

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.



Pharmaceutical Executive

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ABOUT PHARMACEUTICAL EXECUTIVE

PHARMACEUTICAL EXECUTIVE is a B2B brand intended for individuals with broad-based interests in the pharmaceutical and biopharmaceutical fields. 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

PHARMACEUTICAL EXECUTIVE serves manufactures of pharmaceuticals and biopharmaceuticals, marketing communications firms (including advertising agencies and public relations firms), service organizations (including CMO, CRO, CSO, contract packaging/labeling), consulting firms and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel whose area of responsibility is corporate management, product or brand management, marketing management, advertising and promotion or account and media management, media planning and buying, sales management, market research, business development or strategic planning, R&D or QA or QC management, medical or clinical management, regulatory or government affairs, information technology, financial management, managed care, training and development/HR, medical science liaison, and consulting. Also qualified are other personnel allied to the field and other paid circulation.

Channels Include:



Pharmaceutical Executive Magazine
6 issues in period
22,147 average circulation
Pages 5 - 7



Pharmaceutical Executive E-Newsletter
25 total deployments
27,125 average distribution
Page 8



Pharmaceutical Executive Website
29,776 average unique browsers
Page 8

1 EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PHARMACEUTICAL EXECUTIVE Magazine (6 issues in period)	21,625	522	22,147
a. Print	16,030	520	16,550
b. Digital	5,595	2	5,597
1. Requested	5,595	2	5,597
2. Non-Requested	-	-	-
PHARMACEUTICAL EXECUTIVE E-Newsletter			
a. Pharmaceutical Executive Direct E-Newsletter (25 deployments in the period)	27,125	-	27,125
PHARMACEUTICAL EXECUTIVE Website (Unique Browsers) (Note 1)	29,776	-	29,776
SIX-MONTH AVERAGE TOTAL	78,526	522	79,048

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

2012	Pharmaceutical Executive Magazine					Pharmaceutical Executive Direct E-Newsletter	Pharmaceutical Executive Website
	Number Removed	Number Added	Print	Digital	Total		Unique Browsers*
January	254	368	16,500	5,564	22,064	-	29,053
1/4/12	-	-	-	-	-	48,375	-
1/12/12	-	-	-	-	-	26,617	-
1/19/12	-	-	-	-	-	25,856	-
1/26/12	-	-	-	-	-	25,284	-
February	211	272	16,583	5,542	22,125	-	31,910
2/2/12	-	-	-	-	-	25,779	-
2/16/12	-	-	-	-	-	25,600	-
2/21/12	-	-	-	-	-	25,550	-
2/23/12	-	-	-	-	-	25,500	-
March	186	383	16,599	5,723	22,322	-	30,088
3/8/12	-	-	-	-	-	26,041	-
3/15/12	-	-	-	-	-	25,525	-
3/22/12	-	-	-	-	-	25,585	-
3/29/12	-	-	-	-	-	25,218	-
April	1,730	1,408	16,500	5,500	22,000	-	25,988
4/5/12	-	-	-	-	-	25,405	-
4/12/12	-	-	-	-	-	25,132	-
4/19/12	-	-	-	-	-	25,906	-
4/26/12	-	-	-	-	-	25,833	-
May	4,524	4,658	16,500	5,634	22,134	-	32,978
5/3/12	-	-	-	-	-	26,262	-
5/10/12	-	-	-	-	-	26,112	-
5/17/12	-	-	-	-	-	25,997	-
5/24/12	-	-	-	-	-	27,030	-
5/31/12	-	-	-	-	-	28,222	-
June	64	160	16,613	5,617	22,230	-	28,638
6/7/12	-	-	-	-	-	27,967	-
6/14/12	-	-	-	-	-	27,865	-
6/21/12	-	-	-	-	-	27,764	-
6/28/12	-	-	-	-	-	27,692	-
AVERAGE			16,550	5,597	22,147	27,125	29,776

*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.

