

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 EUROPE 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.

CHANNELS

PHARMACEUTICAL TECHNOLOGY EUROPE MAGAZINE



6 Issues in the period
18,002 average circulation

PHARMACEUTICAL TECHNOLOGY EUROPE E-NEWSLETTER



26 issued in the period
11,800 average per occurrence

PHARMACEUTICAL TECHNOLOGY EUROPE WEBSITE



47,514 average unique
browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PHARMACEUTICAL TECHNOLOGY EUROPE MAGAZINE (6 issues in the period)	18,002	-	18,002
a. Print	16,358	-	16,358
b. Digital	1,644	-	1,644
1. Requested	1,617	-	1,617
2. Non-Requested	27	-	27
PHARMACEUTICAL TECHNOLOGY EUROPE E-NEWSLETTER			
a. Pharmaceutical Technology Europe E-Newsletter (26 issued in the period)	11,800	-	11,800
PHARMACEUTICAL TECHNOLOGY EUROPE WEBSITE (Monthly Unique Browsers with 102,114 average Page Impressions – Note 1)	47,514	-	47,514

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

FIELD SERVED

PHARMACEUTICAL TECHNOLOGY EUROPE serves the fields of pharmaceutical/biopharmaceutical, including manufacturing; drug delivery and medical product/device manufacturing; contract services, outsourcing; ingredients (e.g. raw materials, APIs, excipients, chemicals, water); and engineering/facilities/construction. Also served are universities, government and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel engaged in the job functions of research and development, formulation; quality control or assurance, validation; manufacturing or processing; regulatory affairs; regulatory inspections and audits; supply chain; patents/intellectual property/legal; information technology; engineering; corporate or general management; purchasing, project, procurement, or contract management; education professional; and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	541
Allocated for Trade Shows and Conventions	171
All Other	440
TOTAL	1,152

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,002	100.0	18,002	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,002	100.0	18,002	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,358	100.0	16,358	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,358	100.0	16,358	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,644	100.0	1,644	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,644	100.0	1,644	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Print	Digital	Total Qualified
July	18,000	-	18,000
August	16,009	2,000	18,009
September	16,000	2,000	18,000
October	16,014	1,986	18,000
November	16,000	2,000	18,000
December	16,122	1,878	18,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION									
			Print	Digital	Research & Development, Formulation	QC/QA/Regulatory/Affairs (Note 1)	Manufacturing/Processing	Information Technology	Engineering	Corporate Management (Note 2)	Project/Purchasing/Contract Management	Other Functions and Available (Note 3)
Pharmaceutical/Biopharmaceutical, including manufacturing	12,070	67.0	10,834	1,236	3,985	3,223	1,167	275	321	2,061	711	327
Drug delivery/medical products and device manufacturing	1,619	9.0	1,455	164	383	291	174	18	89	332	231	101
Contract services (Note 4)	1,144	6.3	976	168	271	235	35	18	27	398	124	36
Ingredients (Raw Materials, APIs, excipients, chemicals, water)	1,216	6.8	1,084	132	281	304	130	10	39	204	181	67
University/Academia/ Education	1,077	6.0	915	162	488	32	11	26	11	74	17	418
Government	387	2.2	327	60	152	124	11	19	4	56	10	11
Engineering/Facilities/Construction	481	2.7	404	77	62	43	31	4	141	141	54	5
Other	6	-	5	1	1	1	-	-	1	2	-	1
TOTAL QUALIFIED CIRCULATION	18,000	100.0	16,000	2,000	5,623	4,253	1,559	370	633	3,268	1,328	966
PERCENT	100.0		88.9	11.1	31.2	23.6	8.7	2.0	3.5	18.2	7.4	5.4

Note 1: Includes Regulatory Inspections/Audits

Note 2: Includes General Management

Note 3: Includes Patents/Intellectual Property/Legal, Supply Chain, and Education Professional

Note 4: Includes Outsourcing

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	12,192	4,144	-	14,368	1,968	16,336	90.8
a. Written	136	32	-	131	37	168	0.9
b. Telecommunication	9,762	3,636	-	12,314	1,084	13,398	74.5
c. Electronic	2,294	476	-	1,923	847	2,770	15.4
II. TOTAL - Request from recipient's company:	158	353	-	507	4	511	2.8
a. Written	-	-	-	-	-	-	-
b. Telecommunication	158	353	-	507	4	511	2.8
c. Electronic	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. *TOTAL - Communication from recipient or recipient's company (other than request):	1,153	-	-	1,125	28	1,153	6.4
a. Written	20	-	-	20	-	20	0.1
b. Telecommunication	686	-	-	665	21	686	3.8
c. Electronic	447	-	-	440	7	447	2.5
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,503	4,497	-	16,000	2,000	18,000	100.0
PERCENT	75.0	25.0	-	88.9	11.1	100.0	

