

Pharmaceutical

MANUFACTURING

pharma  bD

Better Science, Better Business.

2012 Media File



**Catalysts for improving the pharmaceutical industry!
Development thru manufacturing.**

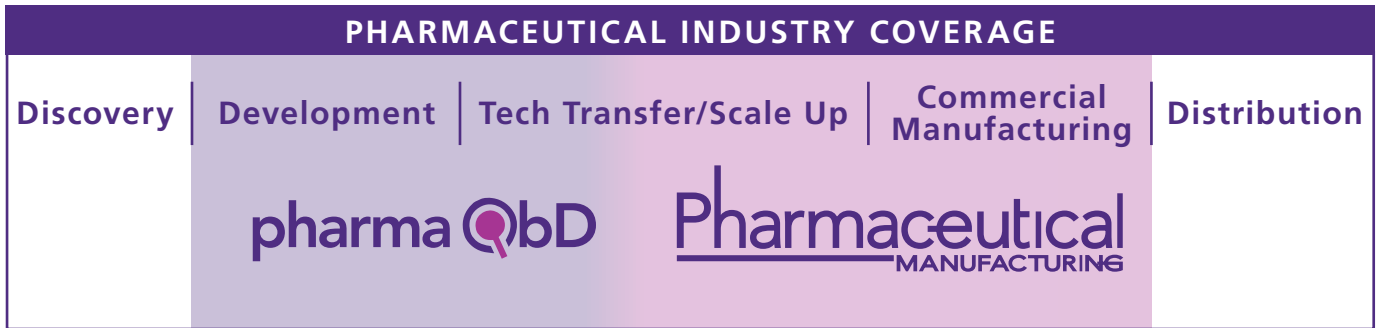
The pharmaceutical industry is faced with numerous business pressures forcing the need for increased efficiencies and operational improvements in every area. While pharmaceutical companies are businesses and must strive to generate profits, the business of the pharmaceutical industry is to save and improve quality of life for people around the globe.

The business and profit needs of pharmaceutical companies, the advanced science often utilized within the industry, the highly regulated industry environment and being in the unique business of saving and improving life, presents challenges.

It is *Pharmaceutical Manufacturing's* mission to advance the pharmaceutical industry by serving as an advocate for improving pharmaceutical manufacturing, improving product quality and reducing risks.

It is *PharmaQbD's* mission to advance the pharmaceutical industry by being an advocate for improving pharmaceutical development, reducing time to market, improving quality, advancing knowledge management/ collaboration and reducing risks.

We invite you to communicate with our audiences within the environment(s) that is most appropriate for your products and services.



Pharmaceutical MANUFACTURING

PharmaManufacturing.com

Mission

To be a key catalyst for improving the pharmaceutical industry's:

- Manufacturing and operational efficiencies
- Quality control/quality assurance programs
- Manufacturing risk scenarios
- Profit maximization efforts
- Speed to market initiatives
- Process development and drug delivery innovation
- Compliance/validation programs

Pharmaceutical Industry Segments Served:

- Big Pharma
- Mid Pharma
- Small Pharma
- Biopharmaceuticals
- Contract manufacturers and contract service providers
- Generic drug manufacturers
- Virtual manufacturers

Audience Titles and Functions

- Production and manufacturing
- Plant operations
- Engineering & project management
- Quality control & quality assurance
- Research & development
- Regulatory affairs & validation management
- Corporate management
- Purchasing & procurement
- IT

Key Facts

Pharmaceutical Manufacturing Magazine

- Frequency: 10X per year
- Circulation: 25,020 BPA audited subscriber base (June 2011 BPA statement)
- Award winning design and editorial.

PharmaManufacturing.com

- More than 28,000 monthly unique visitors
- More than 64,000 page views per month
- Visitors from six continents and 101 countries.

