

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.

ADVANSTAR

Pharmaceutical Technology®

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Issues Per Year: 12

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; architecture, engineering, construction; consultants to the pharmaceutical industry 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; production or manufacturing; engineering; and regulatory affairs. Also qualified are personnel engaged in lab management; corporate management; marketing or sales management; material management or purchasing; information technology; technical or analytical services or support; project, procurement, or contract management; other personnel allied to the field, 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
33,239 average print circulation
4,861 average digital circulation
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Pharmaceutical Technology E-Newsletters

ePharm Technology -
62,687 average deployments
Equipment and Processing Report -
27,232 average deployments
Sourcing Management -
20,317 average deployments
Page 6



Pharmaceutical Technology Web Site

49,183 average unique browsers
Page 6

1 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) _____	37,696	404	38,100
a. Print Version Only _____	32,835	404	33,239
b. Digital Version Only _____	4,861	-	4,861
PHARMACEUTICAL TECHNOLOGY E-Newsletters			
a. ePharm Technology E-Newsletter (26 issues in period) _____	62,687	-	62,687
b. Equipment and Processing Report E-Newsletter (6 issues in period) _____	27,232	-	27,232
c. Sourcing Management E-Newsletter (6 issues in period) _____	20,317	-	20,317
PHARMACEUTICAL TECHNOLOGY Web Site (Unique Browsers) (Note 1) _____	49,183	-	49,183
SIX MONTH AVERAGE	197,115	404	197,519

*Note 1: Unique Browsers: See Website Glossary in Table 4.

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.

2 CHANNEL FREQUENCY FOR PERIOD

	PHARMACEUTICAL TECHNOLOGY MAGAZINE					PHARMACEUTICAL TECHNOLOGY E-NEWSLETTERS			PHARMACEUTICAL TECHNOLOGY WEBSITE *
	Print		Digital		Total	E-PHARM TECHNOLOGY E-NEWSLETTER	EQUIPMENT AND PROCESSING REPORT E-NEWSLETTER	SOURCING MANAGEMENT E-NEWSLETTER	
	Paid	Non-Paid	Paid	Non-Paid					
July	411	32,839	-	4,850	38,100	-	-	-	43,376
7/7/2011 _____	-	-	-	-	-	60,852	-	-	-
7/12/2011 _____	-	-	-	-	-	-	-	21,100	-
7/14/2011 _____	-	-	-	-	-	60,604	-	-	-
7/20/2011 _____	-	-	-	-	-	-	23,417	-	-
7/21/2011 _____	-	-	-	-	-	60,582	-	-	-
7/28/2011 _____	-	-	-	-	-	68,191	-	-	-
August	412	32,788	-	4,900	38,100	-	-	-	47,229
8/4/2011 _____	-	-	-	-	-	66,082	-	21,025	-
8/11/2011 _____	-	-	-	-	-	65,112	-	-	-
8/17/2011 _____	-	-	-	-	-	-	24,835	-	-
8/18/2011 _____	-	-	-	-	-	64,788	-	-	-
8/25/2011 _____	-	-	-	-	-	65,592	-	-	-
September	411	32,811	-	4,878	38,100	-	-	-	47,259
9/1/2011 _____	-	-	-	-	-	64,749	-	-	-
9/8/2011 _____	-	-	-	-	-	64,962	-	20,468	-
9/15/2011 _____	-	-	-	-	-	65,484	-	-	-
9/21/2011 _____	-	-	-	-	-	-	29,279	-	-
9/22/2011 _____	-	-	-	-	-	64,395	-	-	-
9/29/2011 _____	-	-	-	-	-	64,367	-	-	-
October	406	32,855	-	4,839	38,100	-	-	-	53,498
10/5/2011 _____	-	-	-	-	-	-	-	20,201	-
10/6/2011 _____	-	-	-	-	-	65,917	-	-	-
10/13/2011 _____	-	-	-	-	-	64,602	-	-	-
10/19/2011 _____	-	-	-	-	-	-	28,865	-	-
10/20/2011 _____	-	-	-	-	-	63,800	-	-	-
10/27/2011 _____	-	-	-	-	-	62,962	-	-	-
November	392	32,908	-	4,800	38,100	-	-	-	55,634
11/3/2011 _____	-	-	-	-	-	62,715	-	-	-
11/9/2011 _____	-	-	-	-	-	-	-	19,597	-
11/10/2011 _____	-	-	-	-	-	62,588	-	-	-
11/16/2011 _____	-	-	-	-	-	-	28,412	-	-
11/17/2011 _____	-	-	-	-	-	47,978	-	-	-
11/23/2011 _____	-	-	-	-	-	62,620	-	-	-
December	389	32,811	-	4,900	38,100	-	-	-	48,101
12/1/2011 _____	-	-	-	-	-	62,233	-	-	-
12/7/2011 _____	-	-	-	-	-	-	-	19,508	-
12/8/2011 _____	-	-	-	-	-	62,188	-	-	-
12/15/2011 _____	-	-	-	-	-	61,912	-	-	-
12/21/2011 _____	-	-	-	-	-	-	28,584	-	-
12/22/2011 _____	-	-	-	-	-	50,677	-	-	-
12/29/2011 _____	-	-	-	-	-	63,904	-	-	-
SIX MONTH AVERAGE	404	32,835	-	4,861	38,100	62,687	27,232	20,317	49,183

