

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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# Pharmaceutical Executive

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



**FIELD SERVED**

PHARMACEUTICAL EXECUTIVE serves manufacturers of pharmaceuticals and biopharmaceuticals, marketing communications firms (including advertising agencies and public relations 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, project 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. Also qualified are other personnel allied to the field and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,783
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	880
All Other _____	1,052
<b>TOTAL</b>	<b>3,715</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,591	97.7	16,507	91.7	1,084	6.0
Sponsored Individually Addressed __	37	0.2	-	-	37	0.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	372	2.1	-	-	372	2.1
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,000</b>	<b>100.0</b>	<b>16,507</b>	<b>91.7</b>	<b>1,493</b>	<b>8.3</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	303	303			18,000	April _____	1,110	1,110			18,000
February _____	340	340			18,000	May _____	1,258	1,258			18,000
March _____	675	675			18,000	June _____	63	63			18,000
						<b>TOTAL</b>	<b>3,749</b>	<b>3,749</b>			

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>14,218</b>	<b>3,176</b>	-			<b>17,394</b>	<b>96.6</b>
a. Written _____	3,346	822	-			4,168	23.2
b. Telecommunication _____	5,624	1,114	-			6,738	37.4
c. Electronic _____	5,248	1,240	-			6,488	36.0
II. <b>TOTAL</b> – Request from recipient's company: _____	<b>573</b>	<b>33</b>	-			<b>606</b>	<b>3.4</b>
a. Written _____	573	33	-			606	3.4
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,791</b>	<b>3,209</b>	-			<b>18,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.2</b>	<b>17.8</b>	-			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			17,119	95.1
Individuals by name only _____			324	1.8
Titles or functions only _____			2	-
Company names only _____			191	1.1
Multi-Copy Same Addressee copies _____			364	2.0
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>18,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	16		400-427 Kentucky _____	80	
030-038 New Hampshire _____	49		370-385 Tennessee _____	140	
050-059 Vermont _____	13		350-369 Alabama _____	85	
010-027 Massachusetts _____	716		386-397 Mississippi _____	16	
028-029 Rhode Island _____	37		<b>EAST SO. CENTRAL</b>	<b>321</b>	<b>1.8</b>
060-069 Connecticut _____	427		716-729 Arkansas _____	30	
<b>NEW ENGLAND</b>	<b>1,258</b>	<b>7.0</b>	700-714 Louisiana _____	55	
100-149 New York _____	1,237		730-749 Oklahoma _____	37	
070-089 New Jersey _____	3,298		750-799 Texas _____	514	
150-196 Pennsylvania _____	1,939		<b>WEST SO. CENTRAL</b>	<b>636</b>	<b>3.5</b>
<b>MIDDLE ATLANTIC</b>	<b>6,474</b>	<b>36.0</b>	590-599 Montana _____	11	
430-459 Ohio _____	344		832-838 Idaho _____	8	
460-479 Indiana _____	371		820-831 Wyoming _____	-	
600-629 Illinois _____	988		800-816 Colorado _____	124	
480-499 Michigan _____	212		870-884 New Mexico _____	21	
530-549 Wisconsin _____	136		850-865 Arizona _____	142	
<b>EAST NO. CENTRAL</b>	<b>2,051</b>	<b>11.4</b>	840-847 Utah _____	79	
550-567 Minnesota _____	205		889-898 Nevada _____	25	
500-528 Iowa _____	56		<b>MOUNTAIN</b>	<b>410</b>	<b>2.3</b>
630-658 Missouri _____	242		995-999 Alaska _____	2	
580-588 North Dakota _____	10		980-994 Washington _____	150	
570-577 South Dakota _____	6		970-979 Oregon _____	38	
680-693 Nebraska _____	49		900-961 California _____	1,626	
660-679 Kansas _____	106		967-968 Hawaii _____	6	
<b>WEST NO. CENTRAL</b>	<b>674</b>	<b>3.7</b>	<b>PACIFIC</b>	<b>1,822</b>	<b>10.1</b>
197-199 Delaware _____	172		<b>UNITED STATES</b>	<b>15,650</b>	<b>86.9</b>
206-219 Maryland _____	259		969 & 004-009 U.S. Territories _____	119	
200-205 Washington, DC _____	44		Canada _____	1,397	
220-246 Virginia _____	170		Mexico _____	1	
247-268 West Virginia _____	34		Other International _____	833	
270-289 North Carolina _____	495		APO/FPO _____	-	
290-299 South Carolina _____	68		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,000</b>	<b>100.0</b>
300-319 Georgia _____	345				
320-349 Florida _____	417				
<b>SOUTH ATLANTIC</b>	<b>2,004</b>	<b>11.1</b>			

