

The Case for Pharmaceutical Manufacturing



Today's Pharma/Biopharma Market

- The drug industry is at a critical point: yesterday's blockbuster drugs have already come off patent, or soon will.
- The pipeline of new blockbusters has slowed to a trickle.
- At the same time, healthcare reform in the U.S., global price controls and growth in international markets promise a future of increased production at lower prices.

Pharmaceutical Manufacturing Position

- Pharmaceutical Manufacturing delivers content to an audience of 50,000 plus that helps pharma companies produce drugs faster – with more quality – and more cost efficiently. That’s an editorial mission that is right on target for today’s pharma market.
- Pharmaceutical companies risk being too cautious in their quest for productivity improvements. New research shows that the widespread adoption of the best practices in operations will deliver cost reductions of 50% for typical pharma firms. – *McKinsey & Co., Philipp Cremer, Martin Losch, Ulf Schrader “Outpacing Change in Pharma Operations” report.*

It's Still About The Content!!!

- Pharmaceutical Manufacturing rated #1 (in a field of 7) in a study done by Signet Research.

Which of the following trade publications do you read regularly, that is 3 out of 4 issues?

Pharmaceutical Manufacturing 79%
Pharmaceutical Engineering 30%
Pharmaceutical Technology 49%
Contract Pharma 34%
Pharmaceutical & Medical Packaging 18%
Pharmaceutical Processing 28%
American Pharmaceutical Review 19%

It's Still About The Content!!!

- Pharmaceutical Manufacturing rated #2 (in a field of 10) in a survey of INTERPHEX attendees, PDA and AAPS members.

People who recommend and/or approve the purchase of these products or services...						
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	APR	CP	PT	PP	LSL	PM
Laboratory Equipment	25.87%	32.84%	75.62%	26.37%	11.44%	42.29%
Aseptic/Sterile Processing	28.09%	37.08%	75.28%	31.46%	14.61%	57.30%
Chemicals, Excipients, APIs	30.67%	37.33%	78.67%	27.33%	13.33%	42.67%
Manufacturing and Processing Equipment	22.98%	31.68%	75.78%	34.78%	9.32%	56.52%
Compliance and Validation/IT	19.81%	33.02%	80.19%	33.02%	11.32%	50.94%
Drug Delivery Technology	32.88%	43.84%	72.60%	32.88%	10.96%	45.21%
Packaging	22.08%	41.56%	76.62%	27.27%	11.69%	57.14%
Contract Analytical Services	28.48%	37.97%	77.22%	22.15%	12.03%	44.94%
Contract Formulation Development	40.28%	54.17%	76.39%	31.94%	13.89%	45.83%
Contract Process Development	32.56%	43.02%	79.07%	31.40%	13.95%	51.16%
Contract Manufacturing	30.28%	44.95%	81.65%	26.61%	13.76%	54.13%

SOURCE: In a July 2010 Pharmaceutical Manufacturing Market Survey Conducted by PMRG of Pharma Professionals attending INTERPHEX & members of AAPS & PDA.

It's Still About The Content!!!

- Pharmaceutical Manufacturing won 3 Gold ASBPE awards this year, including one for our use of social media.

National Gold Award

"Best Use of Social Media"

Michele Vaccarello Wagner, Paul Thomas, Agnes Shanley

Midwest-South Region Gold Award

"Editorial/Editor's Letter"

Agnes Shanley

Midwest-South Region Gold Award

"Regular Column, Staff Written"

Paul Thomas



What do our readers say?

- Yes, these publications are important vehicles for spreading the knowledge and understanding that the industry so sorely needs. Some day the industry will get there and you will have played an important part in the transformation. I read all of these sources continuously and share much of the content with my students and I have even incorporated some of it into my courses. Keep up the good work!+

What do our readers say?

- %Hearty congratulations all - you are raising awareness and providing a platform for much needed dialogue in the sector - keep on doing it!+

What do our readers say?

- Congratulations to a great team that continuously strives to improve the entire industry!+

An engaged audience of customers and potential customers.

- Pharmaceutical Manufacturing magazine has 25,020 subscribers- June 2011 BPA statement
- PharmaManufacturing.com e-newsletters have 20,000+ unduplicated subscribers.
- PharmaManufacturing.com averages 30,000 unduplicated visitors per month. (Omniture SiteCatalyst)

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Circulation Comparison

- *Pharmaceutical Manufacturing* has a 21% larger production, manufacturing and engineering audience than *Pharmaceutical Technology*
- *Pharmaceutical Manufacturing* has a 20% larger production, manufacturing and engineering audience than *Pharmaceutical Processing*
- *Pharmaceutical Processing's* direct request circulation has decreased by 87.9% since their December 2009 BPA Circulation Statement
- *Pharmaceutical Processing's* production, manufacturing and engineering circulation has decreased by 34% since their December 2009 BPA Circulation Statement

An effective marketing communications program today.

- Tell your story with print ads in the magazine.
- Drive traffic to your site with e-newsletter and website ads.
- Generate leads the right way!
- Educate the market on your company and your solutions.
- In today's economy, effective marketing communications is more critical than ever before!

Why Pharmaceutical Manufacturing/Putman Media?

- Our position in the market – our editorial mission – is right on target.
- Privately held, successful media company with over 70 years experience.
- We can easily and effectively execute a program that will make an impact.
- Value!