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**Sincerely,  
BPA International**

# BUSINESS PUBLICATION

## CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2002

No attempt has been made to rank the information contained in this report in order of importance, since BPA International believes this is a judgment which must be made by the user of the report.

No. NEC/06-02



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AN ADVANSTAR PUBLICATION  
**Pharmaceutical Executive**

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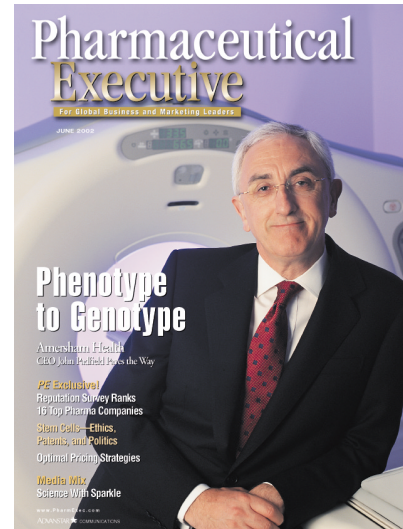
Official Publication of: None  
Established: 1981  
Issues Per Year: 12

**FIELD SERVED**

PHARMACEUTICAL EXECUTIVE serves manufacturers of pharmaceuticals, Marketing Communications firms (including advertising agencies and public relations firms) and others allied to the field including publishers

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel whose area of responsibility is corporate management, product/brand management, marketing management, project management, advertising and promotion/account and media management, sales management, market research, business development/strategic planning, regulatory/government affairs, information management, managed care, medical/clinical management. Also qualified are other personnel allied to the field and other paid circulation.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Advertiser and Agency _____	1,232
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	527
All Other _____	943
<b>TOTAL</b>	<b>2,702</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,221	99.7	14,283	87.8	1,938	11.9
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	41	0.3	-	-	41	0.3
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,262</b>	<b>100.0</b>	<b>14,283</b>	<b>87.8</b>	<b>1,979</b>	<b>12.2</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2002 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2002 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	525	532			16,018	April _____	492	832			16,350
February _____	413	410			16,015	May _____	683	939			16,606
March _____	487	482			16,010	June _____	265	233			16,574
						<b>TOTAL</b>	<b>2,865</b>	<b>3,428</b>			

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2002							
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>13,785</b>	<b>2,457</b>	-			<b>16,242</b>	<b>97.8</b>
a. Written _____	11,358	1,854	-			13,212	79.6
b. Telecommunication _____	817	403	-			1,220	7.3
c. Internet and E-Mail _____	1,610	200	-			1,810	10.9
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>330</b>	<b>9</b>	-			<b>339</b>	<b>2.0</b>
a. Written _____	330	9	-			339	2.0
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
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. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>15</b>	<b>10</b>	-			<b>25</b>	<b>0.2</b>
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 _____	15	10	-			25	0.2
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,130</b>	<b>2,476</b>	-			<b>16,606</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.1</b>	<b>14.9</b>	-			<b>100.0</b>	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2002				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,874	95.6
Individuals by name only _____			387	2.3
Titles or functions only _____			25	0.2
Company names only _____			279	1.7
Multi-Copy Same Addressee copies _____			41	0.2
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>16,606</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2002									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			13		400-427 Kentucky _____			67	
030-038 New Hampshire _____			38		370-385 Tennessee _____			112	
050-059 Vermont _____			11		350-369 Alabama _____			76	
010-027 Massachusetts _____			541		386-397 Mississippi _____			17	
028-029 Rhode Island _____			24		<b>EAST SO. CENTRAL</b>			<b>272</b>	<b>1.6</b>
060-069 Connecticut _____			463		716-729 Arkansas _____			18	
<b>NEW ENGLAND</b>			<b>1,090</b>	<b>6.6</b>	700-714 Louisiana _____			44	
100-149 New York _____			1,564		730-749 Oklahoma _____			19	
070-089 New Jersey _____			3,277		750-799 Texas _____			392	
150-196 Pennsylvania _____			1,809		<b>WEST SO. CENTRAL</b>			<b>473</b>	<b>2.8</b>
<b>MIDDLE ATLANTIC</b>			<b>6,650</b>	<b>40.1</b>	590-599 Montana _____			4	
430-459 Ohio _____			346		832-838 Idaho _____			8	
460-479 Indiana _____			418		820-831 Wyoming _____			-	
600-629 Illinois _____			840		800-816 Colorado _____			145	
480-499 Michigan _____			227		870-884 New Mexico _____			22	
530-549 Wisconsin _____			120		850-865 Arizona _____			129	
<b>EAST NO. CENTRAL</b>			<b>1,951</b>	<b>11.8</b>	840-847 Utah _____			52	
550-567 Minnesota _____			159		889-898 Nevada _____			28	
500-528 Iowa _____			31		<b>MOUNTAIN</b>			<b>388</b>	<b>2.3</b>
630-658 Missouri _____			210		995-999 Alaska _____			2	
580-588 North Dakota _____			3		980-994 Washington _____			143	
570-577 South Dakota _____			5		970-979 Oregon _____			32	
680-693 Nebraska _____			27		900-961 California _____			1,392	
660-679 Kansas _____			92		967-968 Hawaii _____			7	
<b>WEST NO. CENTRAL</b>			<b>527</b>	<b>3.2</b>	<b>PACIFIC</b>			<b>1,576</b>	<b>9.5</b>
197-199 Delaware _____			157		<b>UNITED STATES</b>			<b>14,871</b>	<b>89.6</b>
206-219 Maryland _____			259		969 & 004-009 U.S. Territories _____			129	
200-205 Washington, DC _____			64		Canada _____			80	
220-246 Virginia _____			163		Mexico _____			2	
247-268 West Virginia _____			18		Other International _____			1,523	
270-289 North Carolina _____			517		APO/FPO _____			1	
290-299 South Carolina _____			49		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>16,606</b>	<b>100.0</b>
300-319 Georgia _____			326						
320-349 Florida _____			391						
<b>SOUTH ATLANTIC</b>			<b>1,944</b>	<b>11.7</b>					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS		
	Circulation Claim	Circulation Claim
	*2001	**2002
Total Audit Average Qualified: _____	16,372	16,262
Qualified Non-Paid: _____	14,343	14,283
Qualified Paid: _____	2,029	1,979
Post Expire Copies included in Paid Circulation: _____	4.2%	2.80%
Average Annual Order Price: _____	\$64.60	\$61.36

