



Message Impact  
Study Issue

**AUGUST 2007**

Reserve your  
advertising space  
today for this  
special issue

**For space reservations,  
please contact:**

**Pat Venezia Jr.**  
732-346-3011  
pvenezia@advanstar.com

**Mike Wilson**  
847-441-3720  
mwilson@advanstar.com



# Free Advertising Impact Study

## AUGUST ISSUE ADVERTISERS

Get Feedback on “What is” and “What is not”  
working with Your Ads.

**Understanding what your clients  
and prospects think about your  
company’s advertising is priceless.**

**BioPharm International** has partnered with Readex Research to obtain subscriber feedback about your advertising presentation and message.

Advertisers who run half page, full page, spread or multiple page ad units in the August issue of **BioPharm International** will receive a bound report that provides an in-depth analysis of what a select group of readers think about your advertising message and its recall effectiveness.

## Ad Readership Results include:

- Message Awareness
- Recall of the Ad
- Message Impact
- Verbatim Assessments of your Ad
- Comparative scoring of your Ad and other Ads featured in that issue.



Advertising Reservations Close Date is  
**July 9, 2007**

This valuable research is conducted by one of the industry's most-trusted providers, Readex Research. Advertisers from Madison Avenue to Main Street make media decisions based on information gathered and reported by Readex. Clients include business and trade publications, medical journals, consumer titles, custom publications, as well as corporate marketers and associations. Readex Research has over 50 years experience in the business.