* Unique Browsers: See Website Glossary in Table 4.

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.

3 GEOGRAPHIC DISTRIBUTION

State	PHARMACEUTICAL TECHNOLOGY MAGAZINE, NOVEMBER 2011 ISSUE				E-NEWSLETTERS		
	PRINT VERSION	DIGITAL VERSION	TOTAL	PERCENT	E-PHARM TECHNOLOGY E-NEWSLETTER	EQUIPMENT AND PROCESSING REPORT E-NEWSLETTER	SOURCING MANAGEMENT E-NEWSLETTER
Maine	48	-	48	-	-	-	-
New Hampshire	114	8	122	-	-	-	-
Vermont	43	5	48	-	-	-	-
Massachusetts	1,830	164	1,994	-	-	-	-
Rhode Island	98	19	117	-	-	-	-
Connecticut	743	64	807	-	-	-	-
NEW ENGLAND	2,876	260	3,136	8.2	-	-	-
New York	1,858	206	2,064	-	-	-	-
New Jersey	3,780	297	4,077	-	-	-	-
Pennsylvania	2,595	225	2,820	-	-	-	-
MIDDLE ATLANTIC	8,233	728	8,961	23.5	-	-	-
Ohio	954	93	1,047	-	-	-	-
Indiana	986	63	1,049	-	-	-	-
Illinois	1,829	166	1,995	-	-	-	-
Michigan	713	58	771	-	-	-	-
Wisconsin	525	44	569	-	-	-	-
EAST NO. CENTRAL	5,007	424	5,431	14.3	-	-	-
Minnesota	608	61	669	-	-	-	-
Iowa	219	14	233	-	-	-	-
Missouri	820	73	893	-	-	-	-
North Dakota	26	4	30	-	-	-	-
South Dakota	25	5	30	-	-	-	-
Nebraska	193	23	216	-	-	-	-
Kansas	241	21	262	-	-	-	-
WEST NO. CENTRAL	2,132	201	2,333	6.1	-	-	-
Delaware	266	23	289	-	-	-	-
Maryland	821	102	923	-	-	-	-
Washington, DC	44	4	48	-	-	-	-
Virginia	391	37	428	-	-	-	-
West Virginia	141	10	151	-	-	-	-
North Carolina	1,402	125	1,527	-	-	-	-
South Carolina	301	32	333	-	-	-	-
Georgia	452	47	499	-	-	-	-
Florida	847	71	918	-	-	-	-
SOUTH ATLANTIC	4,665	451	5,116	13.4	-	-	-
Kentucky	188	18	206	-	-	-	-
Tennessee	379	36	415	-	-	-	-
Alabama	244	22	266	-	-	-	-
Mississippi	69	9	78	-	-	-	-
EAST SO. CENTRAL	880	85	965	2.5	-	-	-
Arkansas	101	10	111	-	-	-	-
Louisiana	176	15	191	-	-	-	-
Oklahoma	120	17	137	-	-	-	-
Texas	1,197	106	1,303	-	-	-	-
WEST SO. CENTRAL	1,594	148	1,742	4.6	-	-	-
Montana	35	2	37	-	-	-	-
Idaho	30	4	34	-	-	-	-
Wyoming	17	1	18	-	-	-	-
Colorado	330	26	356	-	-	-	-
New Mexico	49	6	55	-	-	-	-
Arizona	223	17	240	-	-	-	-
Utah	224	18	242	-	-	-	-
Nevada	50	3	53	-	-	-	-
MOUNTAIN	958	77	1,035	2.7	-	-	-
Alaska	5	2	7	-	-	-	-
Washington	294	32	326	-	-	-	-
Oregon	133	16	149	-	-	-	-
California	3,577	400	3,977	-	-	-	-
Hawaii	23	2	25	-	-	-	-
PACIFIC	4,032	452	4,484	11.8	-	-	-
UNITED STATES	30,377	2,826	33,203	87.1	-	-	-
U.S. Territories	670	79	749	-	-	-	-
Canada	1,007	335	1,342	-	-	-	-
Mexico	15	16	31	-	-	-	-
Other International	1,231	1,544	2,775	-	-	-	-
APO/FPO	-	-	-	-	-	-	-
E-mail address only	-	-	-	-	62,620	28,412	19,597
TOTAL CIRCULATION	33,300	4,800	38,100	100.0	62,620	28,412	19,597