3 GEOGRAPHIC DISTRIBUTION*

State	Pharmaceutical Executive Magazine for Issue of May 2012				Pharmaceutical Executive Direct E-Newsletter for Issue of May 31, 2012
	Print	Digital	Total	Percent	
Maine	30	3	33		-
New Hampshire	65	12	77		-
Vermont	11	2	13		-
Massachusetts	858	204	1,062		-
Rhode Island	40	12	52		-
Connecticut	400	84	484		-
NEW ENGLAND	1,404	317	1,721	7.8	-
New York	1,378	310	1,688		-
New Jersey	2,671	584	3,255		-
Pennsylvania	1,849	415	2,264		-
MIDDLE ATLANTIC	5,898	1,309	7,207	32.6	-
Ohio	433	85	518		-
Indiana	364	79	443		-
Illinois	1,057	262	1,319		-
Michigan	292	65	357		-
Wisconsin	200	50	250		-
EAST NO. CENTRAL	2,346	541	2,887	13.1	-
Minnesota	256	47	303		-
Iowa	56	13	69		-
Missouri	315	76	391		-
North Dakota	20	4	24		-
South Dakota	11	5	16		-
Nebraska	60	13	73		-
Kansas	114	27	141		-
WEST NO. CENTRAL	832	185	1,017	4.6	-
Delaware	153	46	199		-
Maryland	329	103	432		-
Washington, DC	72	12	84		-
Virginia	187	40	227		-
West Virginia	40	6	46		-
North Carolina	589	171	760		-
South Carolina	109	16	125		-
Georgia	335	52	387		-
Florida	524	126	650		-
SOUTH ATLANTIC	2,338	572	2,910	13.1	-
Kentucky	98	24	122		-
Tennessee	197	37	234		-
Alabama	90	15	105		-
Mississippi	33	4	37		-
EAST SO. CENTRAL	418	80	498	2.2	-
Arkansas	37	5	42		-
Louisiana	76	11	87		-
Oklahoma	42	8	50		-
Texas	604	139	743		-
WEST SO. CENTRAL	759	163	922	4.2	-
Montana	19	6	25		-
Idaho	18	3	21		-
Wyoming	2	1	3		-
Colorado	137	35	172		-
New Mexico	22	8	30		-
Arizona	141	32	173		-
Utah	80	13	93		-
Nevada	32	11	43		-
MOUNTAIN	451	109	560	2.5	-
Alaska	6	-	6		-
Washington	138	46	184		-
Oregon	44	9	53		-
California	1,650	413	2,063		-
Hawaii	11	5	16		-
PACIFIC	1,849	473	2,322	10.5	-
UNITED STATES	16,295	3,749	20,044	90.6	-
U.S. Territories	108	87	195		-
Canada	17	314	331		-
Mexico	1	8	9		-
Other International	79	1,476	1,555		-
APO/FPO	-	-	-		-
Email Only	-	-	-		28,222
TOTAL	16,500	5,634	22,134	100.0	28,222

