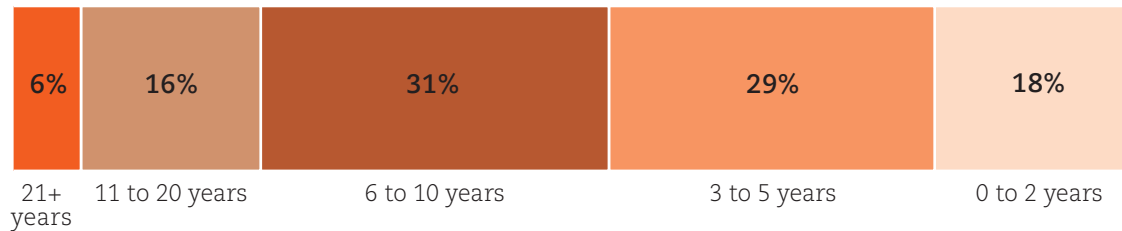


## Pharmaceutical Manufacturing Audience Demographics

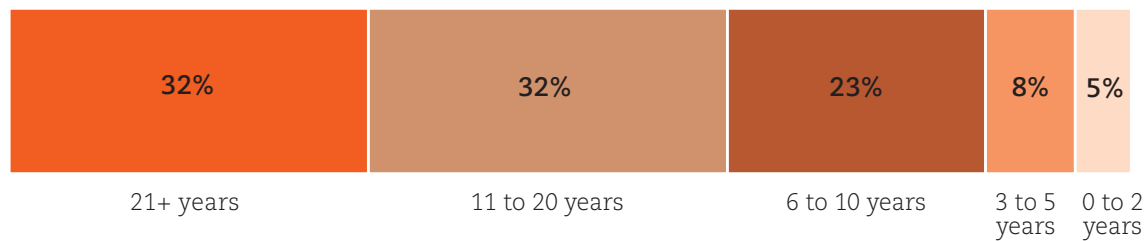
### Number of Years in Current Position

Although *Pharmaceutical Manufacturing's* audience change positions within the industry and within their organizations, there is a lot of tenure within our audience.

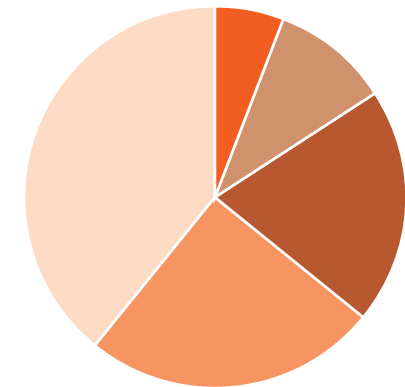


### Years in Pharmaceutical Industry

*Pharmaceutical Manufacturing's* audience consists of highly experienced pharma professionals.



### Size of Capital Equipment Budget Audience Member Controls



- More than \$25,000,000 – 6%
- \$10,000,000 - \$24,999,999 – 10%
- \$1,000,000 - \$9,999,999 – 20%
- \$250,000 - \$999,999 – 25%
- Less than \$250,000 – 39%

\*Data from Pharmaceutical Manufacturing's 2010 Digital Preference Study (140 completes) and 2010 Media Consumption Study (190 completes)