

Pharmaceutical Executive

www.pharmexec.com

For **Global Business** and **Marketing Leaders**



Your Solution for Marketing Success | **2007 Media Planner**



The **Pharmaceutical Executive** Brand

What's next for the pharmaceutical industry? Only one thing is certain: It's going to involve an unprecedented level of change—new strategies, new business models, new challenges. And when pharma decision-makers need news and insight about pharma's future and how to respond to it, they turn to **Pharmaceutical Executive** magazine. From strategy to marketing to the best new ideas about research, sales, and technology, **Pharmaceutical Executive** covers it all. The brand pharma trusts can help build recognition and reach for your brand. Let us show you how.

THE INDUSTRY'S ONLY MULTIPLE-AWARD-WINNING MAGAZINE

- **Neal Award finalist for best issue, featuring a cover story on Genentech, 2005.**
- **The Henry J. Kaiser Family Foundation Fellowship, 2004.**
- **Neal Award for a cover story focusing on the convergence of diagnostics and pharmaceuticals, 2002.**
- **American Business Media's Grand Neal Award for a cover story examining patient advocacy, 2001.**
- **Advanstar's Magazine of the Year, 2000, 2001, 2002, 2004.**

Circulation

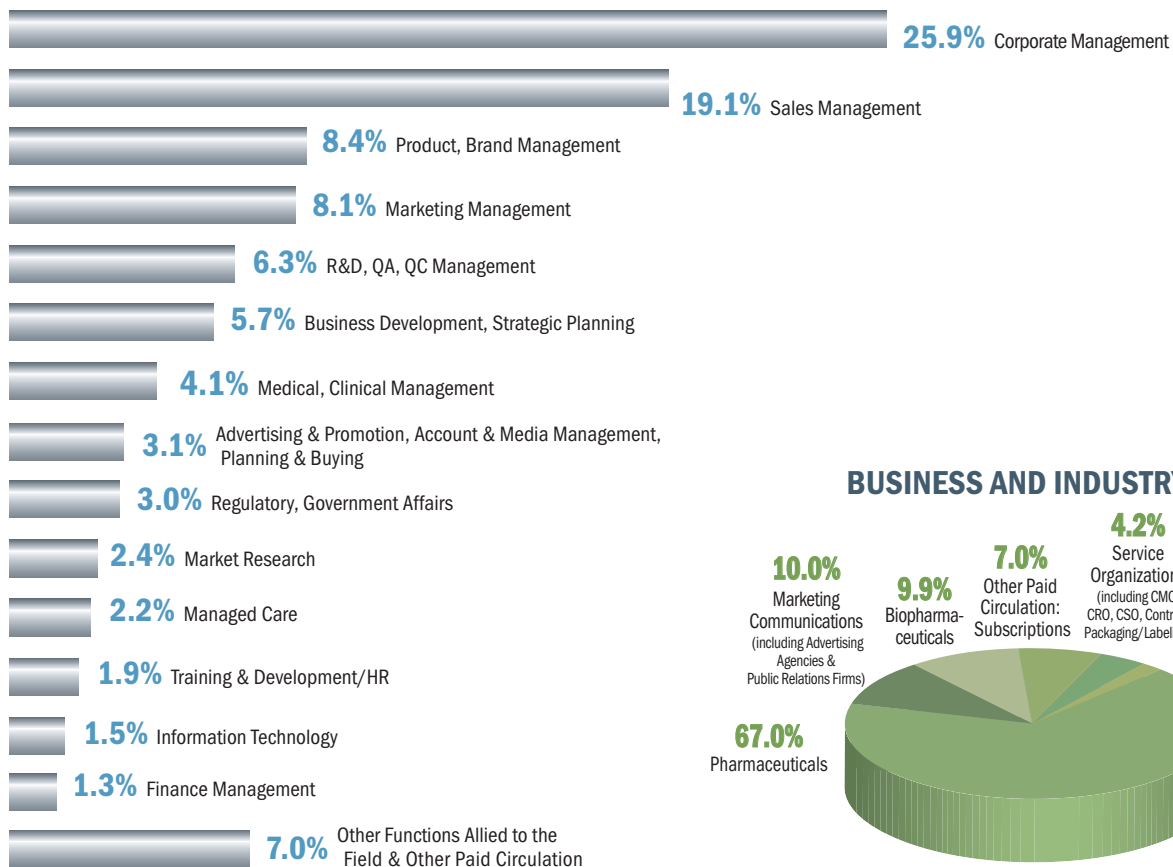
**PHARMACEUTICAL EXECUTIVE DELIVERS
A TOTAL BPA-QUALIFIED CIRCULATION OF**

18,000

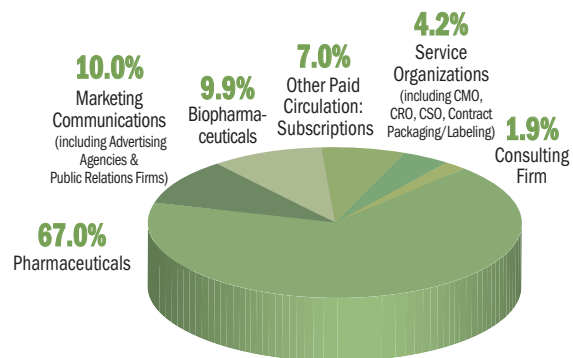
BPA-QUALIFIED SUBSCRIBERS*



PRIMARY JOB FUNCTION*



BUSINESS AND INDUSTRY*



*BPA June 2006 Statement



EDITORIAL THAT DEMANDS READERSHIP ATTENTION

Circulation

PHARMACEUTICAL EXECUTIVE DELIVERS THE LARGEST TOTAL QUALIFIED CIRCULATION

	Total Qualified	Personal Direct Request	1 Year	Qualified Within 2 Years	3 Years	Names Sourced from Directories
Pharmaceutical Executive*	18,000	97.2%	14,157	3,843	-	-
MEDICAL MARKETING & MEDIA*	14,742	84.2%	14,702	-	-	-
MED AD NEWS*	16,782	84.8%	15,046	1,228	551	1,398
PRODUCT MANAGEMENT TODAY	Not BPA Audited	Not BPA Audited		Not BPA Audited		Not BPA Audited
PHARMA VOICE	Not BPA Audited	Not BPA Audited		Not BPA Audited		Not BPA Audited

*BPA June 2006 Statement



REACH TOP COMPANIES+

WYETH	640	EISAI	107	BAXTER	62
GLAXOSMITHKLINE	429	ELI LILLY	117	ORTHO-MCNEIL	62
ASTRAZENECA	401	BOEHRINGER INGELHEIM	114	PURDUE PHARMA	62
PFIZER	384	FOREST LABORATORIES	89	TAKEDA	57
ABBOTT	379	BAYER	87	JANSEN PHARMACEUTICA	56
SANOFI-AVENTIS	375	UCB PHARMA	81	SOLVAY	55
BRISTOL-MYERS SQUIBB	328	TAP PHARMACEUTICAL	75	CENTOCOR	53
NOVARTIS	258	CARDINAL HEALTH	74	NOVO NORDISK	44
MERCK	236	GENENTECH	72	BIOGEN	43
AMGEN	208	ROCHE	71	ORTHO BIOTECH	38
SCHERING-PLOUGH	204	KING PHARMACEUTICALS	64	PROCTER & GAMBLE	33
JOHNSON & JOHNSON	167	SEPRACOR	64	And Many, Many More...	

