



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013



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.

CHANNELS

PHARMACEUTICAL TECHNOLOGY MAGAZINE



6 Issues in the period
34,774 average circulation

PHARMACEUTICAL TECHNOLOGY E-NEWSLETTERS



3 E-Newsletters in the period
38 total issued in the period
20,015 average per occurrence
23,115 average per occurrence
18,405 average per occurrence

PHARMACEUTICAL TECHNOLOGY 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 MAGAZINE (6 issues in the period)	34,507	267	34,774
a. Print	27,674	267	27,941
b. Digital	6,833	-	6,833
1. Requested	6,782	-	6,782
2. Non-Requested	51	-	51
PHARMACEUTICAL TECHNOLOGY E-NEWSLETTER			
a. ePharm Technology (26 issued in the period)	20,015	-	20,015
b. Equipment and Processing Report (6 issued in the period)	23,115	-	23,115
c. Sourcing and Management (6 issued in the period)	18,405	-	18,405
PHARMACEUTICAL TECHNOLOGY 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 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	1,252
Allocated for Trade Shows and Conventions	179
All Other	536
TOTAL	1,967

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,759	100.0	34,507	99.2	252	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	14	-	-	-	14	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,773	100.0	34,507	99.2	266	0.8

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,926	99.9	27,674	99.0	252	0.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	14	0.1	-	-	14	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,940	100.0	27,674	99.0	266	1.0

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,833	100.0	6,833	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,833	100.0	6,833	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Print	Digital	Total Qualified
July	32,100	6,000	38,100
August	27,115	7,000	34,115
September	27,107	7,000	34,107
October	27,108	7,000	34,108
November	27,107	7,000	34,107
December	27,108	7,000	34,108

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013
This issue is 2.3% or 801 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT	CLASSIFICATION BY FUNCTION													
			Print	Digital	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)	27,733	81.3	22,918	4,815	10,118	5,350	3,206	2,581	1,020	584	598	1,968	1,192	327	781	8
Specialty Chemicals, Bulk Products and Raw Materials Producers	1,478	4.3	996	482	329	175	266	216	50	63	45	167	103	15	48	1
University, Research Institute, Foundation	1,107	3.2	628	479	637	76	19	45	33	109	24	69	8	36	49	2
Drug Delivery Devices & Instrumentation Manufacturing	635	1.9	399	236	170	113	100	163	14	6	7	16	33	2	11	-
Government	618	1.8	429	189	175	81	15	43	24	56	118	36	9	17	43	1
Contract Research, Analytical, Manufacturing Services	1,494	4.4	1,025	469	238	211	160	209	75	97	27	241	111	30	94	1
Consultant to the Pharmaceutical Industry	806	2.4	481	325	137	197	39	174	42	3	40	83	37	10	44	-
Other Paid Circulation - Subscriptions	236	0.7	231	5	1	-	1	1	1	-	-	4	1	-	-	227
TOTAL QUALIFIED CIRCULATION	34,107	100.0	27,107	7,000	11,805	6,203	3,806	3,432	1,259	918	859	2,584	1,494	437	1,070	240
PERCENT	100.0		79.5	20.5	34.5	18.2	11.2	10.1	3.7	2.7	2.5	7.6	4.4	1.3	3.1	0.7

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2013

This is an analysis of 14,697 or 43.1% 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)	11,420
Specialty Chemicals, Bulk Products and Raw Materials Producers	871
University, Research Institute, Foundation	512
Drug Delivery Devices & Instrumentation Manufacturing	328
Government	190
Contract Research, Analytical, Manufacturing Services	883
Consultant to the Pharmaceutical Industry	483
Other Paid Circulation - Subscriptions	10
TOTAL YES RESPONDENTS	14,697
PERCENT	43.0

