

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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PharmaVOICE

PharmaLinX LLC
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Tel. No.: 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 _____	63
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	192
Digital _____	-
All Other _____	8
TOTAL	263

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,712	100.0	24,712	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,712	100.0	24,712	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January _____	11,443	3,850	6,094	21,387
February _____	9,736	5,833	7,838	23,407
March _____	10,093	4,990	7,463	22,546
April _____	8,345	10,213	9,216	27,774
May _____	10,892	9,093	7,501	27,486
June _____	9,859	7,982	7,832	25,673

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified	17,695	18,465	19,419	22,686	22,820	24,712
Qualified Non-Paid Total	17,695	18,465	19,419	22,686	22,820	24,712
Print Version Only	17,695	15,890	14,793	13,081	11,117	10,061
Digital Version Only	-	909	1,876	4,986	5,251	6,994
Both Print and Digital Unduplicated	-	1,666	2,750	4,619	6,452	7,657
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Both Print and Digital Unduplicated	-	-	-	-	-	-
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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:

Enhanced – Editorial is retained from the original edition and is redesigned and/or supplemented.

PARAGRAPH 3a:

The May 2011 issue is 13.8% or 3,329 copies above the average of the other 5 issues reported in Paragraph two.

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	10,061	100.0	10,061	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,061	100.0	10,061	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,994	100.0	6,994	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,994	100.0	6,994	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,657	100.0	7,657	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,657	100.0	7,657	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 22, 2011
Marah Walsh, Founding Partner - New Product Development	State	NJ
Lisa Barket, Founding Partner - Publisher	County	Titusville
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 22, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	P522P0J1

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
This issue is 13.8% or 3,329 copies above the average of the other 5 issues reported in Paragraph two. (See Additional Data)									
Business/Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Corporate Management	Marketing, Advertising, Med. Ed. Management	Product Management; Account Management (acct. supvr., acct. exec, etc.)	Sales Management
Pharmaceutical; Biotechnology; Biopharmaceutical/ Biologics; Drug delivery; Device, diagnostic or equipment; Generic; Manufacturing/ Packaging _____	17,595	64.0	8,482	4,657	4,456	5,224	2,862	1,269	1,268
Contract research; Drug development/ Clinical trials consulting; Clinical study/ Investigative site (incl. Academic Medical research); Trial/Site management _____	3,407	12.4	886	1,554	967	709	258	116	192
Marketing/Communication supplier (incl. Ad agency/ Branding/ CME/ Electronic/ Public relations/ etc.) ____	2,620	9.5	598	1,018	1,004	840	685	373	212
Information technology; Service (incl./ Analyst/ Attorney/Consultant/ Information technology etc.) _____	3,111	11.3	659	1,546	906	1,184	411	295	285
Media (incl. Print/Electronic) _____	681	2.5	267	246	168	140	261	46	94
Other (incl. Gov't agency/ Association/ University) _____	72	0.3	-	72	-	22	5	5	1
TOTAL QUALIFIED CIRCULATION	27,486	100.0	10,892	9,093	7,501	8,119	4,482	2,104	2,052
PERCENT	100.0		39.6	33.1	27.3	29.5	16.3	7.7	7.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	20,155	7,068	263	10,892	9,093	7,501	27,486	100.0
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): _____	-	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,155	7,068	263	10,892	9,093	7,501	27,486	100.0
PERCENT	73.3	25.7	1.0	39.6	33.1	27.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	10,892	9,093	7,501	27,486	100.0
Individuals by name only _____	-	-	-	-	-
Titles or functions only _____	-	-	-	-	-
Company names only _____	-	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,892	9,093	7,501	27,486	100.0

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
588	62	105	2,807	1,111	443	294	823	257	480	2
68	14	25	341	696	388	337	114	77	72	-
107	129	129	64	9	23	4	15	12	18	-
140	18	34	224	58	60	35	96	72	199	-
11	31	58	15	1	13	5	2	1	3	-
-	-	2	12	4	6	1	9	2	3	-
914	254	353	3,463	1,879	933	676	1,059	421	775	2
3.3	0.9	1.3	12.6	6.8	3.4	2.5	3.9	1.5	2.8	-

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine	15	8	7	30	
New Hampshire	17	12	14	43	
Vermont	6	3	6	15	
Massachusetts	828	310	501	1,639	
Rhode Island	29	15	18	62	
Connecticut	278	153	246	677	
NEW ENGLAND	1,173	501	792	2,466	9.0
New York	705	478	591	1,774	
New Jersey	1,779	813	1,459	4,051	
Pennsylvania	1,198	557	965	2,720	
MIDDLE ATLANTIC	3,682	1,848	3,015	8,545	31.1
Ohio	219	130	134	483	
Indiana	256	75	104	435	
Illinois	590	309	502	1,401	
Michigan	192	67	88	347	
Wisconsin	94	47	50	191	
EAST NO. CENTRAL	1,351	628	878	2,857	10.4
Minnesota	230	77	74	381	
Iowa	16	22	14	52	
Missouri	112	83	74	269	
North Dakota	5	8	3	16	
South Dakota	6	1	3	10	
Nebraska	12	10	10	32	
Kansas	40	26	44	110	
WEST NO. CENTRAL	421	227	222	870	3.2
Delaware	190	49	107	346	
Maryland	267	155	167	589	
Washington, DC	21	23	34	78	
Virginia	117	78	78	273	
West Virginia	11	3	11	25	
North Carolina	331	245	288	864	
South Carolina	55	19	18	92	
Georgia	192	99	140	431	
Florida	325	183	225	733	
SOUTH ATLANTIC	1,509	854	1,068	3,431	12.5
Kentucky	41	19	32	92	
Tennessee	104	53	70	227	
Alabama	55	22	31	108	
Mississippi	13	8	13	34	
EAST SO. CENTRAL	213	102	146	461	1.7
Arkansas	17	17	18	52	
Louisiana	27	20	16	63	
Oklahoma	21	11	9	41	
Texas	351	186	215	752	
WEST SO. CENTRAL	416	234	258	908	3.3
Montana	7	5	2	14	
Idaho	10	7	1	18	
Wyoming	2	-	2	4	
Colorado	107	45	51	203	
New Mexico	22	13	11	46	
Arizona	139	52	80	271	
Utah	56	31	27	114	
Nevada	10	9	10	29	
MOUNTAIN	353	162	184	699	2.5
Alaska	2	7	1	10	
Washington	140	51	69	260	
Oregon	36	19	20	75	
California	1,572	601	833	3,006	
Hawaii	7	6	4	17	
PACIFIC	1,757	684	927	3,368	12.2
UNITED STATES	10,875	5,240	7,490	23,605	85.9
U.S. Territories	17	14	11	42	
Canada	-	499	-	499	
Mexico	-	54	-	54	
Other International	-	3,284	-	3,284	
APO/FPO	-	2	-	2	
TOTAL QUALIFIED CIRCULATION	10,892	9,093	7,501	27,486	100.0