+Publisher's Own Data 2006

Subscribers spend an average of

90 minutes

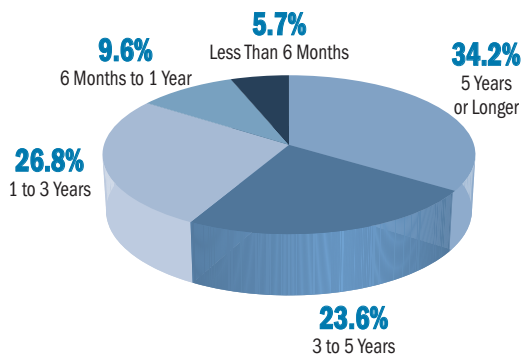
reading each issue of **Pharmaceutical Executive**

34%

of subscribers spend more time reading **Pharmaceutical Executive** now than they did in the past

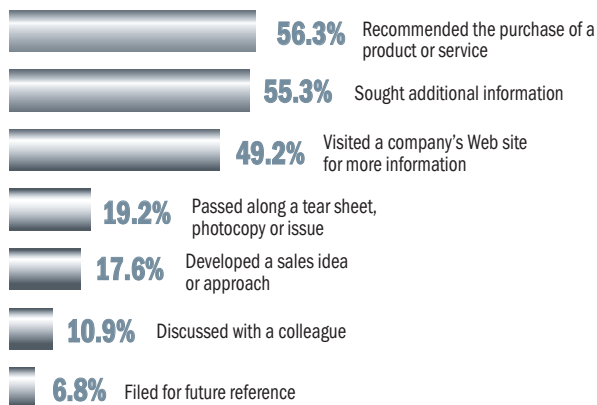
Readership Profile

ON AVERAGE, SUBSCRIBERS HAVE BEEN
READING **PHARMACEUTICAL EXECUTIVE**
FOR 4.5 YEARS

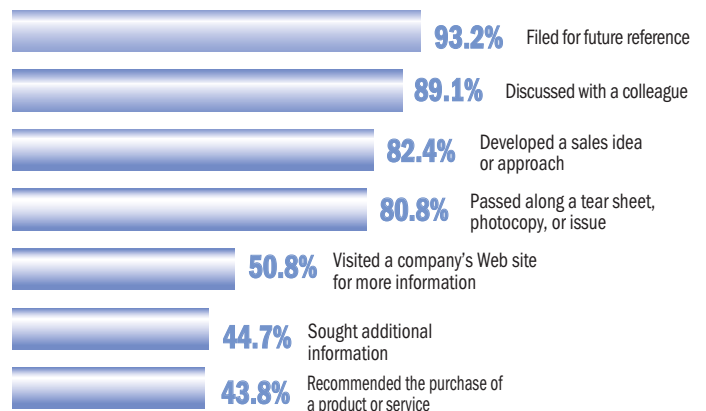


93% OF SUBSCRIBERS
HAVE READ OR LOOKED THROUGH AT
LEAST 3 OUT OF THE LAST 4 ISSUES OF
PHARMACEUTICAL EXECUTIVE

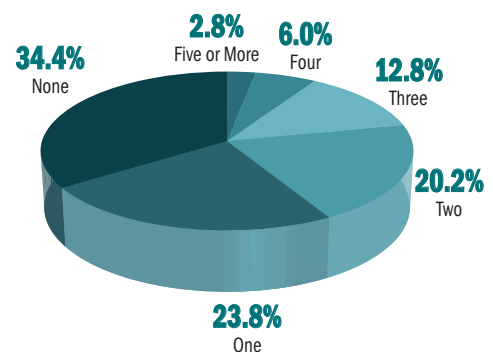
READERS ARE MOTIVATED TO TAKE
ACTION IN RESPONSE TO ADVERTISEMENTS
IN **PHARMACEUTICAL EXECUTIVE**



READERS ARE MOTIVATED TO TAKE
ACTION IN RESPONSE TO ARTICLES IN
PHARMACEUTICAL EXECUTIVE



PHARMACEUTICAL EXECUTIVE IS PASSED ON TO AN
AVERAGE OF 1.4 BUSINESS ACQUAINTANCES OR
ASSOCIATES, FOR A TOTAL OF 36,720 READERS PER ISSUE

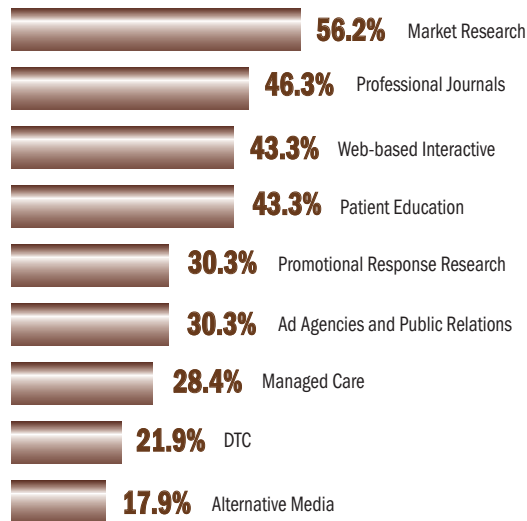


Purchasing Power

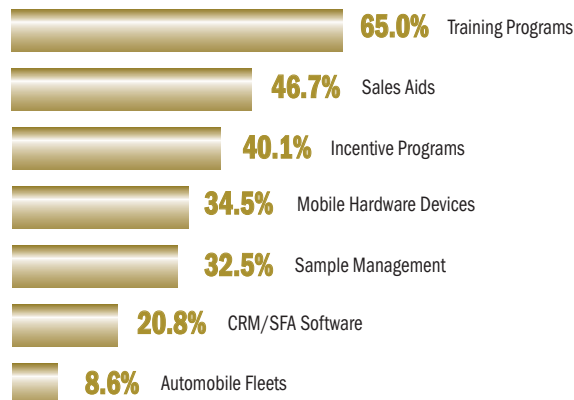
PHARMACEUTICAL EXECUTIVE SUBSCRIBERS ARE LOYAL READERS THAT HOLD POSITIONS OF AUTHORITY AND INFLUENCE PURCHASING DECISIONS OVER A VARIETY OF PRODUCTS AND SERVICES.

