



## Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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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**PHARMACEUTICAL TECHNOLOGY** is a B2B brand intended for individuals with interests in pharmaceutical and biopharmaceutical products. 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 audited 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 of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**PHARMACEUTICAL  
TECHNOLOGY  
MAGAZINE**



6 Issues in the period  
34,420 average circulation

**PHARMACEUTICAL  
TECHNOLOGY  
E-NEWSLETTERS**



3 E-Newsletters in the period  
38 total issued in the period  
20,330 average per occurrence  
26,308 average per occurrence  
21,599 average per occurrence

**PHARMACEUTICAL  
TECHNOLOGY  
WEBSITE**



43,535 average unique  
browsers  
Shared media channel,  
See Note 1

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>PHARMACEUTICAL TECHNOLOGY MAGAZINE</b> (6 issues in the period)	34,167	253	34,420
a. Print	26,907	252	27,159
b. Digital	7,260	1	7,261
1. Requested	7,177	1	7,178
2. Non-Requested	83	-	83
<b>PHARMACEUTICAL TECHNOLOGY E-NEWSLETTERS</b>			
a. ePharm Technology (26 issued in the period)	20,330	-	20,330
b. Equipment and Processing Report (6 issued in the period)	26,308	-	26,308
c. Sourcing and Management (6 issued in the period)	21,599	-	21,599
<b>PHARMACEUTICAL TECHNOLOGY WEBSITE</b> (Monthly Unique Browsers with 95,956 average Page Impressions)	43,535	-	43,535

Note 1: Shared media channel www.pharmtech.com - Pharmaceutical Technology and Pharmaceutical Technology Europe.

**FIELD SERVED**

**PHARMACEUTICAL TECHNOLOGY** serves developers and manufacturers of pharmaceutical and biopharmaceutical products; specialty chemicals, bulk products and raw materials; and drug delivery devices and instrumentation products. It also serves universities, research institutes and foundations; government; contract research, analytical or manufacturing services; consultants to the pharmaceutical industry and other paid circulation - subscriptions.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified Recipients are personnel engaged in the job functions of research and development, formulation; quality control or assurance, validation; production or manufacturing; engineering; and regulatory affairs. Also qualified are personnel engaged in lab management; corporate management; marketing or sales management; purchasing; information technology; technical or analytical services or support; project, procurement, or contract management; and other paid circulation.

**PURPOSE**

Included in the supplementary data herein is an analysis of recipients who have indicated their title or function includes the approval process of Contract Services.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		-
Advertiser and Agency Allocated for Trade Shows and Conventions		726 321
All Other		878
<b>TOTAL</b>		<b>1,925</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,413	100.0	34,167	99.3	246	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	7	-	-	-	7	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,420</b>	<b>100.0</b>	<b>34,167</b>	<b>99.3</b>	<b>253</b>	<b>0.7</b>

**1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,152	100.0	26,907	99.1	245	0.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	7	-	-	-	7	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,159</b>	<b>100.0</b>	<b>26,907</b>	<b>99.1</b>	<b>252</b>	<b>0.9</b>

**1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,261	100.0	7,260	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,261</b>	<b>100.0</b>	<b>7,260</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Print	Digital	Total Qualified
January	27,107	7,000	34,107
February	27,101	7,000	34,101
March	27,103	7,000	34,103
April	27,105	7,000	34,105
May	27,433	7,800	35,233
June	27,107	7,768	34,875

