BioPharm INTERNATIONAL
The Science & Business of BioPharmaceuticals
1988-2013

Oceans are no longer a barrier - BioPharm International's Digital Magazine

BioPharm International's digital edition makes it possible for professionals involved in the biopharmaceutical science and business to access credible information from the leading authoritative source across the globe. To complement our print edition, we have introduced the digital edition, which is delivered to approximately 45,000 professionals in the US, Europe and the rest of the world. The digital edition is deployed two weeks after the print edition mails. *BioPharm International* recognizes the global scale of the issues covered in our print edition and the need to access this information in a timely manner. The digital edition is free for subscribers.
Advertising Opportunities

E-Zine Advertising Opportunities

- Full Page
- Half Page
- Cover tip
- Button Sponsorship (2 available; ROS)
- Banner Sponsorship (ROS)
- Ad-Jolt
- Ad Gen
- Rectangle Sponsorship (2 available; ROS)
- Gatefold
- Bellyband
- Insert Cards
- Tabs
- Video

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Advertising Options
BioPharmInternational.com

Website

Features an easy-to-use navigation with content available by targeted category, keyword search, or by issue. In addition, easy access to columnist features such as Jill Wechsler's Regulatory Beat, BioPharm Now Podcast Series, Web Seminars, Whitepaper e-library, and other site features efficiently provides our viewers with the tools they need. Fresh content supplied by external sources and *BioPharm International's* original content. Enjoy extensive visibility on the site that covers the universe of leading biotech companies and pharmaceutical companies with a biotech focus.

Additional Advertising Options:

- Video Ads
- Expandable Ads

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Advertising Options: eNewsletter & eBulletin

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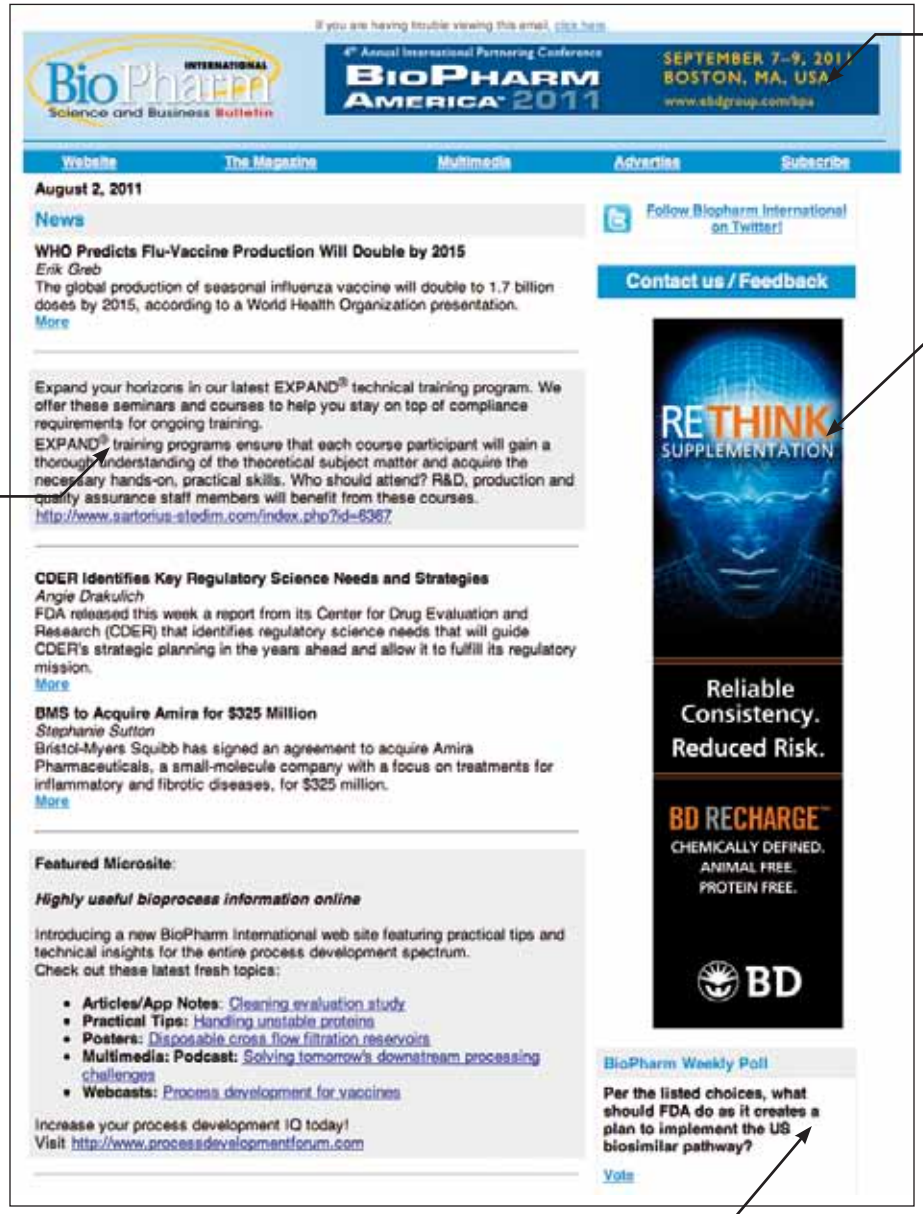