Our readers buy, recommend, specify or approve the following areas, products or services:

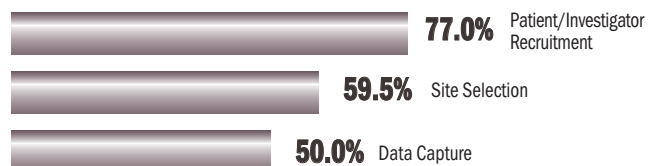
MARKETING



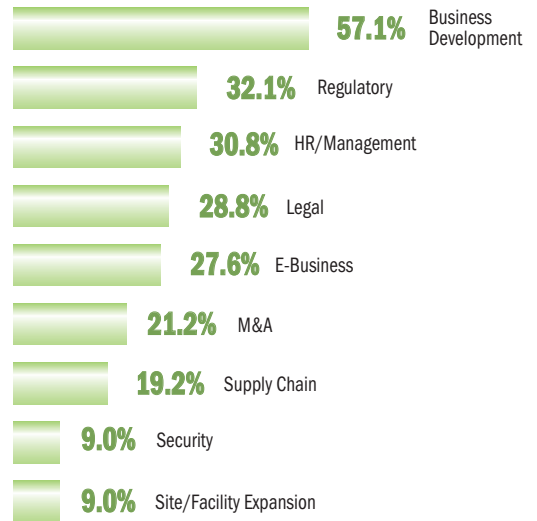
SALES



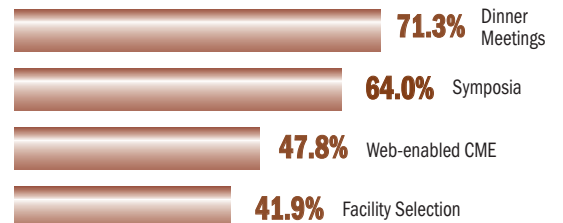
CLINICAL TRIALS



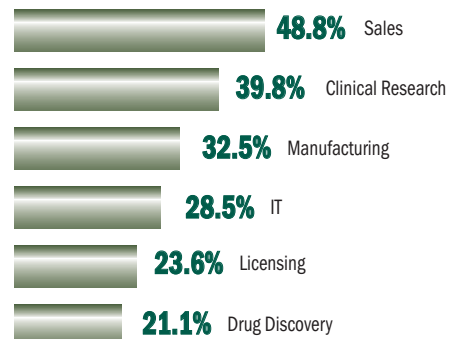
CONSULTING SERVICES



MEDICAL EDUCATION



OUTSOURCING

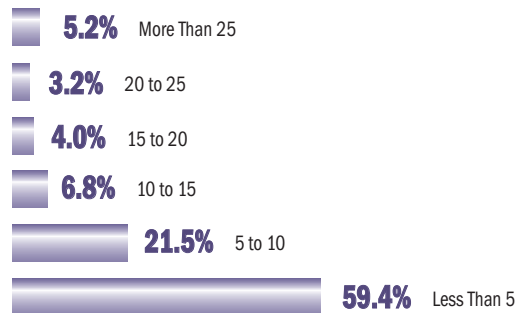


Meetings

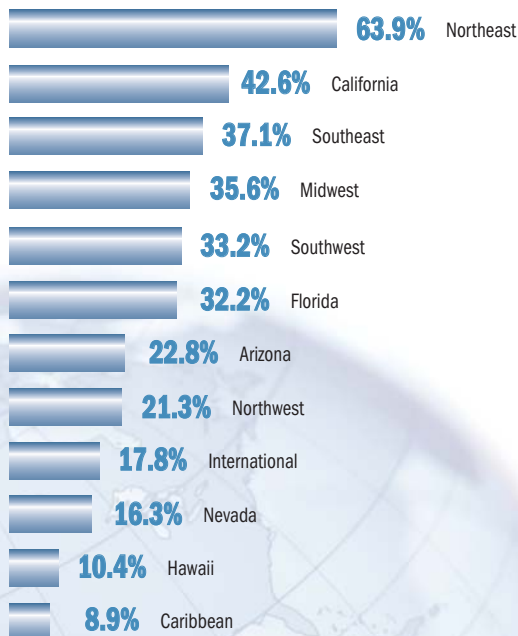
7 OUT OF **10**

**PHARMACEUTICAL EXECUTIVE
SUBSCRIBERS ARE INVOLVED
IN PLANNING OFF-SITE MEETINGS**

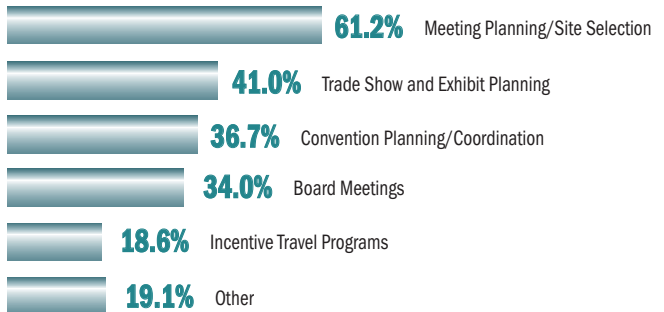
**READERS PLAN AN AVERAGE OF
6.8 MEETINGS PER YEAR**



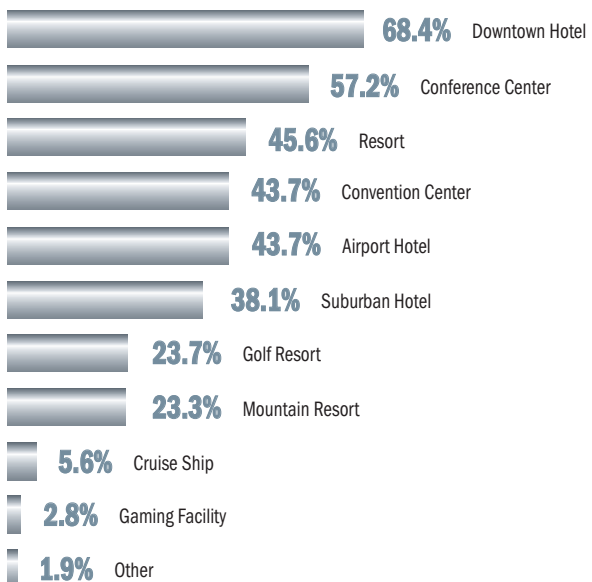
**MEETINGS ARE HELD IN A
VARIETY OF LOCATIONS**



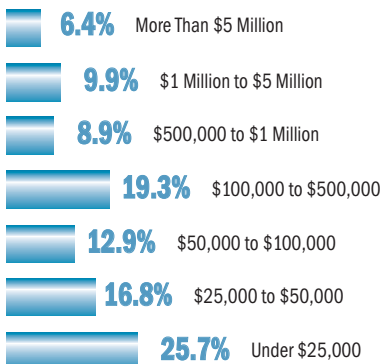
**READERS ARE INVOLVED IN MANY ASPECTS
OF THE PLANNING PROCESS**



**MOST MEETINGS ARE HELD IN HOTELS OR
CONFERENCE CENTERS**



**READERS SPEND AN AVERAGE OF \$859.2K
ANNUALLY ON OFF-SITE MEETINGS**



Technology in Pharma

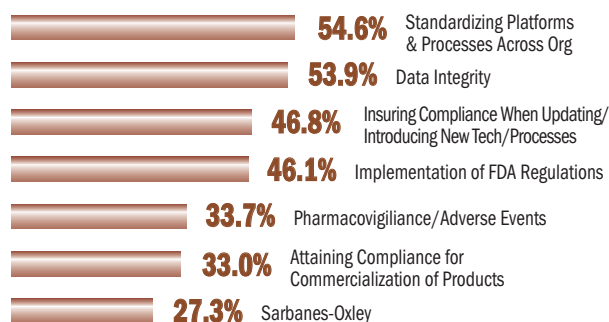
REACH DECISION-MAKERS & BUSINESS STRATEGISTS IN R&D, CLINICAL TRIALS, SUPPLY CHAIN, CRM, MARKETING AND CORPORATE/IT MANAGEMENT.