*See Additional Data

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	Pharmaceutical Executive Magazine for Issue of May 2012				Pharmaceutical Executive Direct E-Newsletter for Issue of May 31, 2012
	Print	Digital	Total	Percent	
ASIA					
Armenia	-	1	1	-	-
Bangladesh	-	1	1	-	-
China	-	22	22	-	-
Hong Kong - SAR	1	3	4	-	-
India	12	76	88	-	-
Indonesia	-	4	4	-	-
Japan	4	10	14	-	-
Kazakhstan	-	1	1	-	-
Korea, Republic Of	2	7	9	-	-
Malaysia	-	4	4	-	-
Pakistan	1	11	12	-	-
Philippines	-	5	5	-	-
Singapore	1	11	12	-	-
Sri Lanka	-	2	2	-	-
Taiwan	1	6	7	-	-
Thailand	-	1	1	-	-
Subtotal	22	165	187	0.8	-
MIDDLE EAST					
Iran	-	7	7	-	-
Iraq	-	1	1	-	-
Israel	1	6	7	-	-
Jordan	1	1	2	-	-
Kuwait	-	1	1	-	-
Lebanon	-	4	4	-	-
Qatar	-	1	1	-	-
Saudi Arabia	-	7	7	-	-
United Arab Emirates	-	6	6	-	-
Subtotal	2	34	36	0.2	-
EUROPE					
Albania	-	2	2	-	-
Austria	-	18	18	-	-
Belgium	1	65	66	-	-
Bosnia and Herzegovina	1	1	2	-	-
Bulgaria	-	5	5	-	-
Croatia	1	12	13	-	-
Cyprus	1	2	3	-	-
Czech Republic	-	11	11	-	-
Denmark	6	32	38	-	-
Finland	-	14	14	-	-
France	9	91	100	-	-
Germany	7	121	128	-	-
Greece	2	31	33	-	-
Hungary	-	14	14	-	-
Iceland	-	1	1	-	-
Italy	1	78	79	-	-
Lithuania	-	6	6	-	-
Macedonia	-	2	2	-	-
Malta	-	1	1	-	-
Moldova	-	1	1	-	-
Netherlands	2	53	55	-	-
Norway	-	7	7	-	-
Poland	-	27	27	-	-
Portugal	1	29	30	-	-
Ireland	-	26	26	-	-
Romania	1	18	19	-	-
Russian Federation	-	8	8	-	-
Serbia	-	15	15	-	-
Slovakia	1	4	5	-	-
Slovenia	2	11	13	-	-
Spain	3	91	94	-	-
Sweden	-	24	24	-	-
Switzerland	5	111	116	-	-
Turkey	-	31	31	-	-
Ukraine	-	5	5	-	-
United Kingdom	6	229	235	-	-
Subtotal	50	1,198	1,248	5.6	-
AFRICA					
Egypt	-	2	2	-	-
Ghana	-	2	2	-	-
Morocco	-	1	1	-	-
Nigeria	-	1	1	-	-
South Africa	2	11	13	-	-
Swaziland	-	1	1	-	-
Subtotal	2	18	20	0.1	-
NORTH AMERICA					
Canada	17	314	331	-	-
United States	16,403	3,836	20,239	-	-
Mexico	1	8	9	-	-
Subtotal	16,421	4,158	20,579	93.0	-
CARIBBEAN					
Netherlands Antilles	1	-	1	-	-
Trinidad and Tobago	-	1	1	-	-
Subtotal	1	1	2	-	-
CENTRAL AMERICA					
Costa Rica	-	1	1	-	-
Guatemala	-	2	2	-	-
Subtotal	-	3	3	-	-
SOUTH AMERICA					
Argentina	1	4	5	-	-
Brazil	-	12	12	-	-
Chile	-	6	6	-	-
Colombia	-	4	4	-	-
Peru	-	1	1	-	-
Uruguay	-	2	2	-	-
Venezuela	-	4	4	-	-
Subtotal	1	33	34	0.2	-
ASIA PACIFIC					
Australia	1	23	24	-	-
New Zealand	-	1	1	-	-
Subtotal	1	24	25	0.1	-
Email Only	-	-	-	-	28,222
TOTAL	16,500	5,634	22,134	100.0	28,222

*See Additional Data

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4 CHANNEL PROFILE MAGAZINE



Official Publication of: None
 Established: 1981
 Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	351
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	423
Digital _____	-
All Other _____	1,368
TOTAL	2,142

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD						
CIRCULATION	Total Qualified		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,127	99.9	21,625	97.6	502	2.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	20	0.1	-	-	20	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,147	100.0	21,625	97.6	522	2.4

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
CIRCULATION	Total Qualified		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,530	99.9	16,030	96.9	500	3.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	20	0.1	-	-	20	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,550	100.0	16,030	96.9	520	3.1

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
CIRCULATION	Total Qualified		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,597	100.0	5,595	100.0	2	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,597	100.0	5,595	100.0	2	-

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012							
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	17,533	4,245	12	16,156	5,634	21,790	98.5
II. Request from recipient's company: _____	116	26	-	142	-	142	0.6
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	2	6	-	8	-	8	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	194	-	194	-	194	0.9
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	194	-	194	-	194	0.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,651	4,471	12	16,500	5,634	22,134	100.0
PERCENT	79.7	20.2	0.1	74.5	25.5	100.0	-

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012				
MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function _____	16,248	5,633	21,881	98.9
Individuals by name only _____	118	1	119	0.5
Titles or functions only _____	1	-	1	-
Company names only _____	115	-	115	0.5
Multi-Copy Same Addressee copies _____	18	-	18	0.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,500	5,634	22,134	100.0

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.

**4 CHANNEL PROFILE (CONTINUED)
E-NEWSLETTER**

2012	Pharmaceutical Executive Direct E-Newsletter
1/4/12	48,375
1/12/12	26,617
1/19/12	25,856
1/26/12	25,284
2/2/12	25,779
2/16/12	25,600
2/21/12	25,550
2/23/12	25,500
3/8/12	26,041
3/15/12	25,525
3/22/12	25,585
3/29/12	25,218
4/5/12	25,405
4/12/12	25,132
4/19/12	25,906
4/26/12	25,833
5/3/12	26,262
5/10/12	26,112
5/17/12	25,997
5/24/12	27,030
5/31/12	28,222
6/7/12	27,967
6/14/12	27,865
6/21/12	27,764
6/28/12	27,692
AVERAGE	27,125

Pharmaceutical Executive Direct E-Newsletter (25 deployments in period).

