BRAND REPORT
FOR THE 6 MONTH PERIOD ENDED JUNE 2013

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

BioPharm INTERNATIONAL

The Science & Business of BioPharmaceuticals

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ABOUT BIOPHARM INTERNATIONAL

BIOPHARM INTERNATIONAL integrates the science and business of biopharmaceutical drug development and manufacturing through practical, peer-reviewed technical articles that enable biopharmaceutical professionals to perform their jobs more effectively. With the belief that technical decisions are also business decisions, BioPharm offers readers through its print and digital products the tools to make both sound business and technical decisions. The brand's editorial scope encompasses cell-line development, upstream processing and drug substance manufacturing, downstream purification, process and formulation development and scale up, manufacturing, drug delivery, outsourcing, fill/finish activities, regulatory and business considerations for developing and manufacturing biopharmaceuticals.

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 multimedia report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED
BIOPHARM INTERNATIONAL serves the field of biopharmaceutical technology including biopharmaceutical manufacturing, biologics manufacturing, classical pharmaceutical manufacturing, biodiagnostic manufacturing, biopharmaceutical and biologics process development, biodiagnostic process development, biotherapeutic discovery and development, biopharmaceutical formulation and delivery, transgenic therapeutic productions, biotechnology research and biopharmaceutical research. BIOPHARM INTERNATIONAL also serves specialty or bulk chemical manufacturing, architecture, engineering, construction, contract research and analytical services, government; universities, colleges, and research institutes; business, investment, and legal services; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are personnel engaged in the job functions of production, manufacturing, process development, lab management, research; research and development, project management, technical services, analytical development or support, quality assurance, quality control, validation, plant engineering, plant design, project engineering, facility engineering, regulatory affairs, clinical affairs, corporate management, and business advisor, as well as other functions allied to the field, including technology transfer, materials management, and purchasing.

Channels Include:

BioPharm International Magazine
6 issues in period
31,640 average circulation
Pages 2 - 4

BioPharm International E-Newsletters
2 E-Newsletters in the period
27 total deployments
41,083 average distribution
Page 5

BioPharm International Website
27,277average unique browsers
Page 5

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BioPharm International Magazine (6 issues in period)	31,573	67	31,640
a. Print	26,084	67	26,151
b. Digital	5,489	-	5,489
1. Requested	5,211	-	5,211
2. Non-Requested	278	-	278
BioPharm International E-Newsletters			
a. Science and Business Bulletin E-Newsletter (20 deployments in period)	24,051	-	24,051
b. Application Note Alert E-Newsletter (7 deployments in period)	17,032	-	17,032
BioPharm International Website (Monthly Unique Browsers with 56,742 average Page Impressions – Note 1)	27,277	-	27,277

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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.

CHANNEL PROFILE MAGAZINE

Official Publication of: None
Established: 1987
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	478
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	262
Digital	-
All Other	752
TOTAL	**1,492**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,637	100.0	31,573	99.8	64	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	3	-	-	-	3	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**31,640**	**100.0**	**31,573**	**99.8**	**67**	**0.2**

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,148	100.0	26,084	99.7	64	0.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	3	-	-	-	3	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**26,151**	**100.0**	**26,084**	**99.7**	**67**	**0.3**

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,489	100.0	5,489	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**5,489**	**100.0**	**5,489**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2013 Issue	Print	Digital	Total Qualified
January	25,849	5,497	31,346
February	25,966	5,508	31,474
March	26,022	5,502	31,524
April	26,245	5,500	31,745
May	26,241	5,500	31,741
June	26,585	5,430	32,015

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.

