

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 _____	934
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	812
Electronic _____	-
All Other _____	1,420
<b>TOTAL</b>	<b>3,166</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,971	98.7	17,000	93.4	971	5.3
Sponsored Individually Addressed _____	198	1.1	-	-	198	1.1
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	31	0.2	-	-	31	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,200</b>	<b>100.0</b>	<b>17,000</b>	<b>93.4</b>	<b>1,200</b>	<b>6.6</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
January ____	232	232	18,000	-			18,000	April _____	2,693	2,693	16,508	1,492			18,000
February ____	342	342	18,000	-			18,000	May _____	1,047	1,647	16,533	2,067			18,600
March ____	1,220	1,220	18,000	-			18,000	June _____	384	384	16,567	2,033			18,600
								<b>TOTAL</b>	<b>5,918</b>	<b>6,518</b>					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	15,033	3,357	-	16,323	2,067			18,390	98.9
II. Request from recipient's company: _____	167	43	-	210	-			210	1.1
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,200</b>	<b>3,400</b>	<b>-</b>	<b>16,533</b>	<b>2,067</b>			<b>18,600</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.7</b>	<b>18.3</b>	<b>-</b>	<b>88.9</b>	<b>11.1</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	16,074	2,067			18,141	97.5
Individuals by name only _____	254	-			254	1.4
Titles or functions only _____	1	-			1	-
Company names only _____	175	-			175	0.9
Multi-Copy Same Addressee copies _____	29	-			29	0.2
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,533</b>	<b>2,067</b>			<b>18,600</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	19	2	21		400-427 Kentucky _____	87	11	98	
030-038 New Hampshire _____	46	6	52		370-385 Tennessee _____	157	24	181	
050-059 Vermont _____	11	-	11		350-369 Alabama _____	77	10	87	
010-027 Massachusetts _____	723	90	813		386-397 Mississippi _____	21	3	24	
028-029 Rhode Island _____	31	4	35		<b>EAST SO. CENTRAL</b>	<b>342</b>	<b>48</b>	<b>390</b>	<b>2.1</b>
060-069 Connecticut _____	411	41	452		716-729 Arkansas _____	20	-	20	
<b>NEW ENGLAND</b>	<b>1,241</b>	<b>143</b>	<b>1,384</b>	<b>7.4</b>	700-714 Louisiana _____	47	5	52	
100-149 New York _____	1,157	138	1,295		730-749 Oklahoma _____	38	2	40	
070-089 New Jersey _____	2,684	283	2,967		750-799 Texas _____	502	58	560	
150-196 Pennsylvania _____	1,838	209	2,047		<b>WEST SO. CENTRAL</b>	<b>607</b>	<b>65</b>	<b>672</b>	<b>3.6</b>
<b>MIDDLE ATLANTIC</b>	<b>5,679</b>	<b>630</b>	<b>6,309</b>	<b>33.9</b>	590-599 Montana _____	11	4	15	
430-459 Ohio _____	339	37	376		832-838 Idaho _____	8	2	10	
460-479 Indiana _____	354	52	406		820-831 Wyoming _____	1	-	1	
600-629 Illinois _____	911	133	1,044		800-816 Colorado _____	108	18	126	
480-499 Michigan _____	210	26	236		870-884 New Mexico _____	22	4	26	
530-549 Wisconsin _____	146	14	160		850-865 Arizona _____	128	14	142	
<b>EAST NO. CENTRAL</b>	<b>1,960</b>	<b>262</b>	<b>2,222</b>	<b>12.0</b>	840-847 Utah _____	72	13	85	
550-567 Minnesota _____	199	20	219		889-898 Nevada _____	24	3	27	
500-528 Iowa _____	52	7	59		<b>MOUNTAIN</b>	<b>374</b>	<b>58</b>	<b>432</b>	<b>2.3</b>
630-658 Missouri _____	248	43	291		995-999 Alaska _____	1	1	2	
580-588 North Dakota _____	9	3	12		980-994 Washington _____	122	24	146	
570-577 South Dakota _____	7	1	8		970-979 Oregon _____	45	5	50	
680-693 Nebraska _____	51	1	52		900-961 California _____	1,464	193	1,657	
660-679 Kansas _____	88	13	101		967-968 Hawaii _____	11	-	11	
<b>WEST NO. CENTRAL</b>	<b>654</b>	<b>88</b>	<b>742</b>	<b>4.0</b>	<b>PACIFIC</b>	<b>1,643</b>	<b>223</b>	<b>1,866</b>	<b>10.0</b>
197-199 Delaware _____	165	15	180		<b>UNITED STATES</b>	<b>14,463</b>	<b>1,722</b>	<b>16,185</b>	<b>87.0</b>
206-219 Maryland _____	280	34	314		969 & 004-009 U.S. Territories _____	112	39	151	
200-205 Washington, DC _____	40	8	48		Canada _____	1,185	131	1,316	
220-246 Virginia _____	154	20	174		Mexico _____	1	-	1	
247-268 West Virginia _____	33	5	38		Other International _____	772	175	947	
270-289 North Carolina _____	490	59	549		APO/FPO _____	-	-	-	
290-299 South Carolina _____	74	6	80		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,533</b>	<b>2,067</b>	<b>18,600</b>	<b>100.0</b>
300-319 Georgia _____	332	15	347						
320-349 Florida _____	395	43	438						
<b>SOUTH ATLANTIC</b>	<b>1,963</b>	<b>205</b>	<b>2,168</b>	<b>11.7</b>					