Banner
468x60

Skyscraper
160x600

Text
(65 words
+ URL)

Button
120x90

Science & Business eBulletin

A great complement to your print and online advertising. *BioPharm International's* eBulletin provides news and insights about technology and regulatory issues, the latest company changes, people moves, and current conference calendar. Feature sections include:

- News
- Deals & Alliances
- People
- Products
- Conference Calendar & Coverage

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Featured Application Note (Includes Website Archiving)

Application Note (Includes Website Archiving)

Skyscraper (160x600)

BioPharm Application Note Alert:
Having trouble viewing this e-mail? Click here.

You are subscribed to %%list.name%% as %%emailaddr%%.
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Application Note Alert

Featured Application Notes

Conformational Characterization of Calmodulin by Hydrogen Deuterium Exchange Mass Spectrometry
Joomi Ahn, Martha Stapels, Michael Eggertson, Keith Fadgen, and Ying Qing Yu, Waters
Within this work, we determine changes in conformation in bovine calmodulin (apo and holo) that occur upon calcium binding using high-resolution hydrogen deuterium exchange mass spectrometry (HDX). Waters HDX Technology facilitates the study of protein conformation and protein dynamics at global and local levels to help researchers understand protein function and related biological activity.

Purification of DNA-Based Oligonucleotide at 60°C on TSKgel SuperQ-5PW (20)
Tosoh Bioscience
This paper discusses the use of TSKgel SuperQ-5PW (20) for the purification of oligonucleotides. A gradient was selected and pH screening done at a temperature of 60°C.

Fluid Imaging Pattern Recognition White Paper
Fluid Imaging Technologies
This white paper reveals how applying pattern recognition techniques to imaging particle analysis technology permits different particles in a heterogeneous sample to be automatically detected, differentiated, characterized and identified in real time. This works effectively even when the particles share the same equivalent spherical diameter (ESD) but are shaped completely differently.

Glycopeptide analysis by CE/Q-TOF Mass Spectrometry
Suresh Babu C.V, Ravindra Gudihal, Martin Greiner, Agilent Technologies
Combination of high resolution Capillary Electrophoresis (CE) separation with accurate mass detection using a Q-TOF MS provides a suitable tool for glycopeptide profiling and identification.

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Introducing the Agilent Bravo for Protein Purification
• Single automated platform to purify, quantitate and react proteins
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eApplication Note Alert

BioPharm International's eApplication Note Alert is a monthly email containing application notes. The reader will click on your application note description, bringing them to a lead generation form which they must fill out to receive the entire application note. Offers thought leadership and sales leads.

Additional Advertising Options:

- Banner (468x60)

