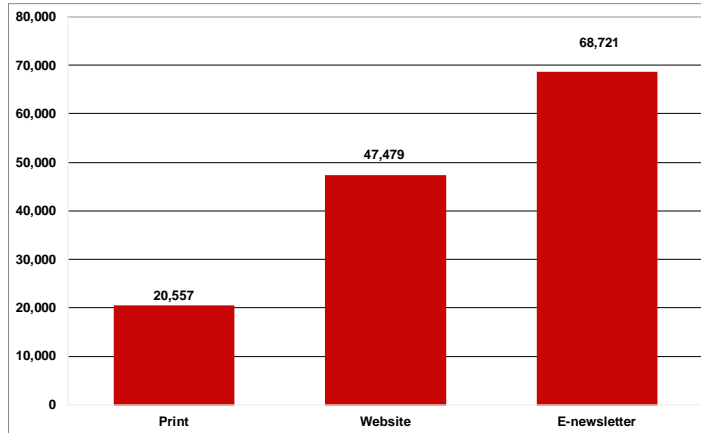


**CONSOLIDATED  
MEDIA REPORT**  
Business Publication  
6 months ended June 30, 2017

**TOTAL GROSS CONTACTS: 136,757\***



## EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
<b>Pharmaceutical Executive-Print:</b> (See pages 2 - 7)	Qualified Paid & Nonpaid: <b>20,557</b>	6 months ended June 30, 2017 <i>Subject to Audit</i>
<b>Website</b> (See page 7) www.pharmexec.com	Page Impressions: <b>93,722</b> Visits: <b>58,735</b> Unique Browsers: <b>47,479</b>	6 months ended June 30, 2017 <i>Subject to Audit</i>

\*Total Gross Contacts include Qualified Paid and Nonpaid Circulation, Unique Browsers, and E-newsletter Average Issue Net Distribution. Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





**CONSOLIDATED  
MEDIA REPORT**

**Business Publication**

**6 months ended June 30, 2017**

# Pharmaceutical Executive

## EXECUTIVE SUMMARY (Continued)

PRODUCT	CONTACTS	PERIOD
<b>E-newsletter</b> (See page 8) Pharmaceutical Executive Direct	Average Issue Net Distribution:	<b>30,625</b> 6 months ended June 30, 2017 (issues in period 12) <i>Subject to Audit</i>
<b>E-newsletter</b> (See page 8) Pharmaceutical Executive Picks	Average Issue Net Distribution:	<b>13,516</b> 6 months ended June 30, 2017 (issues in period 12) <i>Subject to Audit</i>
<b>E-newsletter</b> (See page 8) Pharmaceutical Executive Marketing Insights	Average Issue Net Distribution:	<b>24,580</b> 6 months ended June 30, 2017 (issues in period 6) <i>Subject to Audit</i>
<b>Social Media</b> (See page 8)	LinkedIn Followers:	<b>13,507</b> As of June 30, 2017

**CONSOLIDATED  
MEDIA REPORT**  
Business Publication  
6 months ended June 30, 2017

## CHANNEL PROFILES

**PRINT**

**Field Served:** Pharmaceutical Executive serves manufacturers 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.

**Published by:** UBM  
**Frequency:** 12 times/year



**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION** 20,557

<b>1A AVERAGE QUALIFIED PAID CIRCULATION</b>		
Print Only, See Explanatory . . . . .		144
Digital Only, See Explanatory . . . . .		3
Total Individual . . . . .		147
Multi-Copy Same Addressee, See Explanatory . . . . .		4
<b>Total Average Qualified Paid Circulation . . . . .</b>		<b>151</b>

<b>1B AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Print Only, See Explanatory . . . . .		13,373
Digital Only, See Explanatory . . . . .		7,033
Total Individual . . . . .		20,406
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>		<b>20,406</b>

<b>1C AVERAGE NONQUALIFIED CIRCULATION</b>		
Allocated For Shows & Conventions . . . . .		158
Miscellaneous, Including Staff Copies, See Explanatory . . . . .		1,089
<b>Total Average Nonqualified Circulation . . . . .</b>		<b>1,247</b>

<b>1D AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>		
None		

## **2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2017 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan	20,583	150	4	154	13,750	6,679		20,429	
Feb	19,770	155	3	158	13,735	5,877		19,612	
Mar	19,606	149	3	152	13,751	5,703		19,454	
Apr	21,569	141	2	143	13,697	7,729		21,426	
May	21,061	149	3	152	12,549	8,360		20,909	
Jun	20,754	146	2	148	12,756	7,850		20,606	