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**

Region/Country	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent		Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
<b>ASIA</b>					United States _____	14,575	1,761	16,336	
Subtotal	22	-	22	0.1	Mexico _____	1	-	1	
<b>MIDDLE EAST</b>					Subtotal	15,761	1,892	17,653	94.9
Subtotal	2	-	2	-	<b>CARIBBEAN</b>				
<b>EUROPE</b>					Subtotal	1	-	1	-
Subtotal	732	175	907	5.0	<b>SOUTH AMERICA</b>				
<b>AFRICA</b>					Subtotal	4	-	4	-
Subtotal	3	-	3	-	<b>ASIA PACIFIC</b>				
<b>NORTH AMERICA</b>					Subtotal	8	-	8	-
Canada _____	1,185	131	1,316		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,533</b>	<b>2,067</b>	<b>18,600</b>	<b>100.0</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified _____	18,095	18,000	18,000	18,000	18,000	18,200
Qualified Non-Paid Total _____	16,417	16,329	16,488	16,507	16,593	17,000
Print Version Only _____	16,417	16,329	16,488	16,507	16,593	16,068
Electronic Version Only _____	-	-	-	-	-	932
Qualified Paid Total _____	1,678	1,671	1,512	1,493	1,407	1,200
Print Version Only _____	1,678	1,671	1,512	1,493	1,407	1,200
Electronic Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	\$66.15	\$64.69	\$64.69	\$63.80	\$72.53	\$47.42

**\*NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

\$47.42	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)

**9. ADDITIONAL DATA:**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the electronic version are notified via email when the version is available.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,039	98.7	16,068	93.1	971	5.6
Sponsored Individually Addressed _____	198	1.1	-	-	198	1.1
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	31	0.2	-	-	31	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,268</b>	<b>100.0</b>	<b>16,068</b>	<b>93.1</b>	<b>1,200</b>	<b>6.9</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	932	100.0	932	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>932</b>	<b>100.0</b>	<b>932</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**PUBLISHER'S AFFIDAVIT**

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

Madeleine Robins, Audience Development Manager  
Mark Rosen, Audience Development Director

Date signed July 29, 2009

State Minnesota

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 July 29, 2009

**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.

Type PJ

ID Number P053Y0J9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
 This issue is 2.6% or 480 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	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 _____	12,675	68.2	11,390	1,285	2,840	1,315	1,095	152	2,532	220	521	1,796	659	329	277	181	299	290	129	21	19
Biopharmaceuticals _____	2,457	13.2	2,099	358	610	317	231	21	319	30	143	360	98	75	71	51	39	57	26	3	6
Marketing Communications ( including Advertising Agencies & Public Relations Firms) _____	864	4.6	740	124	190	64	254	99	135	21	35	14	9	3	9	3	3	13	3	7	2
Service Organizations ( including CMO, CRO, CSO, Contract Packaging/ Labeling) _____	1,466	7.9	1,240	226	439	125	164	28	184	17	113	150	146	12	29	11	6	26	11	4	1
Consulting Firm _____	450	2.4	376	74	135	7	26	3	30	9	26	14	6	5	17	7	2	5	1	157	-
Other Paid Circulation: Subscriptions _____	688	3.7	688	-	13	1	2	-	1	-	1	-	-	-	1	-	-	-	-	-	669
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,600</b>	<b>100.0</b>	<b>16,533</b>	<b>2,067</b>	<b>4,227</b>	<b>1,829</b>	<b>1,772</b>	<b>303</b>	<b>3,201</b>	<b>297</b>	<b>839</b>	<b>2,334</b>	<b>918</b>	<b>424</b>	<b>404</b>	<b>253</b>	<b>349</b>	<b>391</b>	<b>170</b>	<b>192</b>	<b>697</b>
<b>PERCENT</b>	<b>100.0</b>		<b>88.9</b>	<b>11.1</b>	<b>22.7</b>	<b>9.8</b>	<b>9.5</b>	<b>1.6</b>	<b>17.2</b>	<b>1.6</b>	<b>4.5</b>	<b>12.6</b>	<b>4.9</b>	<b>2.3</b>	<b>2.2</b>	<b>1.4</b>	<b>1.9</b>	<b>2.1</b>	<b>0.9</b>	<b>1.0</b>	<b>3.8</b>

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Pharmaceuticals _____	12,675	68.2
B Biopharmaceuticals _____	2,457	13.2
C Marketing Communications (including Advertising Agencies & Public Relations Firms) _____	864	4.6
D Service Organizations (including CMO, CRO, CSO, Contract Packaging/Labeling) _	1,466	7.9
E Consulting Firm _____	450	2.4
F Other Paid Circulation: Subscriptions _____	688	3.7

