

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
FAX: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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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Canon Communications Pharmaceutical Media Group  
828A Newtown-Yardley Road  
Newtown, PA 18940  
Tel.: (215) 944-9800  
Fax: (215) 867-0053  
[www.pharmalive.com](http://www.pharmalive.com)

Official Publication of: None  
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Issues Per Year: 12



**FIELD SERVED**

MED AD NEWS serves pharmaceutical and medical equipment manufacturers, health-care communications companies, marketing service companies, general business service companies and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include senior executives in brand, category, and product management, finance, legal, portfolio management, advertising, marketing, sales, public affairs, and research and development.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	354
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	108
All Other _____	370
<b>TOTAL</b>	<b>832</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,232	98.3	13,220	80.1	3,012	18.2
Sponsored Individually Addressed __	247	1.5	-	-	247	1.5
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	34	0.2	-	-	34	0.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,513</b>	<b>100.0</b>	<b>13,220</b>	<b>80.1</b>	<b>3,293</b>	<b>19.9</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	512	616			16,482	October _____	539	653			16,614
August _____	418	415			16,479	November _____	1478	1365			16,500
September _____	530	552			16,500	December _____	237	240			16,503
						<b>TOTAL</b>	<b>3,714</b>	<b>3,841</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**  
 This issue is 0.1% or 16 copies below the average of the other 5 issues reported in Paragraph two.

CLASSIFICATION BY BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Senior Management	Finance Management	Business Strategy	Product Management	Marketing/Advertising/Promotion Management	Sales Management	Account Management	Marketing Services	Media Directors/Planners	R&D Management	Licensing	Manufacturing	IT Management	Other Personnel
1. Pharmaceutical Manufacturer/ Generic Pharmaceutical Manufacturer _____	7,828	47.4	2,921	111	288	482	1,197	804	31	224	144	876	54	79	52	565
2. Biotechnology Company _____	2,114	12.8	1,070	44	88	78	204	132	2	21	42	260	24	25	10	114
3. Medical Equipment Manufacturer _____	799	4.8	309	17	33	47	166	79	6	19	13	60	1	7	5	37
4. Healthcare Communications Company _____	2,208	13.4	825	13	34	32	346	143	387	70	131	25	-	4	5	193
5. Market Services Company _____	1,449	8.8	615	12	37	27	218	203	70	69	62	13	1	5	2	115
6. General Business Services Company _____	717	4.4	329	8	34	11	57	70	11	25	4	24	1	2	3	138
7. Other Support or Service Company _____	1,385	8.4	427	10	29	13	101	121	11	27	16	63	3	1	2	561
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,500</b>	<b>100.0</b>	<b>6,496</b>	<b>215</b>	<b>543</b>	<b>690</b>	<b>2,289</b>	<b>1,552</b>	<b>518</b>	<b>455</b>	<b>412</b>	<b>1,321</b>	<b>84</b>	<b>123</b>	<b>79</b>	<b>1,723</b>
<b>PERCENT</b>	<b>100.0</b>		<b>39.4</b>	<b>1.3</b>	<b>3.3</b>	<b>4.2</b>	<b>13.9</b>	<b>9.4</b>	<b>3.1</b>	<b>2.8</b>	<b>2.5</b>	<b>8.0</b>	<b>0.5</b>	<b>0.7</b>	<b>0.5</b>	<b>10.4</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>10,923</b>	<b>2,400</b>	<b>757</b>			<b>14,080</b>	<b>85.4</b>
a. Written _____	4,005	741	121			4,867	29.5
b. Telecommunication _____	3,545	1,523	632			5,700	34.6
c. Electronic _____	3,373	136	4			3,513	21.3
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>466</b>	<b>37</b>	<b>-</b>			<b>503</b>	<b>3.0</b>
a. Written _____	466	37	-			503	3.0
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>1,917</b>	<b>-</b>	<b>-</b>			<b>1,917</b>	<b>11.6</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,917	-	-			1,917	11.6
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,306</b>	<b>2,437</b>	<b>757</b>			<b>16,500</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>80.6</b>	<b>14.8</b>	<b>4.6</b>		<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,267	98.6
Individuals by name only _____			9	-
Titles or functions only _____			14	0.1
Company names only _____			175	1.1
Multi-Copy Same Addressee copies _____			35	0.2
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>16,500</b>	<b>100.0</b>



9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	16,519	16,705	16,657	16,630	16,513
Qualified Non-Paid: _	12,470	11,966	12,456	12,960	13,220
Qualified Paid: _____	4,049	4,739	4,201	3,670	3,293
Post Expire Copies included in Paid Circulation: _____	332.0 %	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$189.24	\$205.10	\$217.44	\$219.60	\$213.84

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**  
 \*\*NC = None Claimed.

10. PAID CIRCULATION DATA	
\$213.84	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for the quantity of 1,917 copies or 11.6%, including the 2009 Directory of Pharmaceutical, Biotechnology, Medical Device, and Pharmaceutical Research Companies.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**Med Ad News Site Licenses:**

The following have purchased online access to Med Ad News:

Company Name	# of Site Licenses	# of Site License Users
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	100
Biotechnology Company	1	100
Pharmaceutical Company	1	75
Pharmaceutical Company	1	75
Biotechnology Company	1	25

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 26, 2009
Patricia Spinner, Senior Group Publisher	State	Pennsylvania
Glenn Glasberg, Director, Circulation and Marketing	County	Bucks
(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	January 26, 2009
<b>IMPORTANT NOTE:</b>	Type	PD
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	M036P0D8