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**  
**This issue is 2.8% or 975 copies above the average of the other 5 issues reported in Paragraph 2.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT	Print	Digital	CLASSIFICATION BY FUNCTION												
					Research, Development, Formulation	Quality Control, Assurance, Validation	Production, Manufacturing	Engineering	Project, Procurement Contract Mgt., Purchasing	Lab Management	Regulatory Affairs	Corporate Management	Marketing, Sales Mgt.	Information Technology	Technical, Analytical Service, Support	Other Paid Circulation	
Pharmaceutical, Biopharmaceutical Manufacturing (Note 1)	25,414	72.1	19,692	5,722	8,043	4,973	3,431	1,999	792	577	707	2,342	1,454	339	749	8	
Specialty Chemicals, Bulk Products and Raw Materials Producers	1,716	4.9	1,386	330	464	209	321	226	55	57	31	204	100	5	44	-	
University, Research Institute, Foundation	2,660	7.5	2,028	632	1,939	107	26	93	35	165	35	167	23	27	39	4	
Drug Delivery Devices & Instrumentation Manufacturing	1,399	4.0	1,161	238	287	204	87	136	102	54	17	256	150	57	47	2	
Government	1,121	3.2	828	293	370	115	33	77	31	118	183	72	10	18	94	-	
Contract Research, Analytical, Manufacturing Services	2,611	7.4	2,030	581	448	375	278	323	112	152	52	472	204	35	160	-	
Consultant to the Pharmaceutical Industry	58	0.2	58	-	6	15	2	9	2	-	3	14	2	1	4	-	
Other Paid Circulation - Subscriptions	254	0.7	250	4	5	8	-	3	2	-	1	10	6	-	6	213	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,233</b>	<b>100.0</b>	<b>27,433</b>	<b>7,800</b>	<b>11,562</b>	<b>6,006</b>	<b>4,178</b>	<b>2,866</b>	<b>1,131</b>	<b>1,123</b>	<b>1,029</b>	<b>3,537</b>	<b>1,949</b>	<b>482</b>	<b>1,143</b>	<b>227</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>77.9</b>	<b>22.1</b>	<b>32.8</b>	<b>17.1</b>	<b>11.9</b>	<b>8.1</b>	<b>3.2</b>	<b>3.2</b>	<b>2.9</b>	<b>10.0</b>	<b>5.5</b>	<b>1.4</b>	<b>3.3</b>	<b>0.6</b>	

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

**SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2014**

**This is an analysis of 17,832 or 50.6% of recipients who have indicated their title or function includes the approval process of Contract Services. These data are presented for statistical and marketing purposes.**

BUSINESS AND INDUSTRY	TOTAL RESPONDENTS WHO ARE INVOLVED IN THE APPROVAL PROCESS FOR CONTRACT SERVICES
Pharmaceutical, Biopharmaceutical Manufacturing (Note 1)	13,336
Specialty Chemicals, Bulk Products and Raw Materials Producers	1,057
University, Research Institute, Foundation	1,217
Drug Delivery Devices & Instrumentation Manufacturing	20
Government	414
Contract Research, Analytical, Manufacturing Services	1,729
Consultant to the Pharmaceutical Industry	32
Other Paid Circulation - Subscriptions	27
<b>TOTAL YES RESPONDENTS</b>	<b>17,832</b>
<b>PERCENT</b>	<b>50.6</b>

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

**ADDITIONAL ANALYSIS**

	TOTAL YES RESPONDENTS	PERCENT OF TOTAL
WHETHER OR NOT JOB TITLE INCLUDES VICE PRESIDENT, DIRECTOR, MANAGER, SUPERVISOR, GROUP LEADER, OR DEPARTMENT MANAGER	20,799	59.0

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

Qualified Within

QUALIFICATION SOURCE	1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. <b>TOTAL</b> – Direct Request:	<b>23,402</b>	<b>6,241</b>	<b>6</b>	<b>21,947</b>	<b>7,702</b>	<b>29,649</b>	<b>84.2</b>
a. Written	651	149	6	772	34	806	2.3
b. Telecommunication	11,743	4,280	-	13,367	2,656	16,023	45.5
c. Electronic	11,008	1,812	-	7,808	5,012	12,820	36.4
II. <b>TOTAL</b> – Request from recipient's company:	<b>19</b>	<b>11</b>	<b>1</b>	<b>31</b>	-	<b>31</b>	<b>0.1</b>
a. Written	15	11	1	27	-	27	0.1
b. Telecommunication	4	-	-	4	-	4	-
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):	<b>5,172</b>	<b>215</b>	-	<b>5,294</b>	<b>93</b>	<b>5,387</b>	<b>15.2</b>
a. Written	48	1	-	47	2	49	0.1
b. Telecommunication	3,141	117	-	3,200	58	3,258	9.2
c. Electronic	1,983	97	-	2,047	33	2,080	5.9
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>166</b>	-	-	<b>161</b>	<b>5</b>	<b>166</b>	<b>0.5</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	166	-	-	161	5	166	0.5
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>28,759</b>	<b>6,467</b>	<b>7</b>	<b>27,433</b>	<b>7,800</b>	<b>35,233</b>	<b>100.0</b>
	<b>81.6</b>	<b>18.4</b>	-	<b>77.9</b>	<b>22.1</b>	<b>100.0</b>	

