	5,059	4,887	9,946	30.4
<b>NORTH AMERICA</b>				
Canada	997	-	997	
United States	20,350	-	20,350	
unspecified North America	397	-	397	
Subtotal	21,744	-	21,744	66.4
<b>TOTAL CIRCULATION</b>	<b>27,245</b>	<b>5,500</b>	<b>32,745</b>	<b>100.0</b>

\*See Table 7. Note: E-Newsletter data not reported at the option of the publisher.

**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.**

## 6. WEBSITE ACTIVITY BY MONTH

MONTH	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
June	54,479	27,434	22,577	1.22	1:23	2:55
<b>AVERAGE:</b>	<b>54,479</b>	<b>27,434</b>	<b>22,577</b>	<b>1.22</b>	<b>1:23</b>	<b>2:55</b>

## 7. ADDITIONAL DATA

### EXECUTIVE SUMMARY:

Unique browsers are reported as "Individuals" throughout this report.

### WEBSITE GLOSSARY:

**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 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

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

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

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

### 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.

### TABLE 3:

Business/occupational breakout for e-newsletters is not reported at the publisher's option.

### TABLE 5:

Geographic data is not available for website activity and is therefore not reported herein. Geographic data for e-newsletters is not reported at the publisher's option.

CIRCULATION	Total		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,078	100.0	31,068	100.0	10	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL CIRCULATION</b>	<b>31,078</b>	<b>100.0</b>	<b>31,068</b>	<b>100.0</b>	<b>10</b>	<b>-</b>

CIRCULATION	Total		Print Version		Digital Version	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	31,078	100.0	25,596	82.4	5,482	17.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL CIRCULATION</b>	<b>31,078</b>	<b>100.0</b>	<b>25,596</b>	<b>82.4</b>	<b>5,482</b>	<b>17.6</b>

### PUBLISHER AFFIDAVIT

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

Wendy Bong, 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 7, 2011

State Minnesota

County St. Louis

Received by BPA Worldwide July 7, 2011

Type PD

ID Number B023B0J1

### 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.