

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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PharmaVOICE

PharmaLinx LLC
P.O. Box 327
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Tel.: 609.730.0196
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Official Publication of: None
Established: 2001
Issues Per Year: 10

FIELD SERVED

PharmaVOICE serves Pharmaceutical, Biotechnology, Biopharmaceutical/ Biologics, Drug delivery, Device, diagnostic or equipment, Generic, Contract research, Drug development/ Clinical trials consulting, Clinical study/ Investigative site (incl. Academic, Medical Research), Trial/ Site management, Information technology, Marketing/ Communication supplier (incl. Ad agency/Branding/ Electronic/ Med. Ed/ Public relations), Service (incl. Analysts/ Attorney/ Consultative), Media (incl. Print/ Electronic), Manufacturing/ Packaging and Other fields (incl. Gov't agency/ Association/ University).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Corporate management, Marketing management, Product management, Sales management, Information technology management, Marketing research, R&D/ Project management, Scientific review, analysis, consulting, Clinical trial management, Clinical monitoring/ Investigative site management, Clinical trials/ GCP auditing/ QA/ QC, Regulatory affairs/ Compliance, Data management/ Analysis/ Bioinformatics, Laboratory Analysis, Academic/ Research/ Teaching, Advertising management, Account management (acct.supvr., acct. exec.etc.), Creative/ Production/ Traffic, Media/ promotion management, and Other functions.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	144
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	402
Electronic _____	-
All Other _____	9
TOTAL	555

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,465	100.0	18,465	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,465	100.0	18,465	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	2,106	2,241	16,349	425	1,230			18,004
February _____	109	537	16,310	855	1,267			18,432
March _____	806	783	16,011	856	1,542			18,409
April _____	1,656	1,777	15,946	996	1,588			18,530
May _____	2,777	2,953	15,362	1,161	2,183			18,706
June _____			15,362	1,161	2,183			18,706
TOTAL	7,454	8,291						

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified _____	17,028	17,611	17,806	17,695	18,465
Qualified Non-Paid Total _____	17,028	17,611	17,806	17,695	18,465
Print Only _____	17,028	17,611	17,806	17,695	17,556
Electronic Only _____	-	-	-	-	909
Qualified Paid Total _____	-	-	-	-	-
Print Only _____	-	-	-	-	-
Electronic Only _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 – January 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. 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 electronic version are notified via email when the version is available.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,498 copies or 8.0%.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,556	100.0	17,556	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,556	100.0	17,556	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Electronic Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	909	100.0	909	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	909	100.0	909	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Both Print & Electronic

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,666	100.0	1,666	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,666	100.0	1,666	100.0	-	-

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2009
Marah Walsh, Founder	State	New Jersey
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Mercer
IMPORTANT NOTE:	Received by BPA Worldwide	July 29, 2009
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PJ
	ID Number	P522P0J9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is 1.6% or 290 copies above the average of the other 5 issues reported in Paragraph two.