CHANNEL PROFILE (CONTINUED)
E-NEWSLETTER

2013	Science and Business Bulletin E-Newsletter	Application Note Alert E-Newsletter
JANUARY	-	-
January 2	26,255	-
January 8	26,238	-
January 15	25,954	-
January 22	25,682	-
January 29	-	18,316
FEBRUARY	-	-
February 5	25,676	-
February 12	25,739	-
February 19	25,378	-
February 26	-	18,373
February 27	-	18,285
MARCH	-	-
March 5	24,695	-
March 12	24,157	-
March 19	23,935	-
March 27	-	17,148
APRIL	-	-
April 2	23,618	-
April 9	23,419	-
April 16	23,178	-
April 24	23,085	-
April 30	-	16,318
MAY	-	-
May 7	22,999	-
May 14	22,627	-
May 21	22,409	-
May 28	-	15,610
JUNE	-	-
June 4	22,210	-
June 11	21,995	-
June 18	21,770	-
June 25	-	15,176
AVERAGE	**24,051**	**17,032**

Science and Business Bulletin E-Newsletter (20 deployments in period)
Application Note Alert E-Newsletter (7 deployments in period)

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	59,050	31,497	26,908	1.17	01:09	02:10
February	56,115	31,837	27,544	1.16	01:00	01:46
March	52,227	29,525	25,530	1.16	01:00	01:46
April	64,128	34,833	30,121	1.16	00:56	01:44
May	56,394	31,561	27,280	1.16	00:56	01:41
June	52,540	30,394	26,281	1.16	00:59	01:42
AVERAGE:	**56,742**	**31,608**	**27,277**	**1.16**	**01:00**	**01:48**

***See Additional Data**

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.
Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.
User Sessions: A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site.
Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.
User Session Duration: The average time visitors remain on a site per session.
Page Duration: The average time spent viewing any page on a web site.

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GEOGRAPHIC DISTRIBUTION*

State	Biopharm International Magazine for Issue of May 2013			
	Print	Digital	Total	Percent
Maine	34	-	34	
New Hampshire	76	-	76	
Vermont	31	-	31	
Massachusetts	1,142	-	1,142	
Rhode Island	76	-	76	
Connecticut	334	-	334	
NEW ENGLAND	1,693	-	1,693	5.3
New York	1,366	-	1,366	
New Jersey	2,011	-	2,011	
Pennsylvania	1,686	-	1,686	
MIDDLE ATLANTIC	5,063	-	5,063	15.9
Ohio	736	-	736	
Indiana	526	-	526	
Illinois	1,123	-	1,123	
Michigan	398	-	398	
Wisconsin	379	-	379	
EAST NO. CENTRAL	3,162	-	3,162	10.0
Minnesota	342	-	342	
Iowa	132	-	132	
Missouri	463	-	463	
North Dakota	26	-	26	
South Dakota	25	-	25	
Nebraska	155	-	155	
Kansas	169	-	169	
WEST NO. CENTRAL	1,312	-	1,312	4.1
Delaware	147	-	147	
Maryland	688	-	688	
Washington, DC	56	-	56	
Virginia	313	-	313	
West Virginia	89	-	89	
North Carolina	761	-	761	
South Carolina	200	-	200	
Georgia	305	-	305	
Florida	506	-	506	
SOUTH ATLANTIC	3,065	-	3,065	9.7

State	Biopharm International Magazine for Issue of May 2013			
	Print	Digital	Total	Percent
Kentucky	123	-	123	
Tennessee	301	-	301	
Alabama	130	-	130	
Mississippi	54	-	54	
EAST SO. CENTRAL	608	-	608	1.9
Arkansas	69	-	69	
Louisiana	123	-	123	
Oklahoma	103	-	103	
Texas	1,019	-	1,019	
WEST SO. CENTRAL	1,314	-	1,314	4.1
Montana	33	-	33	
Idaho	26	-	26	
Wyoming	16	-	16	
Colorado	215	-	215	
New Mexico	58	-	58	
Arizona	145	-	145	
Utah	132	-	132	
Nevada	65	-	65	
MOUNTAIN	690	-	690	2.2
Alaska	12	-	12	
Washington	299	-	299	
Oregon	101	-	101	
California	2,376	-	2,376	
Hawaii	30	-	30	
PACIFIC	2,818	-	2,818	8.9
UNITED STATES	19,725	-	19,725	62.1
U.S. Territories	389	-	389	
Canada	624	-	624	
Mexico	-	-	-	
Other International	5,503	5,500	11,003	
APO/FPO	-	-	-	
TOTAL	**26,241**	**5,500**	**31,741**	**100.0**

