



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 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.

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EUROPEAN PHARMACEUTICAL MANUFACTURER covers the entire pharmaceutical manufacturing supply chain, keeping readers abreast of the latest offerings and developments in R&D and manufacturing products and equipment, ingredients and contract services.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited 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 of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

EUROPEAN PHARMACEUTICAL MANUFACTURER serves the companies in the following fields: Pharmaceutical Manufacturing, Contract Manufacturing, Intravenous Medical Devices Manufacturing, Validation, Testing, Clinical Trial Site, Materials Manufacturer, Compounder or Distributor, Biopharmaceutical Manufacturing, Clinical Diagnostic Manufacturing and Other business allied to the field as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are involved in Corporate Management, Production/Manufacturing, Marketing, Research & Development, Quality Assurance, Testing/Lab Management/Analysis, Purchasing, Project Management, Product Management & Sales, IT Systems, Packaging and Other functions in the above fields as reported in Paragraph 3a.

CHANNELS

EUROPEAN PHARMACEUTICAL MANUFACTURER MAGAZINE



4 Issues in the period
 5,991 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
EUROPEAN PHARMACEUTICAL MANUFACTURER MAGAZINE (4 issues in the period)	5,991	-	5,991

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	198
Allocated for Trade Shows and Conventions	250
All Other	124
TOTAL	573

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,991	100.0	5,991	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,991	100.0	5,991	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Total Qualified
July/August	5,996
September	6,019
October	6,008
November/December	5,941

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

This issue is 1.1% or 67 copies below the average of the other 3 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management	Production/Manufacturing	Marketing	Research & Development	Quality Assurance	Testing/Lab Management/Analysis	Purchasing	Project Management	Product Management & Sales	IT Systems	Packaging	Other
Pharmaceutical Manufacturing	4,049	68.1	1,452	347	174	456	276	203	122	94	62	75	11	777
Contract Manufacturing	360	6.0	130	56	44	27	20	1	17	17	16	26	1	5
Intravenous Medical Devices Manufacturing	308	5.2	95	66	28	29	45	1	14	6	10	12	1	1
Validation, Testing, Clinical Trial Site	197	3.3	60	13	14	55	23	6	4	4	6	10	-	2
Materials Manufacturer, Compounder or Distributor	135	2.3	41	24	20	17	5	2	4	4	14	-	1	3
Biopharmaceutical Manufacturing	140	2.4	33	29	9	30	10	1	1	9	3	8	-	7
Clinical Diagnostic Manufacturing	89	1.5	25	13	8	17	6	2	7	6	2	2	-	1
Other	663	11.2	156	30	161	56	19	9	18	27	23	3	6	155
TOTAL QUALIFIED CIRCULATION	5,941	100.0	1,992	578	458	687	404	225	187	167	136	136	20	951
PERCENT	100.0		33.5	9.7	7.7	11.6	6.8	3.8	3.2	2.8	2.3	2.3	0.3	16.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

Since this is a Circulation Statement following an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

- Direct request: Written
- Direct request: Telecommunication
- Direct request: Electronic
- Request from recipient's company: Written
- Request from recipient's company: Telecommunication
- Request from recipient's company: Electronic
- Other Sources

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	5,891	99.2
Individuals by name only	50	0.8
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	5,941	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Circulation Claim	Circulation Claim
	October-December 2012	January - June 2013*	July - December 2013*
Total Audit Average Qualified:	6,122	5,953	5,991
Qualified Non-Paid:	6,122	5,953	5,991
Qualified Paid:	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC

*NOTE: January - December 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Luxembourg	5	
Azerbaijan	1		Macedonia	4	
Georgia	1		Malta	8	
Subtotal	2	-	Moldova	4	
EUROPE			Monaco	1	
Austria	57		Netherlands	222	
Belarus	6		Norway	76	
Belgium	272		Poland	88	
Bosnia and Herzegovina	3		Portugal	54	
Bulgaria	13		Romania	41	
Croatia	4		Russian Federation	28	
Cyprus	6		Serbia	13	
Czech Republic	75		Slovakia	14	
Denmark	289		Slovenia	17	
Estonia	9		Spain	159	
Finland	134		Sweden	404	
France	853		Switzerland	247	
Germany	1,091		Turkey	25	
Greece	42		Ukraine	18	
Hungary	22		United Kingdom	1,172	
Iceland	12		Subtotal	5,939	100.0
Ireland	91		TOTAL QUALIFIED CIRCULATION	5,941	100.0
Italy	348				
Latvia	5				
Lithuania	7				

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2013

Region	Total Qualified	Percent	Region	Total Qualified	Percent
Channel Islands	-	-	Cheshire	54	0.9
Cornwall	4	0.1	Isle of Man	1	-
Devon	9	0.1	Lancashire	71	1.2
Dorset	7	0.1	Merseyside	24	0.4
Gloucestershire	16	0.3	North West	150	2.5
Isles of Scilly	-	-	Cleveland	17	0.3
Somerset	18	0.3	Cumbria	3	-
Wiltshire	18	0.3	Durham	10	0.2
South West	72	1.2	Northumberland	10	0.2
Bedfordshire	22	0.4	Tyne & Wear	9	0.1
Berkshire	34	0.6	Northern	49	0.8
Buckinghamshire	21	0.4	London	116	2.0
East Sussex	5	0.1	Total England Circulation	1,062	17.9
Essex	35	0.6	Antrim	12	0.2
Hampshire	40	0.7	Armagh	7	0.1
Hertfordshire	47	0.8	County Down	3	0.1
Isle of Wight	1	-	County Tyrone	1	-
Kent	42	0.7	Fermanagh	-	-
Middlesex	20	0.3	Londonderry	4	0.1
Oxfordshire	24	0.4	Northern Ireland	27	0.5
Surrey	42	0.7	Clwyd	10	0.2
West Sussex	20	0.3	Dyfed	2	-
South East	353	6.0	Gwent	8	0.1
Cambridgeshire	44	0.8	Gwynedd	-	-
Norfolk	8	0.1	Mid Glamorgan	21	0.4
Suffolk	6	0.1	Powys	-	-
East Anglia	58	1.0	Glamorgan	-	-
Herefordshire & Worcestershire	17	0.3	West Glamorgan	9	0.2
Shropshire	9	0.2	Wales	50	0.9
Staffordshire	31	0.5	Borders	1	-
Warwickshire	8	0.1	Central	3	0.1
West Midlands	32	0.5	Dumfries & Galloway	4	-
Midlands	97	1.6	Fife	2	-
Derbyshire	17	0.3	Grampian	3	-
Leicestershire	12	0.2	Highlands & Islands	-	-
Lincolnshire	9	0.2	Lothian	9	0.2
Northamptonshire	24	0.4	Strathclyde	9	0.2
Nottinghamshire	32	0.5	Tayside	2	-
East Midlands	94	1.6	Scotland	33	0.5
East Yorkshire	20	0.3	Total UK Circulation	1,172	19.8
North Yorkshire	17	0.3	Europe	4,767	80.2
South Yorkshire	11	0.2	International	2	-
West Yorkshire	25	0.4	TOTAL QUALIFIED CIRCULATION	5,941	100.0
Yorkshire	73	1.2			

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

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

Daniel Verrells, Circulation Manager
Duncan Wood, Chief Operating Officer

(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.

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About BPA Worldwide:

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