

www.PharmaManufacturing.com

Pharmaceutical

MANUFACTURING

The drug industry's voice for
manufacturing and operational excellence

2008 Media File



Reach the professionals who *run, design, and build* Pharma's manufacturing assets



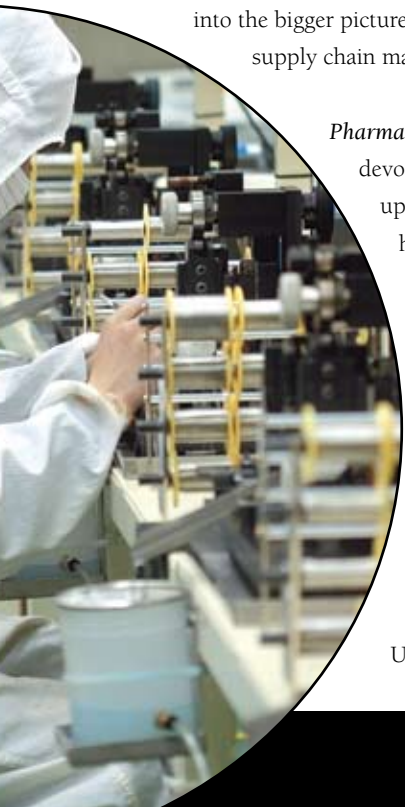
In pharma, manufacturing has never been more important. And *Pharmaceutical Manufacturing* is leading the way forward.

At most drug companies today, attention and resources are focused, as never before, on scale-up and manufacturing operations. The reasons for this focus are clear:

- Noncompliance with FDA regulations still challenge drugs companies, which continue to receive 483s and warning letters from FDA citing cGMP and quality deficiencies.
- The pace of new drug introductions has slowed, and many new drug candidates ultimately prove to be “unmanufacturable,” wasting hundreds of millions of R&D dollars each year.
- As global competition intensifies, industry profit margins are thinning, yet public and political pressures are intensifying; more people are demanding that drug manufacturers reduce product prices.

At the same time, FDA is transforming its old “command and control” approach to regulation. The Agency has outlined a new vision for drug manufacturing, but has not mapped out how to get there.

As a result, drug manufacturing professionals need actionable, inspiring examples of how their peers and thought leaders within the industry are applying the principles of Quality by Design and Operational Excellence to drug scale-up, manufacturing and packaging. They also need to see how manufacturing fits into the bigger picture of improved drug development, supply chain management and customer satisfaction.



Pharmaceutical Manufacturing, the only publication devoted exclusively to drug manufacturing and scale-up, is dedicated to sharing best practices that will help drug industry professionals:

- Improve product quality while ensuring regulatory compliance;
- Reduce cycle times, inventories and plant downtime and eliminate waste;
- Empower manufacturing and operations staff;
- Eliminate organizational and information silos;
- Reduce time to market for new drugs—drugs that can actually be manufactured.

Unlike broader publications that cover the entire

drug life cycle, *Pharmaceutical Manufacturing*'s print and digital products focus on the manufacturing, quality and scale-up functions so critical to the industry's future. Our editors search for examples of best practices from all over the world, so that readers can learn from their peers and the experts who are actively applying the principles of Quality by Design and scientific manufacturing every day at their facilities.

Pharmaceutical Manufacturing offers:

Industry-exclusive benchmarking surveys, which give our readers – and you – keen insight into the major manufacturing issues facing the industry today, such as:

- Regulatory compliance
- Use of technology, such as process control and automation;
- Adoption of tools widely used in other industries, such as process analytical technologies (PAT) and statistical process control (SPC);
- Use of new technologies such as RFID;
- Application of Operational Excellence tools and methods such as Six Sigma, OEE, Lean Manufacturing, Kaizen, JIT and Factory Physics;
- Capital spending and investment.



Singular focus

Pharmaceutical Manufacturing is very serious in its mission to help drug makers understand and improve their processes and gain manufacturing efficiencies, thus improving speed to market within the highly regulated pharma industry. Can there be a better editorial environment in which to deliver your marketing message? Reach manufacturing and operations executives, engineers, QA and QC professionals, corporate executives, regulatory compliance specialists, packaging and purchasing professionals when new manufacturing technologies are top of their mind.

Expanding globally with integrated media

The *Pharmaceutical Manufacturing* brand includes a web presence that isn't just a digital extension of the print magazine. Our collection of web properties is comprehensive and the only one designed for how manufacturing and scale-up professionals actually use the web. Our two major websites, PharmaManufacturing.com and KnowPharma.com, house thousands of best practices and case histories, white papers and application notes, aggregated vendor content, blogs, expert advice, the latest industry news, webcasts and more. Domestic and international traffic to the web properties is growing dramatically.

Greater cost efficiency and service

Pharmaceutical Manufacturing delivers a large, targeted audience at a price your budget can manage. Advertisers enjoy rich returns through qualified sales leads, access via several media, events, and customized sales lead-generation programs.

Award-winning, engaging editorial that drives high readership

Pharmaceutical Manufacturing is the only magazine that focuses exclusively on the scale-up and manufacturing of pharmaceuticals and biopharmaceuticals, and how these critical functions affect all other drug industry operations. We offer compelling editorial developed by a trained and experienced staff. *Pharmaceutical Manufacturing* captures the attention of leading pharma professionals with its content. Shortly after its inception, *Pharmaceutical Manufacturing* was recognized by its media industry peers as a leader in its field. It has received 5 awards from the American Society of Business Press Editors and its website, Pharma-Manufacturing.com, was a finalist for the Best B2B website in the 2006 Jesse H. Neal Awards for Editorial Excellence.