**CHANNEL PROFILES**

**PRINT**

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2017 ISSUE IN WHICH:  
 • QUALIFIED PAID CIRCULATION WAS 0.7% GREATER THAN THE PERIOD AVERAGE  
 • QUALIFIED NONPAID CIRCULATION WAS 2.5% GREATER THAN THE PERIOD AVERAGE

**3A BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid		Paid Digital (Unduplicated)	Qualified Nonpaid		Qualified Nonpaid Print & Digital (Unduplicated)	Classification by Title, Occupation and/or Function																	
			Print Only	Digital Only		Print Only	Digital Only		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
1. Pharmaceuticals.....	10,694	50.8	6	6	6	6,590	4,098	10,688	3,789	598	431	93	505	329	654	3,270	255	177	110	46	79	55	50	83	170	
2. Biopharmaceuticals.....	3,816	18.1	4	4	4	2,213	1,599	3,812	1,277	263	149	26	159	60	96	1,391	71	80	54	18	25	16	15	30	86	
3. Marketing Communications (including Advertising Agencies & Public Relations Firms).....	812	3.9	4	4	4	373	435	808	419	31	116	82	46	28	30	16	5	3	3	1	2	2	13	15		
4. Service Organization (including CMO, CRO, CSO, Contract Packaging/Labeling)	3,022	14.4	4	4	4	1,563	1,455	3,018	1,203	252	159	44	124	53	102	790	97	31	22	8	5	24	28	25	54	
5. Consulting Firms.....	1,041	4.9	1	1	1	599	441	1,040	398	25	28	7	21	21	31	56	7	15	10	8	4	2	4	385	19	
6. Others Allied to the Field.....	1,546	7.3	3	3	3	1,211	332	1,543	341	128	59	28	41	13	80	361	101	36	10	5	5	22	9	14	294	
Other Paid Circulation																										
Subscriptions.....	130	0.6	127	3	3			130																	130	
Single Copy Sales.....																										
<b>Total Qualified Circulation.....</b>	<b>21,061</b>	<b>100.0</b>	<b>149</b>	<b>3</b>	<b>3</b>	<b>152</b>	<b>12,549</b>	<b>8,360</b>	<b>20,909</b>	<b>7,427</b>	<b>1,297</b>	<b>942</b>	<b>280</b>	<b>896</b>	<b>504</b>	<b>993</b>	<b>536</b>	<b>342</b>	<b>209</b>	<b>86</b>	<b>120</b>	<b>121</b>	<b>106</b>	<b>550</b>	<b>768</b>	

Key to Classification by Title, Occupation and/or Function:

- A. Corporate Management
- B. Product, Brand Management
- C. Marketing Management
- D. Advertising & Promotion, Account & Media Management, Planning & Buying
- E. Sales Management
- F. Market Research
- G. Business Development, Strategic Planning
- H. R&D, QA, QC Management
- I. Medical, Clinical Management
- J. Regulatory, Government Affairs
- K. Information Technology
- L. Finance Management
- M. Managed Care
- N. Training & Development HR
- O. Medical Science Liaison
- P. Consulting
- Q. Others Allied to the Field

**CONSOLIDATED  
MEDIA REPORT**

Business Publication

6 months ended June 30, 2017

## CHANNEL PROFILES

### PRINT

### 3B

### AGE OF SOURCE DATA ANALYSIS



Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Paid & Nonpaid Circulation:								
Total Direct request from recipient:	<b>8,487</b>	<b>8,360</b>		<b>12,635</b>	<b>4,208</b>	<b>4</b>	<b>16,847</b>	<b>80.0</b>
Written .....	147	14		128	29	4	161	0.8
Telecommunication .....	6,673	5,005		9,042	2,636		11,678	55.4
Internet and E-mail .....	1,667	3,341		3,465	1,543		5,008	23.8
Total Direct request from recipient's company:								
Written .....								
Telecommunication .....								
Internet and E-mail .....								
Total Communication other than request:								
See Explanatory	<b>3,531</b>	<b>3</b>		<b>3,534</b>			<b>3,534</b>	<b>16.8</b>
Written .....	59			59			59	0.3
Telecommunication .....	2,484	3		2,487			2,487	11.8
Internet and E-mail .....	988			988			988	4.7
Association .....								
Business Directories .....								
Lists .....								
Acquired Circulation								
Other Sources, See Explanatory .....	680			680			680	3.2
<b>Total Qualified Nonpaid Circulation .....</b>	<b>12,698</b>	<b>8,363</b>		<b>16,849</b>	<b>4,208</b>	<b>4</b>	<b>21,061</b>	<b>100.0</b>
<b>Percent .....</b>	<b>60.3</b>	<b>39.7</b>		<b>80.0</b>	<b>20.0</b>		<b>100.0</b>	
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>21,061</b>	