* Magazine from November 2011 issue, E-Pharm Technology E-Newsletter from November 23, 2011 issue, Equipment and Processing Report E-Newsletter from November 16, 2011 issue, and Sourcing Management E-Newsletter from November 9, 2011 issue.

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.

4 CHANNEL PROFILES PRINT AND DIGITAL MAGAZINE

BUSINESS/OCCUPATIONAL BREAKOUT: PHARMACEUTICAL TECHNOLOGY MAGAZINE NOVEMBER 2011 ISSUE

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION											
					Research, Development, Formulation	Quality Control, Assurance, Validation	Production, Manufacturing	Engineering	Project, Procurement Contract Mgt., Materials Mgt., Purchasing	Lab Management	Regulatory Affairs	Corporate Management	Marketing, Sales Mgt.	Information Technology	Technical, Analytical Service, Support	Other Functions allied to the field and other paid circulation
Pharmaceutical, Biopharmaceutical Manufacturing (Note 1)	29,517	77.5	26,012	3,505	10,414	6,243	3,835	3,418	1,395	469	607	1,423	706	294	710	3
Specialty Chemicals, Bulk Products and Raw Materials Producers	1,962	5.1	1,648	314	472	325	377	320	95	41	40	112	121	3	56	-
University, Research Institute, Foundation	1,370	3.6	1,158	212	718	152	62	133	110	61	13	55	13	18	35	-
Drug Delivery Devices & Instrumentation Manufacturing	989	2.6	836	153	260	147	134	216	34	13	12	74	67	10	22	-
Government	762	2.0	679	83	135	159	34	114	117	25	114	27	7	10	20	-
Contract Research, Analytical, Manufacturing Services	1,979	5.2	1,702	277	451	375	229	284	143	90	21	182	97	15	92	-
Consultant to the Pharmaceutical Industry	1,172	3.1	916	256	183	292	57	253	64	19	83	23	83	41	73	1
Others allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Paid Circulation - Subscriptions	349	0.9	349	-	1	-	-	-	-	-	-	2	-	-	-	346
TOTAL QUALIFIED CIRCULATION	38,100	100.0	33,300	4,800	12,634	7,693	4,728	4,738	1,958	718	890	1,898	1,094	391	1,008	350
PERCENT	100.0		87.4	12.6	33.2	20.2	12.4	12.4	5.1	1.9	2.3	5.0	2.9	1.0	2.7	0.9

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
	22,692	59.6

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2011

This is an analysis of 19,398 or 50.9% 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)	15,188
Specialty Chemicals, Bulk Products and Raw Materials Producers	1,071
University, Research Institute, Foundation	520
Drug Delivery Devices & Instrumentation Manufacturing	569
Government	221
Contract Research, Analytical, Manufacturing Services	1,134
Consultant to the Pharmaceutical Industry	692
Others allied to the Field	-
Other Paid Circulation - Subscriptions	3
TOTAL YES RESPONDENTS	19,398
PERCENT	50.9

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

MAGAZINE (FOR NOVEMBER 2011 ISSUE)

SOURCE	SOURCED WITHIN			PRINT VERSION	DIGITAL VERSION	TOTAL QUALIFIED	PERCENT
	1 YEAR	2 YEARS	3 YEARS				
PHARMACEUTICAL TECHNOLOGY MAGAZINE TOTAL							
I. Direct Request:	28,626	6,590	-	30,416	4,800	35,216	92.4
II. Request from recipient's company:	245	44	-	289	-	289	0.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,595	-	-	2,595	-	2,595	6.8
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. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,466	6,634	-	33,300	4,800	38,100	100.0
PERCENT	82.6	17.4	-	87.4	12.6	100.0	

*See Additional Data

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD

CIRCULATION	Total		Non-Paid		Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,086	100.0	37,696	98.9	390	1.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	14	-	-	-	14	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,100	100.0	37,696	98.9	404	1.1

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD

CIRCULATION	Total		Print Only		Digital Only	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,086	100.0	33,225	87.2	4,861	12.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	14	-	14	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,100	100.0	33,239	87.2	4,861	12.8

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.

