

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.

# Pharmaceutical Technology®

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**ABOUT PHARMACEUTICAL TECHNOLOGY**

**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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

**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.

**Channels Include:**



**Pharmaceutical Technology Magazine**  
6 issues in the period  
38,100 average circulation  
Pages 2 & 3



**Pharmaceutical Technology Website**  
45,700 average unique browsers  
Page 4



**Pharmaceutical Technology E-Newsletters**  
3 E-Newsletters in the period  
38 total deployments  
57,070 average distribution  
Page 3

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
PHARMACEUTICAL TECHNOLOGY Magazine (6 issues in period)	37,797	303	38,100
a. Print	32,897	303	33,200
b. Digital	4,900	-	4,900
1. Requested	4,898	-	4,898
2. Non-Requested	2	-	2
PHARMACEUTICAL TECHNOLOGY E-Newsletters			
a. ePharm Technology E-Newsletter (26 deployments in period)	20,995	-	20,995
b. Equipment and Processing Report E-Newsletter (6 deployments in period)	19,891	-	19,891
c. Sourcing and Management E-Newsletter (6 deployments in period)	16,184	-	16,184
PHARMACEUTICAL TECHNOLOGY Website (Monthly Unique Browsers with 103,234 average Page Impressions - Note 1)	45,700	-	45,700

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

# CHANNEL PROFILE MAGAZINE



Official Publication of: None  
Established: 1977  
Issues Per Year: 12

(Including Supplementary Data)

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,286
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	331
Digital	-
All Other	674
<b>TOTAL</b>	<b>2,291</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,090	100.0	37,797	99.2	293	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	10	-	-	-	10	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,100</b>	<b>100.0</b>	<b>37,797</b>	<b>99.2</b>	<b>303</b>	<b>0.8</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,190	100.0	32,897	99.1	293	0.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	10	-	-	-	10	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,200</b>	<b>100.0</b>	<b>32,897</b>	<b>99.1</b>	<b>303</b>	<b>0.9</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,900	100.0	4,900	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,900</b>	<b>100.0</b>	<b>4,900</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2013 Issue	Print	Digital	Total Qualified
January	33,200	4,900	38,100
February	33,200	4,900	38,100
March	33,200	4,900	38,100
April	33,200	4,900	38,100
May	33,200	4,900	38,100
June	33,200	4,900	38,100

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013 This issue is equal to the average of the other 5 issues reported in Paragraph two.																	
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)	26,817	70.4	23,947	2,870	9,264	5,351	3,186	2,658	916	604	587	1,960	1,187	325	777	2	
Specialty Chemicals, Bulk Products and Raw Materials Producers	2,456	6.4	2,051	405	569	293	431	367	97	93	58	291	165	18	74	-	
University, Research Institute, Foundation	1,914	5.0	1,502	412	1,113	106	29	98	58	194	31	118	26	61	80	-	
Drug Delivery Devices & Instrumentation Manufacturing	1,391	3.7	1,110	281	296	199	182	279	32	32	25	162	124	18	42	-	
Government	1,177	3.1	1,020	157	465	132	26	87	47	103	137	62	15	40	63	-	
Contract Research, Analytical, Manufacturing Services	2,375	6.2	1,958	417	372	321	281	315	107	178	40	394	178	39	150	-	
Consultant to the Pharmaceutical Industry	1,720	4.5	1,362	358	231	308	58	295	53	32	107	347	122	52	115	-	
Other Paid Circulation - Subscriptions	250	0.7	250	-	-	-	-	-	1	-	-	2	-	-	-	247	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,100</b>	<b>100.0</b>	<b>33,200</b>	<b>4,900</b>	<b>12,310</b>	<b>6,710</b>	<b>4,193</b>	<b>4,099</b>	<b>1,311</b>	<b>1,236</b>	<b>985</b>	<b>3,336</b>	<b>1,817</b>	<b>553</b>	<b>1,301</b>	<b>249</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>87.1</b>	<b>12.9</b>	<b>32.3</b>	<b>17.6</b>	<b>11.0</b>	<b>10.7</b>	<b>3.4</b>	<b>3.2</b>	<b>2.6</b>	<b>8.8</b>	<b>4.8</b>	<b>1.5</b>	<b>3.4</b>	<b>0.7</b>	