Increase your organization's exposure and drive awareness of your IT solutions to highly influential decision-makers. Technology is a crucial element of the pharmaceutical industry. In fact, it's so important that **Pharmaceutical Executive's** audience budgets specifically for it.

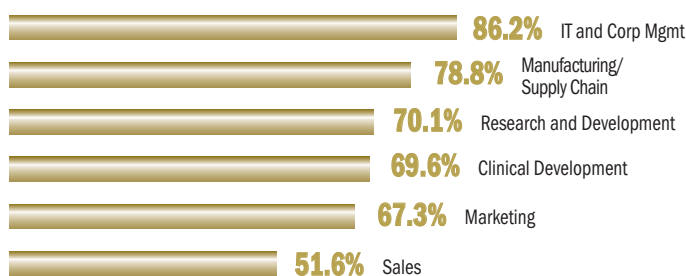
Results of the 2005 **Pharmaceutical Executive**/Life Science Insights Technology Survey show the majority of respondents reported that they spend an average of five to 10 percent of their IT budget on compliance-related issues, and they expect their spending on compliance to increase more than five percent over the next two to three years.

In fact, over 70% of all respondents said "Yes" to compliance and government regulations (such as Sarbanes-Oxley, HIPAA, and CFR Part 11) being important drivers of new IT purchases for their organizations.

ASPECTS OF COMPLIANCE THAT CAUSE COMPANIES TO SPEND MORE ON IT:



RELATIVE IMPORTANCE OF COMPLIANCE BY FUNCTIONAL AREA:



TECHNOLOGY ADOPTION BY FUNCTIONAL AREA

- **62%** of Corporate/IT Management saw Information Lifecycle Management and Regulatory Compliance as most important.
- In the R&D arena, **45%** cited biomarkers and bioinformatics as the most important technology initiatives.
- **83%** of clinical-development respondents saw Clinical Trials Management and EDC as the most important initiatives.
- Supply Chain Management was the top priority, according to **53%** of respondents, as compared with **34%** who cited Process Analytical Technology (PAT) and **11%** who cited Radio Frequency Identification (RFID) as their top technology picks.
- **50%** in Sales indicated Customer Relationship Management (CRM) was their top priority. **23.3%** were interested in Mobile Handheld Sales Solutions and **23%** were looking at Sales Force Automation (SFA).
- **75%** of marketing respondents saw Data Mining/Business Intelligence and Campaign Management as key technology issues.

The survey was conducted online in April 2005 and had a respondent base of 839 *Pharmaceutical Executive* subscribers. The sample was stratified by company size and respondent's functional area. Respondents who participated in this research were screened to ensure that they have knowledge of, and decision-making roles in, IT investments and implementations made within their respective organizations.

The business-size classes defined for this survey included less than 100 employees, 100-999, 1,000-9,999, and 10,000+ employees. The majority of respondents represented companies with more than 1,000 employees. The majority (83.9%) worked at Pharmaceutical and biotechnology companies. Major functional areas included R&D, Clinical Development, Manufacturing/Supply Chain, Marketing/Sales and Corporate and IT Management. 66.7% held Management Responsibilities and the remaining were senior and regular staff.

Editorial Overview

Forward-looking, thought-provoking analysis of business and marketing strategies makes **Pharmaceutical Executive** a must-read for key decision-makers at the world's leading drug companies. Each month, top leaders and industry visionaries share their insights on where pharma stands today—and where it is going tomorrow. From in-depth company and executive profiles to award-winning analytic articles, **Pharmaceutical Executive** consistently focuses on innovation and strategic thinking. In our pages, readers find not just the latest sales statistics, but the people and ideas behind them; and not just the latest news on companies, markets, and the regulatory playing field, but cogent analysis of what events mean for the industry—and what its leaders need to do next.

A MESSAGE FROM THE PUBLISHER

These are tricky times for the pharmaceutical industry. Major products worth tens of billions of dollars are going off patent in the next few years, and drug-development pipelines are not yet delivering enough new medicines to replace them. Government scrutiny is hitting an all-time high, as companies are required to document virtually every aspect of everything they do for increasingly vigilant regulators, and companies are scrambling to comply. There's an urgent need to maintain profits through rough spots.

Today, as never before, pharmaceutical manufacturers need to think and act strategically. They need new ideas, new solutions, new technology, and a lot of help from companies like yours.

For the past 25 years, pharmaceutical executives have turned to **Pharmaceutical Executive** magazine for practical, high-impact business ideas and information. Our 18,000 subscribers* represent the top levels of major pharma companies, as well as a healthy selection of executives from key industry functions, such as marketing. These are the people who make the decisions and the people who make things happen. They are the key to the future of pharma and the key to your business. And they're reading **Pharmaceutical Executive**.

Our award-winning editorial content and unique focus have created a loyal, dedicated audience of industry movers. 74.7%+ of our readers say if they could only choose one magazine, it would be **Pharmaceutical Executive**. 59.6%+ spend at least an hour reading each issue, average time spent per issue is an hour and a half, and approximately one-third say they read the magazine today more than they used to.

If your company has a message for pharma, it deserves to be delivered in a forum that readers value, trust, and spend time with. It deserves to be in **Pharmaceutical Executive**.

BLUEPRINT FOR SUCCESS

99%

of readers rated **Pharmaceutical Executive** as important or very important to them as professionals+

97%

of readers believe that **Pharmaceutical Executive** helps them stay current in their profession+

*BPA June 2006 Statement

+2006 Readership Study Conducted by Advanstar Research Services

Terms & Conditions

Standard Terms and Conditions for Advertising

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency:

- A** Invoices are rendered at date of publication.
- B** Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to Pharmaceutical Executive. All past due payments may be invoiced directly to the Advertiser, who will be held fully responsible for payment.
- C** Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.
- D** Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.
- E** All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
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- G** Publisher reserves the right to reject any advertising which Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.
- H** Publisher shall not be liable for any omitted, misplaced or mispositioned advertisements.
- I** All orders are accepted by the Publisher subject to change in rate upon notice from Publisher.
- J** Orders may be cancelled within ten (10) business days of the effective date of a change in rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- K** An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- L** A 1/4 page ad is the minimum rate holder.
- M** Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.
- N** Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.
- O** In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.
- P** Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.
- Q** Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.
- R** Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies.
- S** Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.
- T** These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

Pharmaceutical Executive



Your Solution to Marketing Success » 2007 Editorial Calendar

January

AD CLOSE: DECEMBER 8

MATERIALS: DECEMBER 15

Forecast

What are the most important issues facing pharma today—and tomorrow? With the help of researchers from the University of the Sciences, Philadelphia, *Pharm Exec* goes past the clichés for an eye-opening look.

Executive Profile

Conversation with a major pharma leader, plus analysis of new challenges and new solutions. Call your rep for details.



Payers' Survey

Exclusive research on what payers really want—and what they're planning next.

7th Annual Sales Force Survey

What reps are being paid, how they're being managed, and how their jobs are changing.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, sales management.