E-News

- PharmaManufacturing E-News, 3X per month, 18,000 subscribers
- PAT/QbD Insider, 1X per month, 16,000 subscribers
- QbD E-News, 1X per month, 16,000 subscribers
- Pharma Web Watcher, Weekly, 18,000 subscribers
- Pharma Replay, 1X per month, 18,000 subscribers
- Biopharm E-News, 1X per month, 11,000 recipients

**Pharmaceutical Manufacturing's
Total Unduplicated Audience
more than 54,607**

PharmaManufacturing.com
unduplicated visitors*

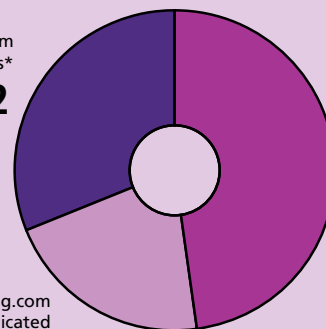
16,832

PharmaManufacturing.com
E-Newsletters unduplicated
subscribers

12,755

Pharmaceutical
Manufacturing
magazine unduplicated
subscribers**

25,020



*Omniure SiteCatalyst and Publisher's own data. +/- 10% margin of error.
**June 2009 BPA statement

**Comments from Pharmaceutical
Manufacturing magazine readers:**

"Helps me keep abreast of issues impacting the industry."

"One of my favorite magazines. Excellent articles and presentations."

"I read it to keep abreast of current practices, attitudes, and the application of new technology and management systems/tools."

"Allows me to stay on the leading edge of current manufacturing trends and news."





Better Science, Better Business.

PharmaQbD.com's Mission

PharmaQbD.com is the only information source dedicated to advancing a smarter approach to drug development—a more scientific, efficient and less “hit-and miss” approach. It does this via peer-to-peer exchange of best practices, as well as solutions-oriented, actionable information and ideas to improve the drug development process.

Pharmaceutical Industry Segments Served:

- Big Pharma
- Mid Pharma
- Small Pharma
- Biopharmaceuticals
- Contract manufacturers and contract service providers
- Risk management
- Generic drug manufacturers
- Virtual manufacturers

Audience Titles and Functions

Director, Manager, VP, SVP of:

- Process development
- Product development
- Technology transfer
- Research and Development
- Business development
- Clinical R&D
- Clinical safety and pharmacovigilance
- Clinical manufacturing
- Clinical supply operations
- Clinical trial and project management
- Chemical Manufacturing Control (CMC)
- Compliance
- Quality Assurance and Control
- Outsourcing
- Regulatory affairs
- Strategic planning and alliance development
- Manufacturing and Operations
- Engineers

“C” Level Executives

- CEO
- President
- CFO
- COO

Quality by Design is Essential for Ongoing Pharmaceutical Industry Success

PharmaQbD.com is dedicated to this needed dialog.

Two Reasons Why Quality by Design (QbD) Is Essential:

#1

Regulators are actively encouraging it, and will soon demand it

“We hold drug makers accountable.” - Dr. Janet Woodcock, FDA

“A maximally efficient, agile, flexible pharmaceutical manufacturing sector that reliably produces high quality drug products without extensive regulatory oversight.”

- Dr. Janet Woodcock, FDA

#2

Solid business practices demand it

• As the blockbuster drug model loses steam, pharmaceutical companies are required to be successful at developing and manufacturing more specialized drugs

• Ongoing profit margin pressures

• Risks must be controlled as misses, mistakes and adverse affects become more and more costly

Some of the Required Elements of a Quality by Design Approach:

- Scientific, risk-based approach to pharmaceutical development
- Begin with pre-defined objectives—beginning with the end in mind
- Data integrity—data reliable enough for decision making
- Process and product understanding from early stages of the development process
- Dedication to continuous learning via monitoring and recording as well as continuous improvement
- Knowledge management
- Cross-team communication

PharmaQbD.com—the ONLY Platform Dedicated to This Essential Dialog