### 3C

### MAILING ADDRESS ANALYSIS Reporting not required

**CONSOLIDATED  
MEDIA REPORT**

Business Publication

6 months ended June 30, 2017

## CHANNEL PROFILES

**PRINT**

**4**

### GEOGRAPHIC ANALYSIS



State	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation
Alabama	4			4	101	31		132	136
Arizona					121	75		196	196
Arkansas	1			1	40	19		59	60
California	8			8	1,517	894		2,411	2,419
Colorado					137	75		212	212
Connecticut	1			1	247	160		407	408
Delaware					94	50		144	144
District of Columbia	7			7	49	50		99	106
Florida	1			1	456	283		739	740
Georgia	1			1	237	138		375	376
Idaho					27	10		37	37
Illinois	7			7	689	460		1,149	1,156
Indiana	3			3	274	144		418	421
Iowa					66	35		101	101
Kansas	1			1	120	51		171	172
Kentucky					98	40		138	138
Louisiana					81	39		120	120
Maine					17	12		29	29
Maryland	1			1	332	239		571	572
Massachusetts	10			10	698	498		1,196	1,206
Michigan	1			1	263	151		414	415
Minnesota	1			1	205	97		302	303
Mississippi					35	17		52	52
Missouri	1			1	282	143		425	426
Montana					18	12		30	30
Nebraska					75	35		110	110
Nevada					37	23		60	60
New Hampshire					57	34		91	91
New Jersey	23	1		24	1,424	992		2,416	2,440
New Mexico					29	11		40	40
New York	17	1		18	885	556		1,441	1,459
North Carolina	4			4	489	305		794	798
North Dakota					16	9		25	25
Ohio	1			1	417	224		641	642
Oklahoma					57	28		85	85
Oregon					64	39		103	103
Pennsylvania	12			12	1,059	746		1,805	1,817
Rhode Island					41	19		60	60
South Carolina					110	72		182	182
South Dakota					14	12		26	26
Tennessee	1			1	147	97		244	245
Texas	2			2	563	301		864	866
Utah	2			2	95	37		132	134
Vermont					14	9		23	23
Virginia	2			2	188	94		282	284
Washington					141	79		220	220
West Virginia					57	38		95	95
Wisconsin					199	96		295	295
Wyoming					7	7		14	14
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>112</b>	<b>2</b>		<b>114</b>	<b>12,389</b>	<b>7,586</b>		<b>19,975</b>	<b>20,089</b>
Alaska					8	1		9	9
Hawaii					6	6		12	12
<b>TOTAL ALASKA &amp; HAWAII</b>					<b>14</b>	<b>7</b>		<b>21</b>	<b>21</b>
Single Copy Sales									
U.S. Unclassified									
<b>TOTAL UNITED STATES</b>	<b>112</b>	<b>2</b>		<b>114</b>	<b>12,403</b>	<b>7,593</b>		<b>19,996</b>	<b>20,110</b>
Poss. & Other Areas					71	88		159	159
<b>U.S. &amp; POSS., etc.</b>	<b>112</b>	<b>2</b>		<b>114</b>	<b>12,474</b>	<b>7,681</b>		<b>20,155</b>	<b>20,269</b>
Canada	5			5	9	39		48	53
International	32	1		33	66	638		704	737
Military or Civilian Personnel Overseas							2	2	2
Other International									
<b>TOTAL INTERNATIONAL</b>	<b>37</b>	<b>1</b>		<b>38</b>	<b>75</b>	<b>679</b>		<b>754</b>	<b>792</b>
E-Mail Address Only									
Other Unclassified									
<b>GRAND TOTAL</b>	<b>149</b>	<b>3</b>		<b>152</b>	<b>12,549</b>	<b>8,360</b>		<b>20,909</b>	<b>21,061</b>

**CONSOLIDATED  
MEDIA REPORT**  
Business Publication  
6 months ended June 30, 2017

## CHANNEL PROFILES

**PRINT**

### ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2017



#### 5 PRICE DATA

Basic Prices: Subscriptions: U.S., \$70.00; 2 yrs. \$125.00.  
Canada & Mexico, 1 yr. \$90.00; 2 yrs. \$145.00. International, 1 yr.  
\$135.00; 2 yrs. \$249.00.  
Single Copy: \$21.00