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2013 This is an analysis of 18,040 or 47.3% 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)	12,071
Specialty Chemicals, Bulk Products and Raw Materials Producers	1,468
University, Research Institute, Foundation	916
Drug Delivery Devices & Instrumentation Manufacturing	777
Government	361
Contract Research, Analytical, Manufacturing Services	1,374
Consultant to the Pharmaceutical Industry	1,070
Other Paid Circulation - Subscriptions	3
<b>TOTAL YES RESPONDENTS</b>	<b>18,040</b>
<b>PERCENT</b>	<b>47.3</b>

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

ADDITIONAL ANALYSIS		
WHETHER OR NOT JOB TITLE INCLUDES VICE PRESIDENT, DIRECTOR, MANAGER, SUPERVISOR, GROUP LEADER, OR DEPARTMENT MANAGER	TOTAL YES RESPONDENTS	PERCENT OF TOTAL
	21,455	56.3

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

# CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL - Direct Request:</b>	<b>26,295</b>	<b>7,210</b>	-	<b>28,607</b>	<b>4,898</b>	<b>33,505</b>	<b>87.9</b>
a. Written	739	54	-	748	45	793	2.1
b. Telecommunication	17,043	5,719	-	20,160	2,602	22,762	59.7
c. Electronic	8,513	1,437	-	7,699	2,251	9,950	26.1
<b>II. TOTAL - Request from recipient's company:</b>	<b>139</b>	<b>39</b>	-	<b>178</b>	-	<b>178</b>	<b>0.5</b>
a. Written	139	39	-	178	-	178	0.5
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. *TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>4,417</b>	-	-	<b>4,415</b>	<b>2</b>	<b>4,417</b>	<b>11.6</b>
a. Written	39	-	-	39	-	39	0.1
b. Telecommunication	2,219	-	-	2,219	-	2,219	5.8
c. Electronic	2,159	-	-	2,157	2	2,159	5.7
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>30,851</b>	<b>7,249</b>	-	<b>33,200</b>	<b>4,900</b>	<b>38,100</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.0</b>	<b>19.0</b>	-	<b>87.1</b>	<b>12.9</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		Circulation Claim		Circulation Claim	
	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*	January-June 2013*	July-December 2012*	January-June 2013*
Total Audit Average Qualified	38,101	38,101	38,102	38,100	38,100	38,100	38,100	38,100
Qualified Non-Paid Total	37,647	37,683	37,696	37,731	37,751	37,797	37,797	37,797
Print	32,747	32,862	32,835	32,831	32,932	32,897	32,897	32,897
Digital	4,900	4,821	4,861	4,900	4,819	4,900	4,900	4,900
Qualified Paid Total	454	418	406	369	349	303	349	303
Print	454	418	406	369	348	303	348	303
Digital	-	-	-	-	1	-	1	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2012 - June 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

\*\*NC = None Claimed.

## E-NEWSLETTER\*

	E-PHARM TECHNOLOGY E-NEWSLETTER	EQUIPMENT AND PROCESSING REPORT E-NEWSLETTER	SOURCING AND MANAGEMENT E-NEWSLETTER
<b>January</b>	-	-	-
1/3/2013	21,603	-	-
1/9/2013	-	-	15,294
1/10/2013	21,305	-	-
1/16/2013	-	12,691	-
1/17/2013	21,130	-	-
1/24/2013	20,859	-	-
1/31/2013	20,832	-	-
<b>February</b>	-	-	-
2/6/2013	-	-	15,348
2/7/2013	20,457	-	-
2/14/2013	20,405	-	-
2/20/2013	-	19,795	-
2/21/2013	20,135	-	-
2/28/2013	20,094	-	-
<b>March</b>	-	-	-
3/6/2013	-	-	15,095
3/7/2013	19,859	-	-
3/14/2013	20,576	-	-
3/20/2013	-	20,537	-
3/21/2013	20,682	-	-
3/28/2013	20,422	-	-
<b>April</b>	-	-	-
4/3/2013	-	-	16,393
4/4/2013	20,655	-	-
4/11/2013	22,192	-	-
4/17/2013	-	22,379	-
4/18/2013	21,935	-	-
4/25/2013	21,832	-	-
<b>May</b>	-	-	-
5/2/2013	21,721	-	-
5/3/2013	-	-	17,645
5/9/2013	21,430	-	-
5/15/2013	-	21,997	-
5/16/2013	21,454	-	-
5/23/2013	21,341	-	-
5/30/2013	21,229	-	-
<b>June</b>	-	-	-
6/5/2013	-	-	17,326
6/6/2013	21,158	-	-
6/13/2013	20,953	-	-
6/19/2013	-	21,949	-
6/20/2013	20,851	-	-
6/27/2013	20,756	-	-
<b>AVERAGE</b>	<b>20,995</b>	<b>19,891</b>	<b>16,184</b>