\*See Additional Data

### 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	
	July – December 2011	January – June 2012	July – December 2012	January – June 2013	July – December 2013*	January – June 2014*	July – December 2013*	January – June 2014*	July – December 2013*	January – June 2014*	July – December 2013*	January – June 2014*
Total Audit Average Qualified:	38,102	38,100	38,100	38,100	34,774	34,420	34,774	34,420	34,774	34,420	34,774	34,420
Qualified Non-Paid:	37,696	37,731	37,751	37,797	34,507	34,167	34,507	34,167	34,507	34,167	34,507	34,167
Print:	32,835	32,831	32,932	32,897	27,674	26,907	27,674	26,907	27,674	26,907	27,674	26,907
Digital:	4,861	4,900	4,819	4,900	6,833	7,260	6,833	7,260	6,833	7,260	6,833	7,260
Qualified Paid:	406	369	349	303	267	253	267	253	267	253	267	253
Print:	406	369	348	303	267	252	267	252	267	252	267	252
Digital:	-	-	1	-	-	1	-	1	-	1	-	1
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2013 – June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\*

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	1,917	416	2,333	6.6	UNITED STATES	22,905	4,467	27,372	77.7
MIDDLE ATLANTIC	6,043	1,130	7,173	20.3	U.S. Territories	334	187	521	1.5
EAST NO. CENTRAL	3,830	736	4,566	13.0	Canada	613	377	990	2.8
WEST NO. CENTRAL	1,600	338	1,938	5.5	Mexico	10	29	39	0.1
SOUTH ATLANTIC	3,736	745	4,481	12.7	Other International	3,569	2,740	6,309	17.9
EAST SO. CENTRAL	727	121	848	2.4	APO/FPO	2	-	2	-
WEST SO. CENTRAL	1,242	225	1,467	4.2					
MOUNTAIN	795	146	941	2.7	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,433</b>	<b>7,800</b>	<b>35,233</b>	<b>100.0</b>
PACIFIC	3,015	610	3,625	10.3					