#### 6 TERM DATA Reporting not required

#### 7 SALES CHANNELS Reporting not required

#### 8 PREMIUM USAGE Reporting not required

## ADDITIONAL CIRCULATION INFORMATION

#### 9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

#### 10 RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

**WEBSITE**

www.pharmexec.com

6 MONTHS ENDED JUNE 30, 2017	Page Impressions	Visits	Unique Browsers
Jan	85,955	52,872	43,391
Feb	86,760	54,427	44,654
Mar	98,954	63,071	51,158
Apr	86,515	55,249	45,023
May	93,196	58,517	46,184
Jun	110,950	68,271	54,465

## CHANNEL PROFILES

### E-NEWSLETTER

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Pharmaceutical Executive Direct		
Jan	2	26,890
Feb	2	26,165
Mar	2	45,494
Apr	2	27,390
May	2	28,982
Jun	2	28,829

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Pharmaceutical Executive Picks		
Jan	2	12,519
Feb	2	12,540
Mar	2	12,835
Apr	2	12,870
May	2	14,751
Jun	2	15,582

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Pharmaceutical Executive Marketing Insights		
Jan	1	9,293
Feb	1	9,483
Mar	1	9,084
Apr	1	35,721
May	1	25,689
Jun	1	58,212

## Social Media

As of June 30, 2017

See Explanatory

### LinkedIn Followers

13,507







# Pharmaceutical Executive

**CONSOLIDATED  
MEDIA REPORT**  
Business Publication  
6 months ended June 30, 2017

## EXPLANATORY

### **Publication:**

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 144 paid copies per issue and 13,373 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of PHARMACEUTICAL EXECUTIVE.

(b) Digital Only Individual subscriptions, averaging 3 paid copies per issue and 7,033 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of PHARMACEUTICAL EXECUTIVE is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Multi-Copy Same Addressee subscriptions, averaging 4 copies per issue, represent copies sold in quantities of 2 to individual and media departments at basic prices. Copies were mailed to the purchaser for redistribution.

(d) Miscellaneous includes checking and promotion copies, averaging 979 copies per issue, served to advertisers and agencies.

(e) Communication other than request represents copies obtained from sister publications.

(f) Other Sources represent copies served to subscribers obtained from recognized lists.

### **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.

**CONSOLIDATED  
MEDIA REPORT**  
Business Publication  
6 months ended June 30, 2017

## EXPLANATORY (Continued)

### Website:

#### AAM Digital Services Definitions:

Domains included in website traffic: www.pharmexec.com.

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate visits by the same browser. In other words, regardless of the number of times that an identified browser visited the site, they were considered a single unique browser for the period.

#### Website Usage Definitions:

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, and that is recorded at a point as late as possible in the process of delivery of the content to the user's browser, therefore closest to the actual opportunity to see the content by the user. In effect, one request by a browser should result in one page impression being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Unique Browser: A measurement of unduplicated cookie browsers that accessed the digital content of a site during the measurement period reported. In the absence of a cookie, the combination of the IP address and user-agent string may be used to measure a unique browser. For numerous reasons, a unique browser does not represent a unique individual.

Visit: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

### E-newsletter:

Net Distribution: The number of e-newsletters for a given mailing that reached the subscriber's email delivery server with a positive status code response received in return. Net distribution is calculated by subtracting undelivered messages from sent messages.

### Social Media:

#### LinkedIn Followers:

LinkedIn is a social networking site designed specifically for the business community. With LinkedIn, publishers have the ability to have a "company page". LinkedIn users may follow a company page, and are therefore considered "members". A LinkedIn member may not equate to an individual person.

**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.**

Parent Company: UBM

**CHRISTINE SHAPPELL**

Audience Development Director

**JOY PUZZO**

VP Marketing Audience Development

**Format:** Standard

**Established:** 1981

**AAM Member Since:** 2015

**Member No.** 06-0980-5

**SRDS:** H34

**Published by:**

UBM

485F US Highway 1S, Ste. 210

Iselin, NJ 08830

T: (732) 346-3027

www.pharmexec.com

Publisher: Mike Tessalone

Editor: Lisa Henderson

06-0980-5	Analyzed Issue Date	05/01/17
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	21.00
	Association Subscription Price	
	U.S. Subscription Price	70.00
	Canadian Subscription Price	90.00
	International Subscription Price	135.00