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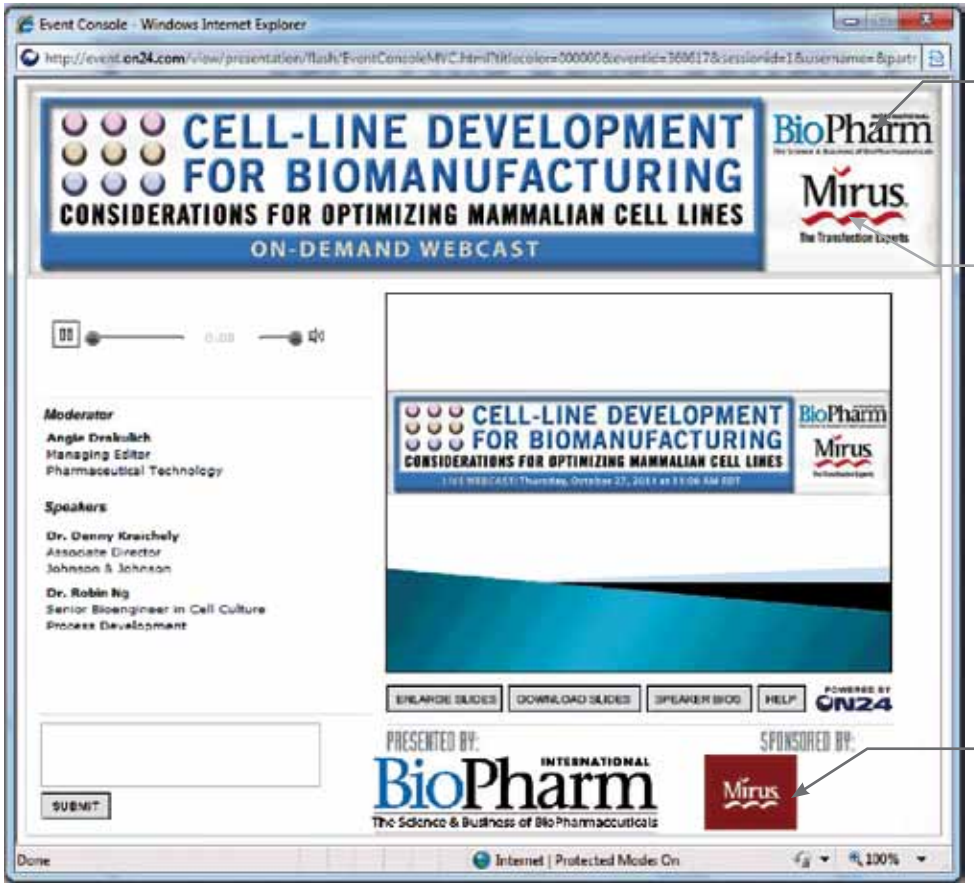
Exclusively Sponsored Webcasts

BioPharm International's webcast program is a moderated online "panel" discussion conducted as a live event or pre-recorded for on-demand playback (or both) through an interface that can display slides and audio; streaming video, and an array of interactive features like polling, chat and much more. Our webcast platform does not require any software downloads that frequently block access to these popular broadcasts.

We offer you the opportunity to participate in our webcasts as an exclusive sponsor. *BioPharm International* offers a variety of webcast formats and suggested topics to provide our audiences with insights on current news, new products and applications, and important trends. Our editorial staff works with you to customize the panel discussion/presentation to attract the most relevant listener base and to demonstrate your connection and/or expertise on the topic(s).



Beyond the benefits of associating yourself with thought leadership and high quality content, our webcasts feature a powerful **lead generation** tool allowing you to retrieve qualified leads from a real time reporting platform that includes contact info, demographics and other qualifying questions from your Webcast attendees and all registrants. An aggressive, targeted and integrated marketing campaign is used to leverage the extensive reach of our brands to enhance your brand equity and generate a qualified audience for your sales and marketing efforts. **Customize Your Marketing Program** to develop an ongoing webcast series and/or purchase additional elements such as e-mail promotions, distribution across more than one of our brands, international coverage, custom lead generation and name capture, links from our search engines and e-directories and print ads. For more information, please contact your sales representative.

Additional Advertising Options

- Live Audio with Slides
- Live Video from Studio

Podcast

BioPharm International's audio podcast is a digital recording formatted like a radio call-in show which can be listened to through a "media player" on our website without any special software, or by adding the "feed" to be automatically delivered to your online "news aggregator service" such as iTunes, MyYahoo and Newsgator for on-demand playback on laptops, PCs and a host of mobile devices.

We offer you the opportunity to participate in our podcasts as an exclusive sponsor. *BioPharm International* offers a variety of podcasts to provide our audiences with keen insights on current news, new products, applications and important trends. Our editorial staff works with you to customize programming to attract the most relevant listener base and to demonstrate your connection or expertise with the topic(s). Our sponsored podcast program delivers a unique combination of an easily used media format in high demand, flexible lead generation and multiple points of access from our electronic products to your digital assets.

Additional Advertising Options

- Minimum 3
- 4 to 7

A SPECIAL ANNOUNCEMENT FROM: BioPharm INTERNATIONAL

BD

INTRODUCING
BD RECHARGE™
CHEMICALLY DEFINED. ANIMAL FREE. PROTEIN FREE.