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>	370	410	780	2.2	Poland	55	31	86	
<b>MIDDLE EAST</b>	30	55	85	0.3	Portugal	54	35	89	
<b>EUROPE</b>					Romania	17	28	45	
Albania	2	3	5		Russian Federation	12	7	19	
Austria	55	39	94		Serbia	12	19	31	
Belarus	2	1	3		Slovakia	5	4	9	
Belgium	184	125	309		Slovenia	32	17	49	
Bosnia and Herzegovina	1	2	3		Spain	206	192	398	
Bulgaria	5	6	11		Sweden	74	46	120	
Croatia	20	34	54		Switzerland	171	121	292	
Cyprus	1	2	3		Turkey	38	34	72	
Czech Republic	27	27	54		Ukraine	9	8	17	
Denmark	93	76	169		United Kingdom	541	319	860	
Estonia	-	1	1		unspecified Europe	1	-	1	
Finland	26	33	59		Subtotal	3,066	2,060	5,126	14.5
France	400	183	583		<b>AFRICA</b>	25	47	72	0.2
Germany	326	188	514		<b>NORTH AMERICA</b>				
Greece	54	38	92		Canada	613	377	990	
Hungary	48	52	100		Mexico	10	29	39	
Iceland	3	6	9		United States	22,905	4,467	27,372	
Ireland	161	106	267		unspecified North America	2	-	2	
Italy	207	144	351		Subtotal	23,530	4,873	28,403	80.6
Latvia	6	4	10		<b>CARIBBEAN</b>	339	192	531	1.5
Lithuania	1	1	2		<b>CENTRAL AMERICA</b>	1	4	5	-
Luxembourg	1	1	2		<b>SOUTH AMERICA</b>	52	109	161	0.5
Macedonia	2	10	12		<b>ASIA PACIFIC</b>	20	50	70	0.2
Malta	13	6	19						
Monaco	4	2	6						
Netherlands	180	92	272						
Norway	17	17	34						
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,433</b>	<b>7,800</b>	<b>35,233</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2014	E-Pharm Technology	Equipment and Processing Report	Sourcing and Management
<b>JANUARY</b>			
January 2	21,034	-	-
January 8	-	-	22,364
January 9	21,131	-	-
January 15	-	27,665	-
January 16	21,007	-	-
January 23	21,013	-	-
January 30	21,012	-	-
<b>FEBRUARY</b>			
February 5	-	-	22,080
February 6	20,942	-	-
February 13	20,842	-	-
February 19	-	25,950	-
February 20	20,448	-	-
February 27	20,444	-	-
<b>MARCH</b>			
March 5	-	-	21,415
March 6	20,422	-	-
March 13	20,318	-	-
March 17	-	25,990	-
March 20	20,221	-	-
March 27	20,196	-	-
<b>APRIL</b>			
April 2	-	-	21,230
April 3	20,097	-	-
April 10	20,034	-	-
April 16	-	25,695	-
April 17	19,957	-	-
April 24	19,788	-	-
<b>MAY</b>			
May 1	19,710	-	-
May 7	-	-	20,777
May 8	19,613	-	-
May 15	20,229	-	-
May 21	-	26,120	-
May 22	20,189	-	-
May 29	20,167	-	-
<b>JUNE</b>			
June 4	-	-	21,730
June 5	20,207	-	-
June 12	20,196	-	-
June 18	-	26,429	-
June 19	20,122	-	-
June 26	19,248	-	-
<b>AVERAGE:</b>	<b>20,330</b>	<b>26,308</b>	<b>21,599</b>

 E-Pharm Technology E-Newsletter (26 issued in the period)  
 Equipment and Processing Report E-Newsletter (6 issued in the period)  
 Sourcing and Management E-Newsletter (6 issued in the period)

# WEBSITE CHANNEL

## WWW.PHARMTECH.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	98,584	53,418	43,894	1.22	01:04	01:58
February	92,763	51,202	42,546	1.20	01:04	01:57
March	98,085	53,343	44,025	1.21	01:03	01:57
April	105,850	58,803	49,145	1.20	01:01	01:50
May	88,943	49,222	40,911	1.20	01:06	02:00
June	91,512	49,511	40,688	1.22	01:05	02:01
<b>AVERAGE:</b>	<b>95,956</b>	<b>52,583</b>	<b>43,535</b>	<b>1.21</b>	<b>01:04</b>	<b>01:57</b>

January - June 2014 data was provided by Omniture. All website activity is audited by BPA Worldwide.  
Shared media channel [www.pharmtech.com](http://www.pharmtech.com) - Pharmaceutical Technology and Pharmaceutical Technology Europe.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

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

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. 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.

### MAGAZINE:

#### PARAGRAPH 3b:

Communication Other Than Request Telecommunication includes 9 sources of circulation for quantities of 1 copy or -% to 2,224 copies or 6.3% including sister publications. Communication Other Than Request Electronic includes 8 sources of circulation for quantities of 48 copies or 0.1% to 705 copies or 2.0% including sister publications. Sister publications: Applied Clinical Trials, Biopharm, LCGC Europe, LCGC North America, Spectroscopy, Pharmaceutical Executive, Pharmaceutical Technology Europe, Pharmaceutical Executive Global Digest.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

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

Rochelle Ballou, Audience Development Manager

Christine Shappell, 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

August 8, 2014

State

Minnesota

County

St. Louis

Received by BPA Worldwide

August 8, 2014

Type

BJ

ID Number

P055B0J4

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.