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	88,331	35,601	29,053	1.23	01:00	02:28
February	93,297	39,031	31,910	1.22	01:04	02:32
March	83,804	36,860	30,088	1.23	00:58	02:11
April	72,209	31,722	25,988	1.22	00:56	02:08
May	80,935	40,517	32,978	1.23	01:08	02:17
June	68,326	34,526	28,638	1.21	01:05	02:10
AVERAGE:	81,150	36,376	29,776	1.22	01:02	02:18

*See Additional Data

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.
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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions 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.

TABLE 3:

Geographic data not available for Website and is therefore not reported herein.

WEBSITE ACTIVITY:

January - June data was provided by Omniture.
All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 1, 2012
Nidia Augustin, Audience Development Manager	State	Minnesota
Mark Rosen, Audience Development Director	County	St. Louis
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 1, 2012
IMPORTANT NOTE:	Type	BJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	P053B0J2
It will be included in the annual audit made by BPA Worldwide.		

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.

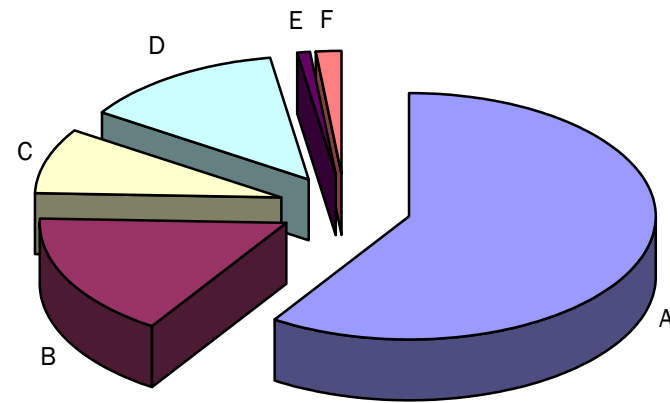
**4 CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012
This issue is 0.1% or 14 copies below the average of the other 5 issues reported in Table two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT	Print	Digital	CLASSIFICATION BY FUNCTION																
					Corporate Management	Product, Brand Management	Marketing Management	Advertising & Promotion, Account & Media Management, Planning & Buying	Sales Management	Market Research	Business Development, Strategic Planning	R&D, QA, QC, Management	Medical, Clinical Management	Regulatory, Government Affairs	Information Technology	Finance Management	Managed Care	Training & Development/HR	Medical Science Liaison	Consulting	Other Functions allied to the field and other paid circulation
Pharmaceuticals _____	13,111	59.2	9,707	3,404	3,277	1,531	1,139	196	2,218	304	707	1,720	468	361	310	220	227	212	119	11	91
Biopharmaceuticals _____	3,619	16.4	2,543	1,076	1,013	387	324	42	485	64	223	537	149	92	62	57	67	50	46	3	18
Marketing Communications (including Advertising Agencies & Public Relations Firms) _____	1,933	8.7	1,517	416	838	125	317	256	189	45	77	17	18	5	16	2	4	8	8	1	7
Service Organizations (including CMO, CRO, CSO, Contract Packaging/Labeling) _____	2,902	13.1	2,222	680	1,108	220	384	37	365	43	213	251	120	35	48	20	7	31	12	1	7
Consulting Firm _____	223	1.0	167	56	51	5	13	-	13	10	11	4	-	3	8	5	-	-	1	97	2
Other Paid Circulation: Subscriptions _____	346	1.6	344	2	8	1	1	-	1	-	3	1	-	1	-	2	-	-	-	1	327
TOTAL QUALIFIED CIRCULATION	22,134	100.0	16,500	5,634	6,295	2,269	2,178	531	3,271	466	1,234	2,530	755	497	444	306	305	301	186	114	452
PERCENT	100.0		74.5	25.5	28.4	10.3	9.8	2.4	14.8	2.1	5.6	11.4	3.4	2.2	2.0	1.4	1.4	1.4	0.8	0.4	2.0

4. Breakout of Circulation by Business/Industry

BUSINESS AND INDUSTRY	TOTAL	PERCENT OF TOTAL
A Pharmaceuticals _____	13,111	59.2
B Biopharmaceuticals _____	3,619	16.4
C Marketing Communications (including Advertising Agencies & Public Relations Firms) _____	1,933	8.7
D Service Organizations (including CMO, CRO, CSO, Contract Packaging/Labeling) _____	2,902	13.1
E Consulting Firm _____	223	1.0
F Other Paid Circulation: Subscriptions _____	346	1.6



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