***See Additional Data**

GEOGRAPHIC DISTRIBUTION – INTERNATIONAL*

Region/Country	Biopharm International Magazine for Issue of May 2013			
	Print	Digital	Total	Percent
ASIA				
Armenia	-	2	2	
China	10	34	44	
Georgia	-	1	1	
Hong Kong - SAR	-	5	5	
India	77	242	319	
Indonesia	8	4	12	
Japan	14	32	46	
Korea, Democratic People's Republic Of	-	1	1	
Korea, Republic Of	7	35	42	
Malaysia	3	24	27	
Nepal	1	2	3	
Pakistan	2	11	13	
Philippines	3	1	4	
Singapore	7	35	42	
Sri Lanka	1	-	1	
Taiwan	2	15	17	
Thailand	3	4	7	
Uzbekistan	1	-	1	
Vietnam	1	2	3	
unspecified Asia	-	2	2	
Subtotal	140	452	592	1.9
EUROPE				
Albania	2	2	4	
Austria	120	113	233	
Belarus	3	4	7	
Belgium	397	413	810	
Bosnia and Herzegovina	8	5	13	
Bulgaria	17	20	37	
Croatia	28	29	57	
Cyprus	10	8	18	
Czech Republic	53	41	94	
Denmark	141	158	299	
Estonia	8	5	13	
Finland	63	46	109	
France	694	548	1,242	
Germany	616	509	1,125	

Region/Country	Biopharm International Magazine for Issue of May 2013			
	Print	Digital	Total	Percent
Greece	70	90	160	
Hungary	93	100	193	
Iceland	5	4	9	
Ireland	231	266	497	
Italy	373	339	712	
Latvia	5	4	9	
Lithuania	9	4	13	
Luxembourg	6	2	8	
Macedonia	5	7	12	
Malta	17	19	36	
Moldova	2	1	3	
Monaco	4	6	10	
Netherlands	337	260	597	
Norway	49	44	93	
Poland	91	66	157	
Portugal	94	107	201	
Romania	45	53	98	
Russian Federation	22	28	50	
San Marino	-	1	1	
Serbia	35	27	62	
Slovakia	16	4	20	
Slovenia	32	33	65	
Spain	293	343	636	
Sweden	149	112	261	
Switzerland	287	285	572	
Turkey	29	29	58	
Ukraine	15	10	25	
United Kingdom	886	903	1,789	
Subtotal	5,360	5,048	10,408	32.8
NORTH AMERICA				
Canada	624	-	624	
United States	20,114	-	20,114	
Subtotal	20,738	-	20,738	65.3
ASIA PACIFIC				
Australia	2	-	2	
New Zealand	1	-	1	
Subtotal	3	-	3	-
TOTAL	**26,241**	**5,500**	**31,741**	**100.0**

***See Additional Data**

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ADDITIONAL DATA

METHOD OF DISTRIBUTION:
All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:
Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:
PARAGRAPH 3b:
Communication Other Than Request: Written include 4 sources of circulation for quantities of 13 copies or -% to 16 copies or -%.
Communication Other Than Request: Telecommunication include 7 sources of circulation for quantities of 13 copies or -% to 1,615 copies or 5.0%.
Communication Other Than Request: Electronic include 7 sources of circulation for quantities of 40 copies or 0.1% to 208 copies or .7%.

WEBSITE ACTIVITY:
January - June 2013 data was provided by Omniture
All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:
Geographic data is not available for E-Newsletter and Website and therefore not reported herein.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Anne Brugman, Audience Development Director

Nidia Augustin, Audience Development Manager

(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 brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	August 9, 2013
State	Minnesota
County	St. Louis
Received by BPA Worldwide	August 9, 2013
Type	BD
ID Number	B023B0J3

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.