*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		Audited Data		Circulation Claim
	January - June 2011	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2013	July - December 2013*	January - June 2013	July - December 2013*	
Total Audit Average Qualified:	18,000	18,000	18,000	17,998	17,997	18,002					
Qualified Non-Paid Total:	18,000	18,000	18,000	17,998	17,997	18,002					
Print:	18,000	18,000	18,000	17,998	17,997	16,358					
Digital:	-	-	-	-	-	1,644					
Qualified Paid Total:	-	-	-	-	-	-					
Print:	-	-	-	-	-	-					
Digital:	-	-	-	-	-	-					
Post Expire Copies included in Total Qualified Circulation:	**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

*NOTE: July - December 2013 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 NOVEMBER 2013*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
United Kingdom	2,841	453	3,294	18.3	CENTRAL & EASTERN EUROPE				
Sub-Total	2,841	453	3,294	18.3	Albania	5	1	6	-
WESTERN EUROPE					Belarus	5	1	6	-
Austria	322	31	353	2.0	Bulgaria	52	6	58	0.3
Belgium	1,170	158	1,328	7.4	Bosnia & Herzegovina	15	3	18	0.1
France	2,029	206	2,235	12.4	Croatia	101	15	116	0.7
Germany	2,037	180	2,217	12.3	Czech Republic	142	14	156	0.9
Ireland	849	137	986	5.5	Estonia	21	1	22	0.1
Italy	1,011	124	1,135	6.3	Hungary	260	24	284	1.6
Luxembourg	14	1	15	0.1	Latvia	9	-	9	0.1
Monaco	20	2	22	0.1	Lithuania	21	2	23	0.1
Netherlands	933	102	1,035	5.8	Macedonia	14	1	15	0.1
Portugal	275	34	309	1.7	Moldova	3	-	3	-
San Marino	1	-	1	-	Poland	202	22	224	1.2
Spain	805	133	938	5.2	Romania	93	28	121	0.7
Switzerland	763	89	852	4.7	Russia	38	3	41	0.2
Sub-Total	10,229	1,197	11,426	63.5	Serbia & Montenegro	79	8	87	0.5
NORTHERN EUROPE					Slovakia	32	5	37	0.2
Denmark	524	60	584	3.2	Slovenia	101	8	109	0.6
Finland	198	32	230	1.3	Ukraine	16	3	19	0.1
Iceland	20	2	22	0.1	Sub-Total	1,209	145	1,354	7.5
Norway	168	15	183	1.0	SOUTHERN EUROPE				
Sweden	453	61	514	2.9	Cyprus	30	2	32	0.2
Sub-Total	1,363	170	1,533	8.5	Greece	195	21	216	1.2
					Malta	84	9	93	0.5
					Turkey	49	3	52	0.3
					Sub-Total	358	35	393	2.2
					TOTAL QUALIFIED CIRCULATION	16,000	2,000	18,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2013

Pharmaceutical Technology Europe

2013		Pharmaceutical Technology Europe
July		
July 2		12,305
July 9		12,249
July 16		12,172
July 23		11,815
July 30		11,785
August		
August 6		11,586
August 13		11,919
August 20		11,857
August 27		11,872
September		
September 4		11,838
September 10		11,786
September 17		11,750
September 24		11,693
October		
October 1		11,664
October 2		11,629
October 8		11,595
October 15		11,530
October 22		11,490
October 29		11,410
November		
November 6		11,378
November 12		11,326
November 19		11,305
November 26		12,277
December		
December 3		12,230
December 10		12,204
December 17		12,133
AVERAGE:		11,800

Pharmaceutical Technology Europe (26 issued in the period)

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	100,391	52,307	43,768	1.20	01:01	01:58
August	105,318	59,358	50,674	1.17	00:59	01:44
September	109,015	61,584	52,147	1.18	01:01	01:48
October	123,285	69,188	57,766	1.20	01:02	01:51
November	93,086	51,976	43,150	1.20	01:03	01:53
December	81,590	45,283	37,580	1.20	01:01	01:51
AVERAGE:	102,114	56,616	47,514	1.19	01:01	01:51

*See Additional Data

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.

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.

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 from recipient or recipient's company (other than request) includes 4 sources of circulation for quantities of 2 copies or -% to 1,022 copies or 5.7%, including sister publications.

GEOGRAPHIC DISTRIBUTION:

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

WEBSITE ACTIVITY:

July - December 2013 data was provided by Omniture.
All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

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

Kristina Bildeaux, Audience Development Manager

Joy Puzzo, Corporate 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 February 12, 2014

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County St. Louis

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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.