February

AD CLOSE: JANUARY 9

MATERIALS: JANUARY 16

Special Report: Malaria

One of the greatest killers worldwide, malaria affects more than 300 million each year. This comprehensive overview reports on the state of the science, the search for a vaccine, and the ongoing struggles of governments, industry, and philanthropic organizations to fight back.

NEW! Brand of the Year

A top brand is about more than marketing. *Pharm Exec*'s new annual award goes behind the scenes to show how science, marketing, sales, and more came together in the year's most promising product.

Partnering Strategies

Advice and analysis on making better deals—and keeping them alive.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, medical education, public relations.

Ad Performance Study

March

AD CLOSE: FEBRUARY 2

MATERIALS: FEBRUARY 9

Executive Profile

Conversation with a major pharma leader, plus analysis of new challenges and new solutions. Call your rep for details.

Ad Stars

Our annual, eye-catching look at the creative teams behind the year's top ad campaigns.



Sales Force Quality

Exciting new research on what it takes to run a successful sales force—and which companies are succeeding.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, sales management, finance.

SUPPLEMENT The Successful Product

Manager's Handbook

Our most popular supplement series is back with savvy advice and street-level insight into the problems product managers are facing today.



April

AD CLOSE: MARCH 2

MATERIALS: MARCH 9

Executive Profile: HBA Woman of the Year

Each year the Healthcare Businesswomen's Association picks a dynamic pharma leader to honor. Recent picks have included Susan Desmond-Hellman and Christine Poon.

Pharma's Next Business Model

The quiet crisis continues: Pharma's business model is broken, and compelling new models are scarce. Leading experts from across the industry and academia explain what comes next, and why.

RFID/Supply Chain Management

The clock is ticking on FDA's 2007 deadline for drug pedigrees. This update looks at what companies are doing—and still need to do.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, meetings, deal-making.

SUPPLEMENT Pharma Meetings

Make it memorable, make it cost-effective—make it compliant. Expert advice and case studies on creating meetings that matter.

BONUS DISTRIBUTION

Pharm Exec Marketing & Sales Summit, Interphex, ACRP

Ad Performance Study



May

AD CLOSE: APRIL 6

MATERIALS: APRIL 13

Pharm Exec 50

The indispensable industry ranking identifies the world's top companies by prescription-drug sales. Plus: R&D spend, top products, and much more.

Media Spend Trends

Where pharma is spending its marketing dollar. Includes up-to-date stats on professional and DTC advertising, detailing, medical education, and more.

Market Research

The use of physician-level prescribing data, pharma's mainstay, is under fire. This article looks at the state of the controversy—and some workarounds pharma execs need to know.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, medical education, law.

BONUS DISTRIBUTION

Bio Annual Meeting

June

AD CLOSE: MAY 4

MATERIALS: MAY 11

Executive Profile

Conversation with a major pharma leader, plus analysis of new challenges and new solutions. Call your rep for details.

ROUNDTABLE Fixing the Sales Model

Has pharma done enough to optimize the sales force? What still needs to be done? What are the smartest new ideas? A panel of experts addresses these questions, and more.

Clinical Trials

Toward tomorrow's clinical trials—managing the transition.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, sales management, public relations.

SUPPLEMENT Agency Confidential 2007

Who's who and what's what in the fast-changing world of pharmaceutical advertising. Personalities, company profiles, and more.

BONUS DISTRIBUTION

Society of Pharma/Biotech Trainers, DIA Annual Meeting

July

AD CLOSE: JUNE 8

MATERIALS: JUNE 15

Special Focus: Leadership

Insight and inspiration from some of the industry's most accomplished leaders—plus a gallery of emerging industry stars. Brought to you with the access and understanding only *Pharm Exec* provides. Call your rep for details.

Managed Care

Managed care is trying it all: pay-for-performance, multi-tiered drug programs, patient-directed care, and much more. But what's working and what's not?

RFID/Supply Chain

Management waits for a reliable drug pedigree—what's getting in the way, and what it will take to truly manage the supply chain.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, sales management, finance.

SUPPLEMENT

PMFD: The Pharmaceutical Meeting Facilities Directory

A comprehensive guide to hotels, conference centers, and other facilities that host pharmaceutical meetings.



August

AD CLOSE: JULY 9

MATERIALS: JULY 14

Tomorrow's Drugs

Gene therapy, RNAi therapies, "smart" drugs, and beyond—the medicines that will be transforming pharma in decades to come.



Executive Profile

Conversation with a major pharma leader, plus analysis of new challenges and new solutions. Call your rep for details.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, medical education, deal-making.



September

AD CLOSE: AUGUST 3

MATERIALS: AUGUST 10

Industry Audit + The Company of the Year

One of our most popular features, the audit ranks pharma companies on more than a dozen key metrics to identify the year's top performers. Wide-ranging insight—plus some surprises.

NEW! In Play

Industry experts identify the biotechs and small pharma's that are on the radar for acquisition or license deals. Contract manufacturing: getting more from offshore.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, sales management, law.

SUPPLEMENT

Medical Education Meetings

From working with vendors to handling logistics—a complete guide for sponsors of medical education.

October

AD CLOSE: SEPTEMBER 7

MATERIALS: SEPTEMBER 14

Executive Profile

Conversation with a major pharma leader, plus analysis of new challenges and new solutions. Call your rep for details.

Special Report: Drug Safety

Pharma's most burning issue combines politics, science, marketing, and regulation. In this important package, *Pharm Exec* zeroes in on the challenges and opportunities.

Clinical Trials

New strategies for cutting the cost and improving the reliability of clinical trials.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, medical education, public relations.

SUPPLEMENT *Pharm Exec's Guide to Brands*

How to build and maintain a pharma brand in an increasingly competitive marketplace. Plus: inside pharma's wonder-brands.

NEW!



November

AD CLOSE: OCTOBER 5

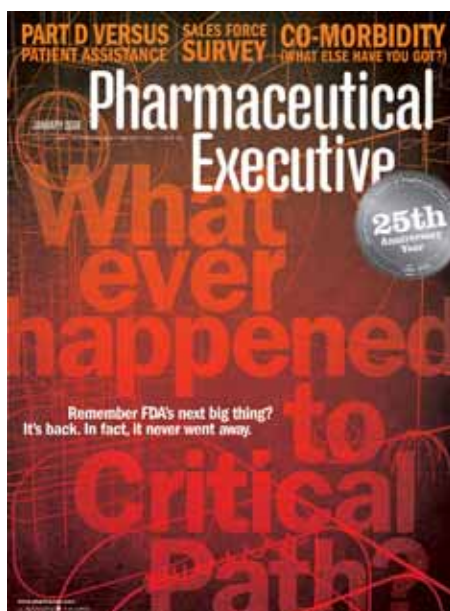
MATERIALS: OCTOBER 12

Executive Profile

Conversation with a major pharma leader, plus analysis of new challenges and new solutions. Call your rep for details.

Rx Club Awards

Pharm Exec's exclusive coverage of this prestigious competition is an eye-popping look at the year's best pharmaceutical advertising.



Competitive Intelligence

Turning data into competitive action.

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, meetings, finance.