**\*NOTE: The audited average qualified circulation for January-June 2001 = 16,507. The unaudited average qualified circulation for July-December 2001 = 16,237. Yielding an average qualified circulation of 16,372. With each successive year, new data will be added until five years of data is displayed.**

\*\*2002 data is unaudited.

\*\*\*NC = None Claimed

#### 11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

10. PAID CIRCULATION DATA	
\$61.36	Average Annual Subscription Order Price for the Period Required (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)

#### PUBLISHER'S AFFIDAVIT

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

Peggie Kegel, Circulation Director

Linda Pierce, Circulation Manager

(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 International.

Date signed July 17, 2002

State Oregon

County Lane

Received by BPA Int'l July 17, 2002

Type PJ

ID Number P053P0J2

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2002**

This issue is 2.6% or 413 copies above 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	Project Management	Advertising & Promotion/ Account & Media Management	Media Planning & Buying	Sales Management	Market Research	Business Development/ Strategic Planning	Regulatory/ Government Affairs	Information Management	Managed Care	Medical/ Clinical Direction	R&D/QA/QC Management	Other Functions allied to the field and other paid circulation
1. Pharmaceutical Manufacturing _____	11,909	71.7	1,615	1,557	1,300	410	260	18	2,586	368	850	721	278	400	559	705	282
Marketing Communications (including Advertising Agencies & Public Relations Firms) _____	2,930	17.6	1,062	277	477	97	710	88	144	22	30	1	5	1	6	1	9
7. Others Allied to the Field including publishers _____	443	2.7	166	11	30	9	18	-	38	47	28	3	11	-	2	2	78
Other Paid Circulation: Subscriptions _	1,324	8.0	10	-	3	-	-	-	7	-	2	-	1	-	-	-	1,301
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,606</b>	<b>100.0</b>	<b>2,853</b>	<b>1,845</b>	<b>1,810</b>	<b>516</b>	<b>988</b>	<b>106</b>	<b>2,775</b>	<b>437</b>	<b>910</b>	<b>725</b>	<b>295</b>	<b>401</b>	<b>567</b>	<b>708</b>	<b>1,670</b>
<b>PERCENT</b>	100.0	-	17.2	11.1	10.9	3.1	5.9	0.6	16.7	2.6	5.5	4.4	1.8	2.4	3.4	4.3	10.1