

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 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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R&D Directions

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

Official Publication of: None
Established: 1995
Issues Per Year: 10



FIELD SERVED

R & D DIRECTIONS serves pharmaceutical manufacturers, biotechnology companies, contract research organizations, clinical study sites, clinical laboratories, hospitals, colleges and universities, government agencies, medical device or instrumentation manufacturers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are senior/general corporate management, medical directors, associate medical directors, clinical trial management, clinical/drug research (including clinical trials design/development), regulatory affairs, clinical monitoring/CRC/CRA, academic research/teaching, data management analysis (including biostatistics), marketing, clinical document preparation, project management, drug safety, quality control, and other titled and non-titled personnel, as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	293
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	12
All Other _____	472
TOTAL	777

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,473	99.8	11,692	93.5	781	6.3
Sponsored Individually Addressed __	29	0.2	-	-	29	0.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,504	100.0	11,692	93.5	812	6.5

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/ August _____	317	277			12,467	October _____	900	947			12,547
September _____	409	442			12,500	November/ December ____	2,508	2,461			12,500
						TOTAL	4,134	4,127			

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	8,179	1,667	5			9,851	78.8
a. Written _____	2,105	343	5			2,453	19.6
b. Telecommunication _____	3,541	1,053	-			4,594	36.8
c. Electronic _____	2,533	271	-			2,804	22.4
II. TOTAL - Request from recipient's company: _____	115	18	2			135	1.1
a. Written _____	115	18	2			135	1.1
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	6	-	-			6	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	6	-	-			6	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,508	-	-			2,508	20.1
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,508	-	-			2,508	20.1
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,808	1,685	7			12,500	100.0
*See Paragraph 11	PERCENT	86.5	13.5	-		100.0	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			12,420	99.4
Individuals by name only _____			2	-
Titles or functions only _____			4	-
Company names only _____			72	0.6
Multi-Copy Same Addressee copies _____			2	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			12,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/ DECEMBER 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	11		400-427 Kentucky _____	40	
030-038 New Hampshire _____	21		370-385 Tennessee _____	95	
050-059 Vermont _____	2		350-369 Alabama _____	64	
010-027 Massachusetts _____	903		386-397 Mississippi _____	7	
028-029 Rhode Island _____	30		EAST SO. CENTRAL	206	1.6
060-069 Connecticut _____	229		716-729 Arkansas _____	18	
NEW ENGLAND	1,196	9.6	700-714 Louisiana _____	28	
100-149 New York _____	646		730-749 Oklahoma _____	12	
070-089 New Jersey _____	1,329		750-799 Texas _____	290	
150-196 Pennsylvania _____	899		WEST SO. CENTRAL	348	2.8
MIDDLE ATLANTIC	2,874	23.0	590-599 Montana _____	9	
430-459 Ohio _____	193		832-838 Idaho _____	8	
460-479 Indiana _____	155		820-831 Wyoming _____	-	
600-629 Illinois _____	367		800-816 Colorado _____	116	
480-499 Michigan _____	137		870-884 New Mexico _____	17	
530-549 Wisconsin _____	93		850-865 Arizona _____	115	
EAST NO. CENTRAL	945	7.6	840-847 Utah _____	78	
550-567 Minnesota _____	143		889-898 Nevada _____	25	
500-528 Iowa _____	12		MOUNTAIN	368	2.9
630-658 Missouri _____	97		995-999 Alaska _____	-	
580-588 North Dakota _____	9		980-994 Washington _____	183	
570-577 South Dakota _____	2		970-979 Oregon _____	36	
680-693 Nebraska _____	28		900-961 California _____	1,910	
660-679 Kansas _____	77		967-968 Hawaii _____	9	
WEST NO. CENTRAL	368	2.9	PACIFIC	2,138	17.1
197-199 Delaware _____	116		UNITED STATES	10,150	81.2
206-219 Maryland _____	394		969 & 004-009 U.S. Territories _____	10	
200-205 Washington, DC _____	31		Canada _____	565	
220-246 Virginia _____	131		Mexico _____	10	
247-268 West Virginia _____	24		Other International _____	1,760	
270-289 North Carolina _____	525		AP0/FPO _____	5	
290-299 South Carolina _____	32		TOTAL QUALIFIED CIRCULATION	12,500	100.0
300-319 Georgia _____	173				
320-349 Florida _____	281				
SOUTH ATLANTIC	1,707	13.7			