SUPPLEMENT *Pharmaceutical Consultants' Directory*

Pharm Exec's latest industry guide provides comprehensive access to specialized consultants serving pharma.

NEW!

BONUS DISTRIBUTION AAPS Ad Performance Study

December

AD CLOSE: NOVEMBER 5

MATERIALS: NOVEMBER 12

4TH ANNUAL

Pipeline Report

The pick of the pipeline, as selected by leading clinicians, top financial analysts, and other experts.

Drug Delivery

New technologies for making more convenient, more effective, more targeted drugs.

Critical Path Update

FDA's most significant initiative in decades looked great on paper, but how is it playing on the street?

Strategies & Tactics

Hands-on coverage of DTC advertising, professional marketing, alternative media, sales management, medical education.

SPECIAL ADVERTISING SUPPLEMENT

Corporate Close-Up: Annual Guide to Industry Suppliers

Your description of your company, and its products and services, in a valuable reference product designed to be kept and used time and again.



BONUS DISTRIBUTION

Med Ed Forum



EDITORIAL EXCELLENCE IN A CLASS BY ITSELF

» **Neal Award finalist for best issue**, featuring a cover story on Genentech, 2005.

The Henry J. Kaiser Family Foundation Fellowship, 2004.

Neal Award for a cover story focusing on the convergence of diagnostics and pharmaceuticals, 2002.

American Business Media's Grand Neal Award for a cover story examining patient advocacy, 2001.

Advanstar's Magazine of the Year, 2000, 2001, 2002, 2004.

Regular Departments

■ **Leading Indicators**

Pharm Exec's opening section puts the focus where busy execs need it—on the future, and how companies can meet their challenges. In a series of crisp, quick-to-read mini-departments, Leading Indicators spotlights the people, ideas, and events that are shaping the pharma landscape.

■ **Turning Points**

Providing an analysis of the key events of the day, and what they mean for tomorrow.

■ **Data**

Covering the latest insights on markets, patients, and the industry, from top market researchers.

■ **Thought Leaders**

Delivering new ideas for pharma, in a lively Q&A with an industry innovator.

■ **Washington Report**

Timely, authoritative reports on Congress, FDA, and the political forces that drive them, from *Pharm Exec's* international correspondent, Sarah Houlton, PhD.

Pharmaceutical Executive's Back-of-Book

Providing targeted information on marketing, the number-one concern of a large percentage of the magazine's readership.

■ **Direct to Consumer**

News, commentary, and practical advice on pharma's DTC practices. **PLUS** » a roundup of news about people, agencies, and campaigns.

■ **Marketing to Physicians**

Publication-planning, targeting messages to physicians and other professionals, segmentation, and much more. **PLUS** » news about medical journals, campaigns, and people.

■ **Alternative Media**

New routes of delivering marketing messages, from merchandise to Web sites, and beyond. **PLUS** » notable Web sites, new products.

■ **Public Relations**

Strategies, concepts, and case studies from leading PR practitioners. **PLUS** » news about people, campaigns, and agencies.

ALSO » on a rotating basis, columns covering: Sales Management, Medical Education, Meetings.

“*Pharmaceutical Executive* provides articles and editorials that focus on the challenges I face as a mid-level pharmaceutical manager. I consider *Pharm Exec* an essential read and have incorporated it within my team through a monthly journal club that summarizes and discusses articles that relate to issues we currently face or may face in the near future.”

SCOTT HULL
ASSOCIATE DIRECTOR, SALES AND MARKETING OPERATIONS
CV THERAPEUTICS

“*Pharmaceutical Executive* is the most widely-cited industry publication for the pharma industry. It is a “must read” for me personally and keeps me up-to-date on key industry trends and cutting issues.”

NANCY LURKER
SR. VICE PRESIDENT & CHIEF MARKETING OFFICER
NOVARTIS PHARMACEUTICALS

“I read *Pharmaceutical Executive* for its in-depth, well-researched, and objective assessments of key issues in our industry. I particularly appreciate the “Best Practices” articles, which help stimulate innovation and a culture of continuous improvement. I also very much like the in-depth profiles of our industry’s leaders.”

CHARLOTTE SIBLEY
VICE PRESIDENT, GLOBAL BUSINESS RESEARCH
SHIRE PHARMACEUTICALS

“*Pharmaceutical Executive’s* cover story profiles are interesting. My favorite issue is April, where *Pharm Exec* profiles the Healthcare Businesswomen’s Association ‘Woman of the Year’ as the cover story and offers insights into the thinking of these key pharmaceutical business leaders.”

CATHERINE ANGELL SOHN, PHARM. D.,
SENIOR VICE PRESIDENT, WORLDWIDE BUSINESS DEVELOPMENT AND STRATEGIC ALLIANCES
GLAXOSMITHKLINE CONSUMER HEALTHCARE

Special Issues

SUCCESSFUL PRODUCT MANAGER'S HANDBOOK

PUBLISHED IN MARCH

Our most popular supplement series is back with savvy advice and street-level insight into the problems product managers are facing today.

PHARMA MEETINGS

PUBLISHED IN APRIL

Make it memorable, make it cost-effective—make it compliant. Expert advice and case studies on creating meetings that matter.

NEW IN 2007!

AGENCY CONFIDENTIAL 2007

PUBLISHED IN JUNE

Who's who and what's what in the fast-changing world of pharmaceutical advertising. Personalities, company profiles, and more.

PHARMACEUTICAL MEETING FACILITIES DIRECTORY

PUBLISHED IN JULY

A comprehensive guide to hotels, conference centers, and other facilities that host pharmaceutical meetings.

MEDICAL EDUCATION MEETINGS

PUBLISHED IN SEPTEMBER

From working with vendors to handling logistics—a complete guide for sponsors of medical education.

NEW IN 2007!

PHARM EXEC'S GUIDE TO BRANDS

PUBLISHED IN OCTOBER

How to build and maintain a pharma brand in an increasingly competitive marketplace. Plus: inside Pharma's wonder-brands.

NEW IN 2007!

PHARMACEUTICAL CONSULTANTS' DIRECTORY

PUBLISHED IN NOVEMBER

Pharm Exec's latest industry guide provides comprehensive access to specialized consultants serving pharma.

CORPORATE CLOSE-UP: ANNUAL GUIDE TO INDUSTRY SUPPLIERS

PUBLISHED IN DECEMBER

Your description of your company, and its products and services, in a valuable reference product designed to be kept and used time and again.