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**

Region/Country	Total Qualified	Percent
<b>ASIA</b>		
Subtotal	32	0.2
<b>MIDDLE EAST</b>		
Subtotal	2	-
<b>EUROPE</b>		
Subtotal	781	4.3
<b>AFRICA</b>		
Subtotal	3	-

Region/Country	Total Qualified	Percent
<b>NORTH AMERICA</b>		
Subtotal	17,167	95.4
<b>CENTRAL AMERICA</b>		
Subtotal	2	-
<b>SOUTH AMERICA</b>		
Subtotal	4	-
<b>ASIA PACIFIC</b>		
Subtotal	9	0.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,000</b>	<b>100.0</b>

**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified:	17,962	18,095	18,000	18,000	18,000
Qualified Non-Paid: _____	16,423	16,417	16,329	16,488	16,507
Qualified Paid: _____	1,539	1,678	1,671	1,512	1,493
Subscription _____	-	-	-	-	-
Sponsored _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: _	\$63.83	\$66.15	\$64.69	\$64.69	\$63.78

**10. PAID CIRCULATION DATA**

\$63.78	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

**\*NOTE: The audited average qualified circulation for January-June 2007=18,000. The unaudited average qualified circulation for July-December 2007=18,000. Yielding an average qualified circulation of 18,000.**

**\*\*2008 data is unaudited.**

\*\*\*NC=None Claimed.

**11. ADDITIONAL DATA**

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

Madeleine Robins, 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 14, 2008

State Minnesota

County St. Louis

Received by BPA Worldwide July 14, 2008

Type PJ

ID Number P053P0J8

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008**  
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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	Other Functions allied to the field and other paid circulation
Pharmaceuticals _____	12,506	69.5	2,854	1,367	1,154	134	2,682	191	540	1,521	637	286	290	192	217	327	114
Biopharmaceuticals _____	2,001	11.1	473	273	202	22	287	39	101	227	80	59	62	28	37	74	37
Marketing Communications ( including Advertising Agencies & Public Relations Firms) _____	1,137	6.3	413	59	227	198	105	28	55	7	13	1	9	1	2	12	7
Service Organizations ( including CMO, CRO, CSO, Contract Packaging/Labeling) _	923	5.1	348	64	118	12	74	13	86	55	83	13	18	8	5	21	5
Consulting Firm _____	273	1.5	86	7	13	3	11	6	20	5	2	5	11	4	-	3	97
Other Paid Circulation: Subscriptions _____	1,160	6.5	23	2	4	-	3	-	1	-	-	-	1	-	-	-	1,126
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,000</b>	<b>100.0</b>	<b>4,197</b>	<b>1,772</b>	<b>1,718</b>	<b>369</b>	<b>3,162</b>	<b>277</b>	<b>803</b>	<b>1,815</b>	<b>815</b>	<b>364</b>	<b>391</b>	<b>233</b>	<b>261</b>	<b>437</b>	<b>1,386</b>
<b>PERCENT</b>	<b>100.0</b>		<b>23.3</b>	<b>9.8</b>	<b>9.5</b>	<b>2.1</b>	<b>17.6</b>	<b>1.5</b>	<b>4.5</b>	<b>10.1</b>	<b>4.5</b>	<b>2.0</b>	<b>2.2</b>	<b>1.3</b>	<b>1.5</b>	<b>2.4</b>	<b>7.7</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Pharmaceuticals _____	12,506	69.5
B Biopharmaceuticals _____	2,001	11.1
C Marketing Communications (including Advertising Agencies & Public Relations Firms) _____	1,137	6.3
D Service Organizations (including CMO, CRO, CSO, Contract Packaging/Labeling) _	923	5.1
E Consulting Firm _____	273	1.5
F Other Paid Circulation: Subscriptions _____	1,160	6.5