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008					
Region/Country		Total Qualified	Percent	Region/Country	
ASIA				Ireland	33
Bangladesh		2		Romania	4
China		28		Russian Federation	5
Hong Kong - SAR		3		Serbia and Montenegro	2
India		172		Slovakia	3
Indonesia		3		Slovenia	1
Japan		71		Spain	23
Korea, Democratic People's Republic Of		10		Sweden	60
Korea, Republic Of		11		Switzerland	102
Malaysia		8		Turkey	13
Nepal		1		Ukraine	1
Pakistan		7		United Kingdom	315
Philippines		1		Subtotal	1,165
Singapore		20			9.3
Sri Lanka		1		AFRICA	
Taiwan		13		Egypt	5
Thailand		2		Ethiopia	1
Uzbekistan		1		Ghana	3
Vietnam		3		Mozambique	1
Subtotal		357	2.9	Nigeria	1
MIDDLE EAST				South Africa	8
Iran		4		Subtotal	19
Israel		67			0.2
Jordan		4		NORTH AMERICA	
Lebanon		4		Canada	565
Oman		1		United States	10,127
Saudi Arabia		3		Mexico	10
United Arab Emirates		3		unspecified North America	3
Subtotal		86	0.7	Subtotal	10,705
EUROPE					85.6
Austria		25		CARIBBEAN	
Belgium		40		Cuba	1
Bulgaria		1		Jamaica	2
Cyprus		1		Puerto Rico	9
Czech Republic		8		Trinidad and Tobago	2
Denmark		61		Subtotal	14
Finland		17			0.1
France		135		SOUTH AMERICA	
Germany		143		Argentina	22
Greece		8		Brazil	20
Hungary		11		Chile	1
Iceland		7		Colombia	5
Italy		51		Ecuador	2
Lithuania		1		Paraguay	1
Macedonia		1		Peru	2
Moldova		1		Venezuela	1
Monaco		1		Subtotal	54
Netherlands		55			0.4
Norway		22		ASIA PACIFIC	
Poland		8		Australia	93
Portugal		6		New Zealand	7
				Subtotal	100
					0.8
				TOTAL QUALIFIED CIRCULATION	12,500
					100.0

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: __	12,564	12,611	12,672	12,602	12,504
Qualified Non-Paid _____	11,331	11,147	11,454	11,641	11,692
Qualified Paid _____	1,233	1,464	1,218	961	812
Post Expire Copies included in Paid Circulation: _____	125.0	149.0	108.0	**NC	**NC
Average Annual Order Price: __	\$110.30	\$132.60	\$132.20	\$143.70	\$141.30

***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	
\$141.30	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	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 a quantity of 2,508 copies or 20.1%, including the 2009 Directory of Pharmaceutical, Biotechnology, Medical Device, and Pharmaceutical Research Companies.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

R&D DIRECTIONS SITE LICENSES:

The following have purchased online access to R&D Directions:

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

PUBLISHER'S AFFIDAVIT

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

Patricia Spinner, Senior Group Publisher

Glenn Glasberg, Director, Circulation and Marketing

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

Date signed January 26, 2009

City Pennsylvania

Country Bucks

Received by BPA Worldwide January 26, 2009

Type PD

ID Number R129P0D8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008

This issue is -% or 5 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Senior Management	Medical/ Associate Medical Director	Clinical/Drug Research	Clinical Trials Management	Clinical Monitoring/ CRC/CRA	Clinical Document Preparation	Data Management/ Analysis	Regulatory Affairs	Drug Safety	Quality Control	Academic Research/ Professor	Project Management	Manufacturing	Finance Management	Business Strategy	Marketing/ Advertising/ Promotion Management	Licensing	IT Management	Other Titled and Non-titled Personnel
Pharmaceutical/Generic Pharmaceutical Manufacturer _____	5,233	41.9	2,511	237	424	167	52	16	65	224	64	84	9	212	85	118	177	286	33	51	418
Biotechnology Company _____	3,186	25.5	1,944	82	206	79	13	3	19	74	16	27	8	135	27	92	99	110	16	10	226
Medical Equipment Manufacturer _____	450	3.6	236	9	27	11	4	-	3	11	-	3	1	22	12	12	14	36	1	6	42
Contract Research Organization _____	1,152	9.2	488	38	58	79	40	13	16	30	12	18	3	64	5	10	77	140	1	11	49
Clinical Study Site/SMO _____	405	3.2	138	75	51	34	18	3	3	8	1	4	5	5	1	9	14	14	-	5	17
Clinical Laboratory _____	410	3.3	219	33	14	11	1	1	3	4	2	8	12	10	2	9	15	19	1	2	44
Hospital _____	199	1.6	37	63	28	14	6	1	1	1	3	4	23	1	1	1	1	4	-	1	9
Academic Research Institution _____	457	3.7	49	35	38	20	8	2	7	6	3	3	250	19	1	-	1	3	3	1	8
Government Agency _____	62	0.5	10	7	8	5	-	-	2	5	1	1	3	10	-	-	2	3	1	2	2
Data Management _____	154	1.2	59	2	13	1	3	-	13	-	3	1	1	9	-	-	10	29	-	3	7
Others Allied to the Field _____	792	6.3	284	18	20	15	3	3	5	19	-	-	1	19	2	5	46	69	2	3	278
TOTAL QUALIFIED CIRCULATION	12,500	100.0	5,975	599	887	436	148	42	137	382	105	153	316	506	136	256	456	713	58	95	1,100
PERCENT	100.0		47.9	4.8	7.1	3.5	1.2	0.3	1.1	3.1	0.8	1.2	2.5	4.0	1.1	2.0	3.6	5.7	0.5	0.8	8.8