ePharm Technology E-Newsletter (26 deployments in period)  
Equipment and Processing Report E-Newsletter (6 deployments in period)  
Sourcing and Management E-Newsletter (6 deployments in period)

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE (CONTINUED)****WEBSITE\***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	107,636	52,858	43,625	1.21	01:11	02:25
February	96,867	52,438	44,423	1.18	01:03	01:57
March	92,721	49,246	41,737	1.18	01:02	01:58
April	111,055	60,714	50,729	1.20	01:02	01:54
May	108,858	57,591	48,360	1.19	01:03	02:00
June	102,264	54,510	45,327	1.20	01:00	01:53
<b>AVERAGE:</b>	<b>103,234</b>	<b>54,560</b>	<b>45,700</b>	<b>1.19</b>	<b>01:04</b>	<b>02:01</b>

\*See Additional Data

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.
<b>Page Impressions:</b> 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.
<b>User Sessions:</b> A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site.
<b>Unique Browser Frequency:</b> 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.
<b>User Session Duration:</b> The average time visitors remain on a site per session.
<b>Page Duration:</b> The average time spent viewing any page on a web site.

**GEOGRAPHIC DISTRIBUTION\***

Regions	Pharmaceutical Technology Magazine for Issue of May 2013			
	Print	Digital	Total	Percent
NEW ENGLAND	2,662	170	2,832	7.4
MIDDLE ATLANTIC	7,801	494	8,295	21.8
EAST NO. CENTRAL	5,462	449	5,911	15.5
WEST NO. CENTRAL	2,277	202	2,479	6.5
SOUTH ATLANTIC	5,029	349	5,378	14.1
EAST SO. CENTRAL	996	104	1,100	2.9
WEST SO. CENTRAL	1,685	200	1,885	5.0
MOUNTAIN	1,052	120	1,172	3.1
PACIFIC	3,924	361	4,285	11.2
<b>UNITED STATES</b>	<b>30,888</b>	<b>2,449</b>	<b>33,337</b>	<b>87.5</b>
U.S. TERRITORIES	515	58	573	1.5
Canada	702	501	1,203	3.2
Mexico	20	25	45	0.1
Other International	1,075	1,867	2,942	7.7
APO/FPO	-	-	-	-
<b>TOTAL</b>	<b>33,200</b>	<b>4,900</b>	<b>38,100</b>	<b>100.0</b>

\*See Additional Data

**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 from the recipient includes 9 sources of circulation for quantities of 8 copies or -% to 1,219 copies or 3.2%, including sister publications.

**WEBSITE ACTIVITY:**

January - June 2013 data was provided by Omniture.

All website activity is audited by BPA Worldwide.

PHARMACEUTICAL TECHNOLOGY shares the website www.pharmtech.com with PHARMACEUTICAL TECHNOLOGY EUROPE. As a result, identical website activity will be reported on the brand reports of each publication.

**GEOGRAPHIC DISTRIBUTION:**

Geographic data is not available for E-Newsletter and Website and therefore not reported herein.

**PUBLISHER'S AFFIDAVIT**

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

Melissa Feiro, Audience Development Manager

Anne Brugman, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed July 29, 2013

State Minnesota

County St. Louis

Received by BPA Worldwide July 29, 2013

Type BJ

ID Number P055B0J3

**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.

**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 for the latest audit reports, membership information and publishing and advertising industry news.