2007 Rates

2007 BLACK & WHITE RATES - US DOLLARS

	1x	3x	6x	12x	18x	24x	36x
Full Page	5,360	5,175	4,990	4,810	4,625	4,435	4,260
2/3 Page	4,700	4,525	4,365	4,190	4,025	3,855	3,685
1/2 Page	3,705	3,560	3,425	3,275	3,130	2,995	2,850
1/3 Page	2,705	2,585	2,470	2,345	2,230	2,115	1,995
1/4 Page	2,205	2,100	1,995	1,890	1,780	1,680	1,575

2007 FOUR COLOR RATES - US DOLLARS

	1x	3x	6x	12x	18x	24x	36x
Full Page	7,340	7,155	6,970	6,790	6,605	6,415	6,240
2/3 Page	6,680	6,505	6,345	6,170	6,005	5,835	5,665
1/2 Page	5,685	5,540	5,405	5,255	5,110	4,975	4,830
1/3 Page	4,685	4,565	4,450	4,325	4,210	4,095	3,975
1/4 Page	4,185	4,080	3,975	3,870	3,760	3,660	3,555

AD DIMENSIONS

	WIDTH	DEPTH
Full Page	6 3/4"	9 1/2"
2/3 Page	4 1/2"	9 1/2"
1/2 Page Island	4 1/2"	7"
1/2 Page Horizontal	6 3/4"	4 5/8"
1/2 Page Vertical	3 3/8"	9 1/2"
1/3 Page Square	4 1/2"	4 5/8"
1/3 Page Vertical	2 1/8"	9 1/2"
1/4 Page	3 3/8"	4 5/8"

	WIDTH	DEPTH
Trim Size	7 3/4"	10 1/2"
Bleed	8"	10 3/4"
Live Matter	7"	9 3/4"
Spread Size	14 1/2"	9 1/2"
Bleed (Spread)	15 3/4"	10 3/4"

COLOR CHARGES

Standard	910
Matched	1,040
Metallic	1,305
Four-Color	1,980

SPECIAL POSITIONS

Cover 2	925
Cover 3	770
Cover 4	1,315
Preferred Position	700

PRIMERS

	WIDTH	DEPTH
Trim Size	5 1/4"	8 3/8"
Bleed	5 1/2"	8 5/8"
Live Matter	4 1/4"	7 3/8"
Spread Size	10 1/2"	8 3/8"
Bleed (Spread)	11"	8 5/8"



Pharmaceutical Executive

NEW! 2007 DIGITAL AD REQUIREMENTS

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied, Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size, download digital ad specifications from www.AdsAtAdvanstar.com or contact the production manager.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.*

4. Ad Proofs: To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

*Send all CD-R or DVD-R files to:

Rhonda Rychlak, Pharmaceutical Executive, 131 West 1st Street, Duluth, MN 55802-2065

Tel: 218-740-6372 Fax: 218-740-7223 Email: rnychlak@advanstar.com

It's not just another newsletter

It's Pharmaceutical Executive.



Introducing *PharmExec Direct* e-newsletter from the publishers of *Pharmaceutical Executive*. For close to 25 years, readers have come to expect industry savvy, original reporting, and in-depth analysis from *Pharm Exec*, the pharma industry's #1 enterprise-strategy magazine for senior executives and operating managers. Now they can have more: breaking news with the *Pharm Exec* difference. Delivered every other Wednesday to an audience of 13,500+ *Pharm Exec* readers and opt-in subscribers, this exciting new product brings a unique industry perspective to the top stories of the day, providing busy executives with a tool that helps them understand the fast-changing pharma landscape.

**You can get in front of this valuable audience more quickly, more often and more easily.
Traditional web advertising options are available and frequency discounts apply!**

Gross Rates	1x/month	2x/month
Banner 468 x 60 pixels	\$2,520	\$4,620
Skyscraper 160 x 600 pixels	\$3,150	\$5,250
Button 120 x 60 pixels	\$1,050	\$1,840

- **Pharm Exec Direct** is deployed every other Wednesday (a total of 26 times per year)
- **Space Reservations** close 1 week prior to release
- **Ad materials** are due 4 days prior to release
- **Ad materials** accepted as GIF, JPEG, PNG files

**For more information or to reserve space, please contact your Pharmaceutical Executive representative.
To submit a press release or story idea for consideration contact bhershkovits@advanstar.com**

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2006

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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Pharmaceutical Executive

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Website: www.PharmExec.com
Associate Publisher's email: ktkac@advanstar.com

Official Publication of: None
Established: 1981
Issues Per Year: 12



FIELD SERVED

PHARMACEUTICAL EXECUTIVE serves manufacturers of pharmaceuticals and biopharmaceuticals, marketing communications firms (including advertising agencies and public relations firms) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel whose area of responsibility is corporate management, product or brand management, marketing management, project management, advertising and promotion or account and media management, media planning and buying, sales management, market research, business development or strategic planning, R&D or QA or QC management, medical or clinical management, regulatory or government affairs, information technology, financial management, managed care. Also qualified are other personnel allied to the field and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,519
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	604
All Other _____	1,215
TOTAL	3,338

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,782	98.8	16,334	90.7	1,448	8.1
Sponsored Individually Addressed _____	48	0.3	-	-	48	0.3
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	170	0.9	-	-	170	0.9
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,000	100.0	16,334	90.7	1,666	9.3

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	411	411			18,000	April _____	460	460			18,000
February _____	420	420			18,000	May _____	826	826			18,000
March _____	737	737			18,000	June _____	447	447			18,000
							3,301	3,301			

*See Paragraph 11

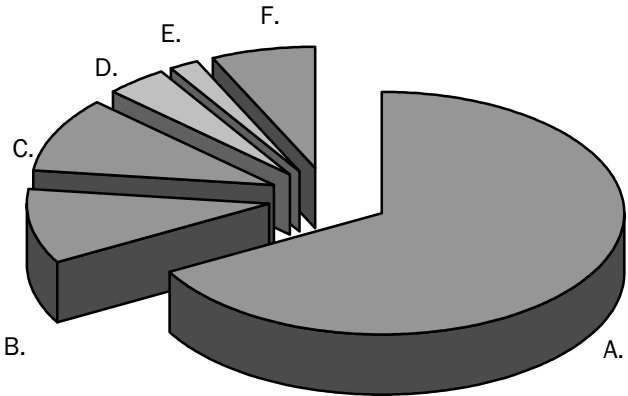
3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION														
			Corporate Management	Product, Brand Management	Marketing Management	Advertising & Promotion, Account & Media Management, Planning & Buying	Sales Management	Market Research	Business Development, Strategic Planning	R&D, QA, QC Management	Medical, Clinical Management	Regulatory, Government Affairs	Information Technology	Finance Management	Managed Care	Training & Development/HR	Other Functions allied to the field and other paid circulation
Pharmaceuticals _____	12,054	67.0	2,753	1,192	1,011	167	2,958	336	660	888	569	441	214	188	347	280	50
Biopharmaceuticals _____	1,781	9.9	491	169	146	23	234	45	139	185	119	78	42	32	36	35	7
Marketing Communications (including Advertising Agencies & Public Relations Firms) _____	1,808	10.0	878	83	215	344	115	34	88	5	8	3	2	6	3	13	11
Service Organizations (including CMO, CRO, CSO, Contract Packaging/Labeling) _____	755	4.2	300	41	63	15	98	13	103	43	36	12	9	3	5	12	2
Consulting Firm _____	346	1.9	134	10	11	1	14	11	23	6	1	3	10	3	-	6	113
Other Paid Circulation: Subscriptions _____	1,256	7.0	104	23	9	5	26	1	5	-	2	2	2	2	-	3	1,072
TOTAL QUALIFIED CIRCULATION	18,000	100.0	4,660	1,518	1,455	555	3,445	440	1,018	1,127	735	539	279	234	391	349	1,255
PERCENT	100.0	-	25.9	8.4	8.1	3.1	19.1	2.4	5.7	6.3	4.1	3.0	1.5	1.3	2.2	1.9	7.0