**4 CHANNEL PROFILES
E-NEWSLETTER**

E-NEWSLETTERS SUMMARY		AVERAGE
E-Pharm Technology E-Newsletter (26 issues in period)		62,687
Equipment and Processing Report E-Newsletter (6 issues in period)		27,232
Sourcing Management E-Newsletter (6 issues in period)		20,317

**4 CHANNEL PROFILES
WEBSITE**

MONTH	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	108,615	52,540	43,376	1.21	01:31	03:07
August	120,784	57,431	47,229	1.22	01:30	03:09
September	115,274	57,487	47,259	1.22	01:35	03:11
October	128,457	64,533	53,498	1.21	01:33	03:05
November	131,984	67,118	55,634	1.21	01:33	03:04
December	112,945	57,616	48,101	1.20	01:36	03:08
AVERAGE:	119,677	59,454	49,183	1.21	01:33	03:07

*See Additional Data

DATA PROVIDED BY **BPA** WORLDWIDE
POWERED BY **nielsen**

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

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 digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:
Replica - Editorial and design are unchanged from the original print edition.

TABLE 4:
PHARMACEUTICAL TECHNOLOGY shares the website www.pharmtech.com with PHARMACEUTICAL TECHNOLOGY EUROPE. As a result, identical website activity will be reported on the circulation statements of each publication.
Communication other than request from the recipient include 5 sources of circulation for quantities of 22 copies or 0.1% to 1,537 copies or 4.0%, including sister publications.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

FREE SUBSCRIPTION FORM

Pharmaceutical Technology PO BOX 6188, DULUTH, MN 55806-6188
www.pharmtech.com

YES! I wish to receive (continue receiving) **Pharmaceutical Technology**. No

Signature (required) _____ Date _____
Subscriber number on label _____
Name (please print) _____
Job Title _____
Business Name _____
Address _____ State/Province _____
City _____ Country _____
ZIP/Postal Code _____
*Is this your home address? Yes No
Phone Number () _____ Fax Number () _____

E-Mail Address
Please fill in each as shown: (fill in ONE only)
1. What is your company's primary business? (fill in ONE only)
0010 Pharmaceutical Manufacturing
0015 Biopharmaceutical Manufacturing
0025 Pharmaceutical Delivery Systems
0030 Specialty Chemicals, Bulk Products & Raw Materials Producers
0035 Pharmaceutical Development
0040 University/Research Institute/Foundation
0050 Drug Delivery Devices & Instrumentation Manufacturing
0060 Government
0065 Consultant to Pharmaceutical Industry
0070 Contract Research/Analytical/Manufacturing Services
0080 Other (please specify) _____

2. What is your function? (fill in ONE only)
0010 Research/Development/Formulation
0020 Quality Control/Assurance, Validation
0025 Lab Management
0030 Production/Manufacturing
0040 Engineering
0050 Regulatory Affairs
0060 Corporate Management
0070 Marketing/Sales Management
0080 Information Technology
0110 Technical/Analytical Services or Support
0120 Project/Purchasing/Procurement/Contract Management
0130 Other (please specify) _____

3. Which version of **Pharmaceutical Technology** would you like to receive? (fill in ONE only)
 Digital (Your Email address is required above)
 Print

4. Does your job title or function include Vice President, Director, Manager, Supervisor, Group Leader or Department Head? Yes No

5. Does your job title or function include the approval process for Contract Services? Yes No

6. Indicate which of the following **Pharmaceutical Technology** e-newsletters you would like to receive. (fill in ALL that apply)
(Your Email address is required above)
A. ePT (Weekly)
B. Sourcing and Management (Monthly)
C. Equipment and Processing Report (Monthly)

P H E T E A E

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10CIRF

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.)

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.

Date signed February 3, 2011
State Minnesota
County St. Louis
Received by BPA Worldwide February 3, 2011
Type PSJ
ID Number P055B0D1

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.