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CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013
This issue is 0.4% or 120 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Research, Development (Note 1)	Quality Assurance, Control, Validation	Process Development	Production, Manufacturing	Corporate Management	Technology Transfer, Technical Services, Analytical Development, Support	Lab Management	Project Management	Regulatory Affairs, Clinical Affairs	Plant Engineering, Facility Design (Note 2)	Business Advisor	Materials Management, Purchasing, Procurement	Others
Biopharmaceutical, Biologics Manufacturing	7,925	25.0	6,757	1,168	1,469	1,206	818	1,678	917	397	326	349	255	308	85	117	-
Classical Pharmaceutical Manufacturing	8,131	25.5	6,447	1,684	1,663	1,579	378	1,453	1,008	404	374	296	319	362	55	240	-
Biopharmaceutical, Biologics, Biodiagnostic Process Development	1,142	3.6	897	245	195	91	324	83	96	84	76	72	31	60	19	11	-
Biotechnology, Biopharmaceutical Research	2,941	9.3	2,385	556	1,041	198	334	212	344	156	246	203	83	58	38	28	-
Research Institutes, Universities, Colleges	3,053	9.6	2,588	465	1,807	72	146	45	162	205	387	95	43	49	22	20	-
Contract Research, Analytical Services	1,935	6.1	1,502	433	311	231	64	145	438	196	128	155	94	61	65	47	-
Biotherapeutic Discovery, Development, Transgenic Therapeutic Productions	371	1.2	310	61	114	30	30	19	57	25	31	25	25	6	8	1	-
Biodiagnostic Manufacturing	1,032	3.3	854	178	157	116	63	180	182	79	53	54	21	78	15	34	-
Biopharmaceutical Formulation, Delivery	672	2.1	582	90	141	64	22	61	163	32	29	29	17	39	8	67	-
Specialty or Bulk Chemical Manufacturing, Bulk Products and Raw Materials Producers	1,781	5.6	1,522	259	255	195	88	392	262	129	93	61	42	142	17	105	-
Architecture, Engineering, Construction	857	2.7	732	125	68	43	39	105	153	50	19	80	1	257	13	29	-
Business, Investment, Legal Services	803	2.5	641	162	164	75	15	46	212	43	37	35	50	28	79	19	-
Government	1,041	3.3	968	73	259	87	38	40	63	100	163	76	124	55	18	18	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Paid Circulation: Subscription	57	0.2	56	1	-	-	-	-	-	-	-	-	-	-	-	-	57
TOTAL QUALIFIED CIRCULATION	**31,741**	**100.0**	**26,241**	**5,500**	**7,644**	**3,987**	**2,359**	**4,459**	**4,057**	**1,900**	**1,962**	**1,530**	**1,105**	**1,503**	**442**	**736**	**57**
PERCENT	**100.0**		**82.7**	**17.3**	**24.1**	**12.6**	**7.4**	**14.0**	**12.8**	**6.0**	**6.2**	**4.8**	**3.5**	**4.7**	**1.4**	**2.3**	**0.2**

Note 1: Includes Research; Research & Development
Note 2: Includes Plant Engineering/Design; Project/Facility Engineering

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

QUALIFICATION SOURCE	Qualified Within 1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. **TOTAL** – Direct Request:	**21,899**	**6,340**	**2**	**23,020**	**5,221**	**28,241**	**89.0**
a. Written	243	137	2	315	67	382	1.2
b. Telecommunication	14,635	4,840	-	16,510	2,965	19,475	61.4
c. Electronic	7,021	1,363	-	6,195	2,189	8,384	26.4
II. **TOTAL** – Request from recipient's company:	**30**	**8**	**2**	**40**	**-**	**40**	**0.1**
a. Written	30	8	2	40	-	40	0.1
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. **TOTAL** – Membership Benefit:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. ***TOTAL** – Communication from recipient or recipient's company (other than request):	**3,460**	**-**	**-**	**3,181**	**279**	**3,460**	**10.9**
a. Written	56	-	-	51	5	56	0.2
b. Telecommunication	2,667	-	-	2,543	124	2,667	8.4
c. Electronic	737	-	-	587	150	737	2.3
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. **TOTAL** – Single Copy Sales:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**25,389**	**6,348**	**4**	**26,241**	**5,500**	**31,741**	**100.0**
PERCENT	**80.0**	**20.0**	**-**	**82.7**	**17.3**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	26,199	5,499	31,698	99.9
Individuals by name only	11	1	12	-
Titles or functions only	-	-	-	-
Company names only	29	-	29	0.1
Multi-Copy Same Addressee copies	2	-	2	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**26,241**	**5,500**	**31,741**	**100.0**

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