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	17,563	51.5

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

Qualified Within

QUALIFICATION SOURCE	1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. TOTAL – Direct Request:	23,540	6,454	-	23,083	6,911	29,994	87.9
a. Written	662	48	-	557	153	710	2.1
b. Telecommunication	15,257	5,120	-	16,976	3,401	20,377	59.7
c. Electronic	7,621	1,286	-	5,550	3,357	8,907	26.1
II. TOTAL – Request from recipient's company:	124	35	-	159	-	159	0.5
a. Written	124	35	-	159	-	159	0.5
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. *TOTAL – Communication from recipient or recipient's company (other than request):	3,954	-	-	3,865	89	3,954	11.6
a. Written	35	-	-	32	3	35	0.1
b. Telecommunication	1,986	-	-	1,947	39	1,986	5.8
c. Electronic	1,933	-	-	1,886	47	1,933	5.7
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	27,618	6,489	-	27,107	7,000	34,107	100.0
PERCENT	81.0	19.0	-	79.5	20.5	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		Circulation Claim
	January – June 2011	July – December 2011	January – June 2012	July – December 2012	January – June 2013	July – December 2013*			
Total Audit Average Qualified:	38,101	38,102	38,100	38,100	38,100	34,774			
Qualified Non-Paid:	37,683	37,696	37,731	37,751	37,797	34,507			
Print:	32,862	32,835	32,831	32,932	32,897	27,674			
Digital:	4,821	4,861	4,900	4,819	4,900	6,833			
Qualified Paid:	418	406	369	349	303	267			
Print:	418	406	369	348	303	267			
Digital:	-	-	-	1	-	-			
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC			
Average Annual Order Price:	**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	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	2,188	389	2,577	7.6	UNITED STATES	24,363	4,275	28,638	84.0
MIDDLE ATLANTIC	6,507	838	7,345	21.5	U.S. Territories	392	131	523	1.5
EAST NO. CENTRAL	4,047	888	4,935	14.5	Canada	621	471	1,092	3.2
WEST NO. CENTRAL	1,723	295	2,018	5.9	Mexico	23	25	48	0.1
SOUTH ATLANTIC	3,890	648	4,538	13.3	Other International	1,707	2,098	3,805	11.2
EAST SO. CENTRAL	713	141	854	2.5	APO/FPO	1	-	1	-
WEST SO. CENTRAL	1,203	267	1,470	4.3					
MOUNTAIN	812	171	983	2.9	TOTAL QUALIFIED CIRCULATION	27,107	7,000	34,107	100.0
PACIFIC	3,280	638	3,918	11.5					

*See Additional Data

E-NEWSLETTER CHANNEL

2013	E-Pharm Technology	Equipment and Processing Report	Sourcing and Management
JULY			
July 3	20,592	-	-
July 10	-	-	17,603
July 11	20,403	-	-
July 17	-	21,752	-
July 18	20,238	-	-
July 25	19,881	-	-
AUGUST			
August 1	19,284	-	-
August 7	-	-	17,331
August 8	19,798	-	-
August 15	19,854	-	-
August 21	-	21,573	-
August 22	19,863	-	-
August 29	19,718	-	-
SEPTEMBER			
September 4	-	-	17,144
September 5	19,555	-	-
September 12	19,420	-	-
September 18	-	21,459	-
September 19	19,415	-	-
September 26	19,318	-	-
OCTOBER			
October 2	-	-	17,215
October 3	19,279	-	-
October 10	19,172	-	-
October 16	-	22,878	-
October 17	19,178	-	-
October 24	19,217	-	-
October 31	19,132	-	-
NOVEMBER			
November 6	-	-	18,297
November 7	19,034	-	-
November 14	18,993	-	-
November 20	-	22,770	-
November 21	21,884	-	-
November 27	21,671	-	-
DECEMBER			
December 4	-	-	22,841
December 5	21,541	-	-
December 12	21,463	-	-
December 18	-	28,258	-
December 19	21,215	-	-
December 26	21,268	-	-
AVERAGE:	20,015	23,115	18,405

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*

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 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.

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 6, 2014

State Minnesota

County St. Louis

Received by BPA Worldwide February 6, 2014

Type BJ

ID Number P055B0D3

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.