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

25th Anniversary
INTERNATIONAL BioPharm
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1988-2012

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INTERNATIONAL BioPharm
The Science & Business of BioPharmaceuticals

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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:
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Advertising Options: eNewsletter & eBulletin

25th Anniversary
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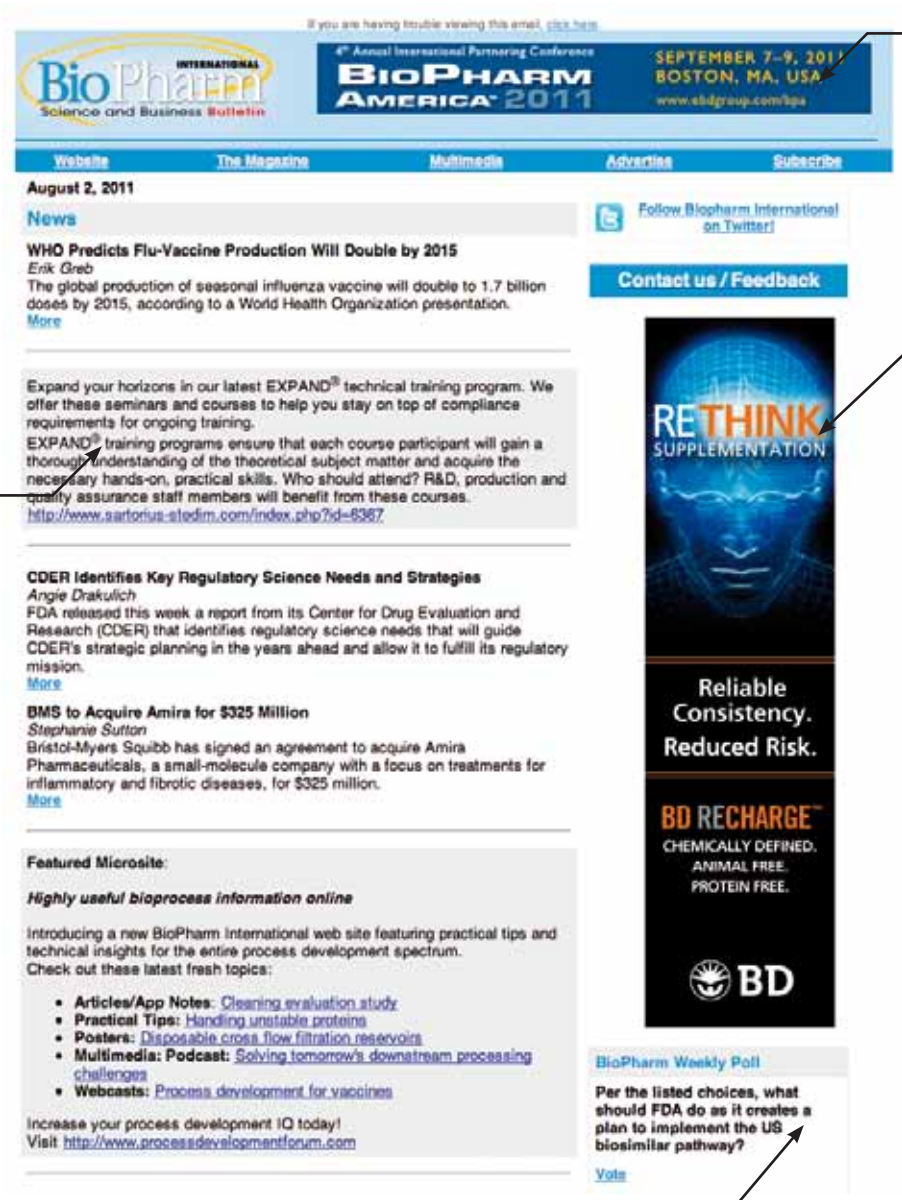
The Science & Business of BioPharmaceuticals



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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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Application Note (Includes Website Archiving)

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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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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.

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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.

Logo included on Frame of On-Demand Viewing

Logo included on Title Page

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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).

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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

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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.

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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.

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- 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

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