Business/Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Corporate Management	Marketing Advertising Management	Product Management; Account Management (acct. supvr., acct. exec, etc.)	Sales Management	Marketing Research	Creative/ Production/Traffic	Media/ Promotion Management	R&D/ Project Management; Scientific Review, Analysis, Consulting	Clinical Trial Management; Clinical Trials/ GCP Auditing/ QA/QC	Laboratory Analysis; Academic/ Research/ Teaching	Clinical Monitoring/ Investigative Site Management	Regulatory Affairs/ Compliance	Data Management/ Analysis/ Bioinformatics	Information Technology Management	Other Functions
Pharmaceutical; Biotechnology; Biopharmaceutical/ Biologics; Drug delivery; Device, diagnostic or equipment; Generic; Manufacturing/ Packaging _____	13,104	70.1	11,304	766	1,034	4,234	2,625	1,371	669	377	46	61	1,373	853	136	175	570	207	335	72
Contract research; Drug development/ Clinical trials consulting; Clinical study/ Investigative site (incl. Academic Medical research); Trial/Site management _____	1,911	10.2	1,453	142	316	585	156	56	142	38	7	15	155	325	104	177	54	52	40	5
Marketing/Communication supplier (incl. Ad agency/ Branding/ Electronic/ Med. Ed/ Public relations/ etc.) _____	2,040	10.9	1,536	77	427	573	632	301	156	69	79	153	40	4	8	2	5	6	8	4
Information technology; Service (incl. Analyst/ Attorney/Consultant/ Information technology etc.) _____	323	1.7	225	17	81	66	58	18	80	10	12	72	4	1	2	-	-	-	-	-
Media (incl. Print/Electronic) _____	1,279	6.8	844	110	325	511	183	103	133	44	8	21	93	27	16	7	49	19	57	8
Other (incl. Gov't agency/Association/University) _____	49	0.3	-	49	-	5	4	1	1	-	1	1	3	2	9	1	1	-	1	19
TOTAL QUALIFIED CIRCULATION	18,706	100.0	15,362	1,161	2,183	5,974	3,658	1,850	1,181	538	153	323	1,668	1,212	275	362	679	284	441	108
PERCENT	100.0		82.1	6.2	11.7	31.9	19.6	9.9	6.3	2.9	0.8	1.7	8.9	6.5	1.5	1.9	3.6	1.5	2.4	0.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	11,697	5,511	-	13,864	1,161	2,183			17,208	92.0
II. Request from recipient's company: _____	-	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,498	-	-	1,498	-	-			1,498	8.0
*Association rosters and directories _____	1,498	-	-	1,498	-	-			1,498	8.0
Business directories _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	13,195	5,511	-	15,362	1,161	2,183			18,706	100.0
PERCENT	70.5	29.5	-	82.1	6.2	11.7			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	15,362	1,161	2,183			18,706	100.0
Individuals by name only _____	-	-	-			-	-
Titles or functions only _____	-	-	-			-	-
Company names only _____	-	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,362	1,161	2,183			18,706	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	10	-	3	13	
030-038 New Hampshire _____	34	1	2	37	
050-059 Vermont _____	10	1	1	12	
010-027 Massachusetts _____	1,025	44	138	1,207	
028-029 Rhode Island _____	26	2	2	30	
060-069 Connecticut _____	435	34	79	548	
NEW ENGLAND	1,540	82	225	1,847	9.9
100-149 New York _____	1,189	69	214	1,472	
070-089 New Jersey _____	3,298	181	441	3,920	
150-196 Pennsylvania _____	1,947	116	346	2,409	
MIDDLE ATLANTIC	6,434	366	1,001	7,801	41.7
430-459 Ohio _____	343	18	33	394	
460-479 Indiana _____	334	10	26	370	
600-629 Illinois _____	913	51	153	1,117	
480-499 Michigan _____	150	7	21	178	
530-549 Wisconsin _____	80	5	12	97	
EAST NO. CENTRAL	1,820	91	245	2,156	11.5
550-567 Minnesota _____	264	12	13	289	
500-528 Iowa _____	18	1	6	25	
630-658 Missouri _____	150	11	20	181	
580-588 North Dakota _____	9	1	1	11	
570-577 South Dakota _____	3	-	1	4	
680-693 Nebraska _____	15	-	1	16	
660-679 Kansas _____	51	1	14	66	
WEST NO. CENTRAL	510	26	56	592	3.2
197-199 Delaware _____	273	22	17	312	
206-219 Maryland _____	351	26	71	448	
200-205 Washington, DC _____	39	3	11	53	
220-246 Virginia _____	166	10	34	210	
247-268 West Virginia _____	16	2	2	20	
270-289 North Carolina _____	660	36	92	788	
290-299 South Carolina _____	44	7	6	57	
300-319 Georgia _____	306	26	43	375	
320-349 Florida _____	365	13	47	425	
SOUTH ATLANTIC	2,220	145	323	2,688	14.4
400-427 Kentucky _____	50	2	7	59	
370-385 Tennessee _____	138	7	14	159	
350-369 Alabama _____	57	2	3	62	
386-397 Mississippi _____	9	-	2	11	
EAST SO. CENTRAL	254	11	26	291	1.6
716-729 Arkansas _____	20	1	1	22	
700-714 Louisiana _____	21	-	5	26	
730-749 Oklahoma _____	14	-	-	14	
750-799 Texas _____	394	25	57	476	
WEST SO. CENTRAL	449	26	63	538	2.9
590-599 Montana _____	7	1	1	9	
832-838 Idaho _____	12	-	1	13	
820-831 Wyoming _____	1	-	-	1	
800-816 Colorado _____	94	9	17	120	
870-884 New Mexico _____	11	-	-	11	
850-865 Arizona _____	118	6	19	143	
840-847 Utah _____	47	3	12	62	
889-898 Nevada _____	13	1	2	16	
MOUNTAIN	303	20	52	375	2.0
995-999 Alaska _____	-	-	-	-	
980-994 Washington _____	101	12	6	119	
970-979 Oregon _____	38	1	5	44	
900-961 California _____	1,674	124	177	1,975	
967-968 Hawaii _____	6	1	1	8	
PACIFIC	1,819	138	189	2,146	11.5
UNITED STATES	15,349	905	2,180	18,434	98.5
969 & 004-009 U.S. Territories _____	13	3	3	19	
Canada _____	-	50	-	50	
Mexico _____	-	4	-	4	
Other International _____	-	199	-	199	
APO/FPO _____	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	15,362	1,161	2,183	18,706	100.0