



BEST PRACTICES IN CONTRACT MANUFACTURING: Pharmaceutical Manufacturing's Win/Win Value Proposition

One third of *Pharmaceutical Manufacturing's* 25,000 readers are directly involved in sourcing contract services for their pharma and biopharma employers. Surveys of management-level readers found that outsourcing was one of their top 20 capital spending priorities in 2007.

As the drug industry continues to restructure, outsourcing has become even more of a priority in 2008. Companies including AstraZeneca have gone so far as to announce that they will outsource most or all of their manufacturing activities in 10 years' time.

In a risk-averse industry, contract manufacturers are way ahead of operating companies in applying the most advanced technologies and concepts such as Lean Six Sigma to their operations and communicating best practices.

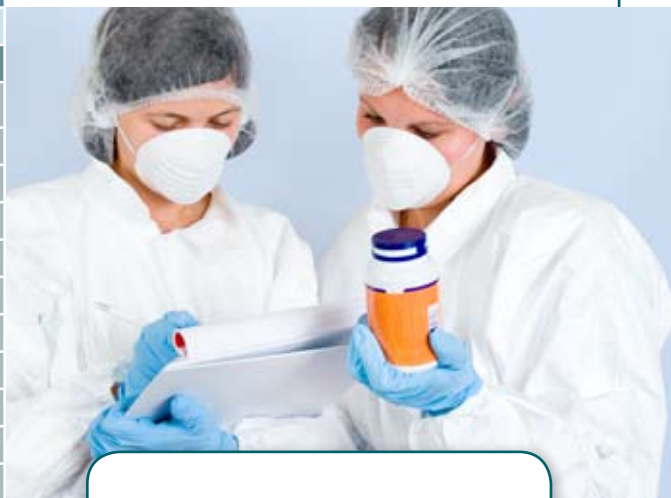
Contract manufacturers, reach a discerning audience via *Pharmaceutical Manufacturing's* integrated print and digital programs.

No pharmaceutical company has ever won the coveted Shingo Prize for manufacturing, but a contract pharma manufacturer has won it—twice. *Pharmaceutical Manufacturing* has been on the leading edge of covering this important work, in technically detailed, informative articles.

Global Contract Pharmaceutical Manufacturing Market (2001-2011)

Revenues (in \$ U.S. Billions)					
Year	Primary	Secondary	Biomufacturing	Total	Growth Rate
2001	\$8.5	\$2.4	\$1.1	\$12.0	
2002	9.0	2.6	1.2	12.8	7%
2003	9.5	2.9	1.4	13.8	8%
2004	10.0	3.2	1.6	14.8	7%
2005	10.5	3.6	2.1	16.2	9%
2006	11.0	4.0	2.5	17.5	8%
2007	11.5	4.5	2.9	18.9	8%
2008	12.1	5.0	3.4	20.5	8%
2009	12.7	5.5	4.0	22.2	8%
2010	13.4	6.1	4.5	24.0	8%
2011	14.2	6.9	5.0	26.1	9%

Source: Kalorama Information



NEW! IN PRINT

Starting in February 2008, we will highlight one outstanding contract manufacturing company each month. On our web sites, CMOs and CRO's can develop sponsored Knowledge Centers or Resource Pages discussing, in depth, their offerings to pharmaceutical R&D and manufacturing sectors. Sponsors will receive detailed information on downloads and potential sales leads.

Reach the pharmaceutical industry's top buyers of contract API and finished pharma manufacturing, R&D, filling and finishing, packaging and IT services with an integrated print and digital program that is short on marketing fluff but conveys your specific expertise and best practices in depth to a discerning group of readers.

ONLINE

Let **PharmaManufacturing.com** and **KnowPharma.com** help strengthen your marketing message via a combination of formats.

- White paper-based lead generation programs with opt-in registration landing pages
- Knowledge Centers and branded online resource pages
- Webinars and webcasts
- Multimedia, including audio and video



Each program will be tailored to your marketing priorities, with complementary facets that maximize exposure for your message.

Our sales team and a dedicated digital marketing consultant will work with you every step of the way to develop an integrated program that maximizes results, and Putman Media's advanced monitoring and reporting platforms, which include HBX, Accela and Omeda, will inform you regularly of the impact that your programs are having.

CONTACT YOUR ACCOUNT MANAGER TODAY

Carolyn Funk
(630) 467-1300 x 373
cfunk@putman.net

Michael Connaughton
(630) 467-1300 x 804
mconnaughton@putman.net

Greg Zamin
(630) 467-1300 x 439
gzamin@putman.net

Polly Dickson
(630) 467-1300 x 396
pdickson@putman.net