Rethink supplementation with BD Recharge.™

Next generation supplement delivers higher consistency, better yield and lower risk.

BD Recharge is the first in a line of next generation, chemically defined (CD), animal free supplements for the manufacture of biopharmaceuticals, that can help you boost performance, reduce risk, and increase consistency. It is recommended for CHO cell lines that are responsive to yeast based supplements.

Easy to implement in your process.

The transition from peptone supplements to BD Recharge CD supplement is a straightforward process. Because BD Recharge was designed to emulate yeast peptones, biopharmaceutical manufacturers can utilize it as a direct substitute with little to no adaptation required.

Testing has found BD Recharge to be effective with multiple base media, including customer-developed in-house media. BD Recharge is compatible with both batch and fed batch processes.

As a chemically defined, animal free, protein free supplement, BD Recharge is ultimately expected to reduce customers' regulatory burden. BD Biosciences' regulatory support is available to help support customers in their filing process and by referencing the BD Recharge DMF (Drug Master File), approval is further streamlined.

Learn more about how we're rethinking supplementation to give you better performance today.

See how the next generation of defined, high-performance media supplements can:

- Improve consistency.
- Deliver high protein yield.
- Enhance speed to market.
- Reduce risk.
- Deliver high protein quality.

Learn more at bdbiosciences.com/go/recharge

BD Recharge

Chemically defined. Animal free. Protein free.

BD Recharge was developed using CHO cell lines and is recommended for applications that are responsive to yeast-based supplements or peptones. BD Recharge eliminates unnecessary constituents to maximize cellular activation and protein production. The result is exceptional protein quality and yield comparable to peptone supplementation.

BD Recharge includes only the key bioactive and nutritional constituents of the yeast peptone. Since only essential components remain, there is no need to remove extraneous components later, reducing the burden of downstream purification.

• Learn more.

BD

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Your Logo

eSolutions Broadcast

Targeted Message - Target Audience

Your customized HTML and text formatted message delivered to the industry's most highly desired audience under the brand name of *BioPharm International.* Your message will be embedded into *BioPharm International's* eSolution template and will deploy to selects you have chosen from our subscriber list.

Typical uses:

- New product releases
- New acquisitions and company expansion
- Case study success stories
- Online product catalog
- Launch of new website
- Any marketing initiative that requires immediate attention from the right audience

Offering

- Includes design and execution of eSolution Broadcast

Online Marketplace Community

The new *Pharmaceutical Technology* and *BioPharm International Marketplace* is a comprehensive online directory and community platform that brings together buyers and sellers across both the Pharma and BioPharm industries and provides the insights and information you need to make critical business decisions.

storefronts

Create your personalized storefront on Marketplace depicting your business profile and critical information a buyer with procurement, sourcing and purchasing power needs to know before making decisions.

accreditations

Upload your industry awards, accreditations and certifications reflecting your credentials and differentiating your business from your competitors.

keywords

The Marketplace enables you to take advantage of every opportunity to showcase your corporation, products and/or services. Add the appropriate keywords for free with your paid package to boost your search results.

promotions

There are several channels in which you can promote your business: new Marketplace eNewsletter, advertising through paid packages and sponsored surveys and webcasts.

THE NEW MARKETPLACE

Trusted Brands for Over 50 Years Coupled with a Partnership with the Leading Business Data Provider for Over 175 years—Dun & Bradstreet Credibility Corp.

THE CATEGORIES

Easy to Search Categories Integrating Pharma and BioPharma

THE DIGITAL CONTENT

Educational & Topical Webinars, Podcasts and Videos

THE PACKAGES

Premium Packages Including Banners & Listings; Key Words and Social Media Integration

THE COMMUNITIES

Buyer & Seller Communities with Tailored News & Information & NEW Marketplace e-Newsletter

www.pharmabiomarketplace.com

profiles

No matter which Marketplace program package you select, this cross-platform portfolio is unique in the industry. Engaged professionals constantly return for further information. Integrating your profile with social media updates through Twitter, LinkedIn and other outlets. Keep customers and prospects up-to-date with your latest news or important message.

rich content

The Marketplace offers the opportunity to connect with professionals who gravitate toward researching products/services and discussing with peers/colleagues in a community setting. Upload as much content as you want and link as many videos/podcasts/webcasts to keep the buyers engaged with your business offering.

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