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Pharmaceuticals _____	12,054	67.0
B. Biopharmaceuticals _____	1,781	9.9
C. Marketing Communications (including Advertising Agencies & Public Relations Firms) _____	1,808	10.0
D. Service Organizations (including CMO, CRO, CSO, Contract Packaging/Labeling) _____	755	4.2
E. Consulting Firm _____	346	1.9
F. Other Paid Circulation: Subscriptions _____	1,256	7.0

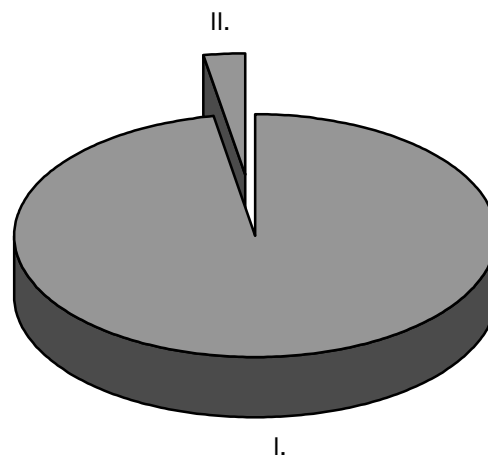


3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

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: _____	13,720	3,772	-			17,492	97.2
a. Written _____	4,974	1,405	-			6,379	35.5
b. Telecommunication _____	2,049	454	-			2,503	13.9
c. Electronic _____	6,697	1,913	-			8,610	47.8
II. TOTAL – Request from recipient's company: _____	437	71	-			508	2.8
a. Written _____	437	71	-			508	2.8
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
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	14,157	3,843	-			18,000	100.0
PERCENT	78.6	21.4	-			100.0	-

3b. Breakout of Qualified Circulation by Source

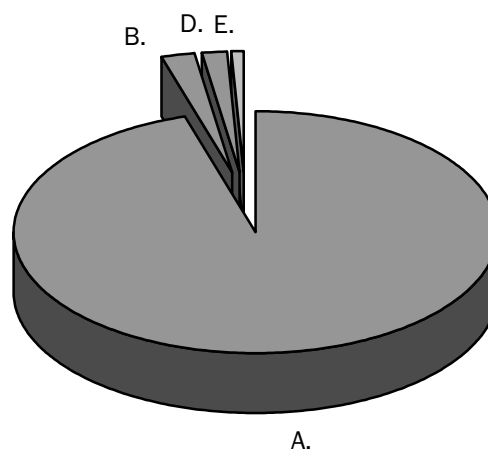
QUALIFICATION SOURCE	TOTAL QUALIFIED	PERCENT OF TOTAL
I. Personal direct request from the recipient _____	17,492	97.2
II. Request from recipient's company _____	508	2.8
III. Membership Benefit _____	-	-
IV. Communication from recipient or recipient's company (other than request) _____	-	-
V. Sources other than above (listed alphabetically) _____	-	-
VI. Single Copy Sales _____	-	-



3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			17,160	95.3
Individuals by name only _____			404	2.2
Titles or functions only _____			-	-
Company names only _____			284	1.6
Multi-Copy Same Addressee copies _____			152	0.9
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			18,000	100.0

3c. Breakout of Mailing Address

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A.	Individuals by name and title and/or function _____	17,160	95.3
B.	Individuals by name only _____	404	2.2
C.	Titles or functions only _____	-	-
D.	Company names only _____	284	1.6
E.	Multi-Copy Same Addressee copies _____	152	0.9
F.	Single Copy Sales _____	-	-



4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			11	
030-038 New Hampshire _____			52	
050-059 Vermont _____			12	
010-027 Massachusetts _____			671	
028-029 Rhode Island _____			37	
060-069 Connecticut _____			451	
NEW ENGLAND			1,234	6.9
100-149 New York _____			1,552	
070-089 New Jersey _____			3,521	
150-196 Pennsylvania _____			1,982	
MIDDLE ATLANTIC			7,055	39.2
430-459 Ohio _____			368	
460-479 Indiana _____			464	
600-629 Illinois _____			964	
480-499 Michigan _____			234	
530-549 Wisconsin _____			157	
EAST NO. CENTRAL			2,187	12.1
550-567 Minnesota _____			188	
500-528 Iowa _____			33	
630-658 Missouri _____			233	
580-588 North Dakota _____			9	
570-577 South Dakota _____			4	
680-693 Nebraska _____			31	
660-679 Kansas _____			88	
WEST NO. CENTRAL			586	3.3
197-199 Delaware _____			194	
206-219 Maryland _____			279	
200-205 Washington, DC _____			55	
220-246 Virginia _____			168	
247-268 West Virginia _____			26	
270-289 North Carolina _____			525	
290-299 South Carolina _____			64	
300-319 Georgia _____			357	
320-349 Florida _____			535	
SOUTH ATLANTIC			2,203	12.2

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
400-427 Kentucky _____			95	
370-385 Tennessee _____			146	
350-369 Alabama _____			79	
386-397 Mississippi _____			15	
EAST SO. CENTRAL			335	1.9
716-729 Arkansas _____			23	
700-714 Louisiana _____			59	
730-749 Oklahoma _____			46	
750-799 Texas _____			493	
WEST SO. CENTRAL			621	3.4
590-599 Montana _____			6	
832-838 Idaho _____			8	
820-831 Wyoming _____			0	
800-816 Colorado _____			129	
870-884 New Mexico _____			16	
850-865 Arizona _____			150	
840-847 Utah _____			65	
889-898 Nevada _____			25	
MOUNTAIN			399	2.2
995-999 Alaska _____			0	
980-994 Washington _____			178	
970-979 Oregon _____			42	
900-961 California _____			1,674	
967-968 Hawaii _____			5	
PACIFIC			1,899	10.6
UNITED STATES			16,519	91.8
969 & 004-009 U.S. Territories _____			74	
Canada _____			187	
Mexico _____			-	
Other International _____			1,220	
APO/FPO _____			-	
TOTAL QUALIFIED CIRCULATION			18,000	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2002	2003	2004	*2005	**2006
Total Audit Average Qualified:	16,437	16,744	17,962	18,145	18,000
Qualified Non-Paid: _____	14,513	14,987	16,423	16,489	16,334
Qualified Paid: _____	1,924	1,757	1,539	1,656	1,666
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: __	\$61.03	\$62.08	\$63.83	\$65.53	\$68.28

***NOTE: The audited average qualified circulation for January-June 2005 =18,195. The unaudited average qualified circulation for July-December 2005 = 18,095. Yielding an average qualified circulation of 18,145. With each successive year, new data will be added until five years of data is displayed.**

**2006 data is unaudited.

***NC = None Claimed.

10. PAID CIRCULATION DATA

\$68.28	Average Annual Subscription Order Price for the Period Required (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

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Mark Rosen, Consumer Circulation Director

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

Date signed July 14, 2006

State Minnesota

County St. Louis

Received by BPA Worldwide July 14, 2006

Type PJ

ID Number P053P0J6