Focused on topics and technologies that define manufacturing excellence

Industry Issues: Reader surveys and new research on key issues and technical topics and their implications for manufacturing and engineering departments.

Regulatory Compliance: In-depth analysis of the impact of regulations, and best practices for cGMPs, Quality Systems, and other FDA, OSHA and EPA compliance issues.

Quality Assurance & Control: Case histories and best practices on implementing risk-based methods and Quality by Design, using PAT, and breaking down silos between R&D, engineering and manufacturing operations.

Operational Excellence: Regular updates on the tools and methodologies of Operational Excellence and how they are being applied to drug manufacturing; benchmarking articles on how they're being used outside of drug manufacturing, with expert commentary on how they could be tailored to drug manufacturing operations.

Future Trends: A look, each month, at the technologies that promise to transform drug manufacturing as we know it today.

Automation & IT: Updates on how process control hardware and software is boosting production efficiency and regulatory compliance.

Process Operations: Ongoing coverage of critical unit operations.

Packaging, Fill & Finish: In-depth coverage of the materials, equipment, security and other technologies used to ensure quality and product safety.

Facilities & Support: Regular updates on the technologies, best practices and techniques that improve utilities, maintenance and facilities operation.

Contract Services: Quarterly best-practice articles or case studies focusing on how third-party suppliers are solving specific problems and using technology.

Editorial awards

PHARMAMANUFACTURING.COM – FINALIST FOR BEST B2B WEBSITE, JESSE H. NEAL AWARDS FOR EDITORIAL EXCELLENCE, 2006

Best Design, New Publication,
2003 - Silver Medal,
Regional award



Best Cover,
2005 - Gold Medal,
Regional award



Best Cover,
2005 - Gold Medal,
Regional award



Best Feature Spread Design,
2006 - Bronze Medal, National award



Best Feature Spread Design,
2005 - Gold, Regional award



“The magazine gives good insight to other sites that utilize similar or innovative technologies. It’s an excellent resource for manufacturing and operations problem solving.”

Pharmaceutical Manufacturing’s 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
- Drug development and drug delivery innovation
- Compliance/validation programs

Implementation of Mission:

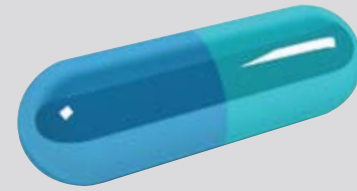
- Research, information, news and ideas from industry experts delivered via print and digital mediums
- Actionable information and insights for pharmaceutical industry science, manufacturing and operational professionals
- Discussion that facilitates dialog and decision making between science, manufacturing, operational executives and corporate management.

Core Industry Segments Served:

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

“Pharmaceutical Manufacturing—We Are Working to Help Save Lives and Improve Living Conditions for People Around the Globe.”

Pharma Manufacturing readers are highly experienced, exceptionally influential and deeply involved in purchasing



The typical *Pharmaceutical Manufacturing* reader:

- 13 years average industry experience*
- Responsible for \$2 million in annual capital expenditures*
- 89% participate in the steps leading to purchasing decisions*

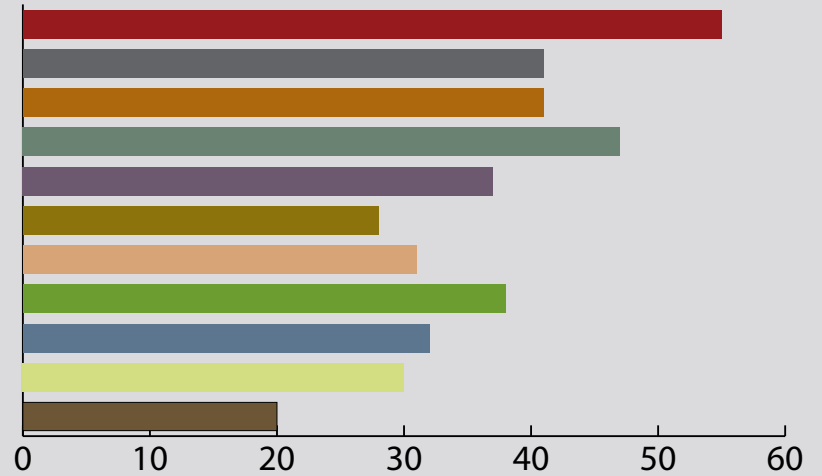
Purchasing power and spending authority

86% of *Pharma Manufacturing* readers make purchasing decisions in these major product categories

(86% selected one or more of these categories)

Processing Equipment and Systems	55%	■
Packaging/Material Handling and Supplies	41%	■
Pilot Plant/Laboratory Equipment	41%	■
Instrumentation and Control/Automation System Software	47%	■
Quality/Compliance Systems and Software	37%	■
Information Management Systems	28%	■
Maintenance Equipment and Supplies	31%	■
Consulting/Validation Services	38%	■
Contract Manufacturing	32%	■
Filtration/Separation	30%	■
Cleanroom Supplies/Systems	20%	■

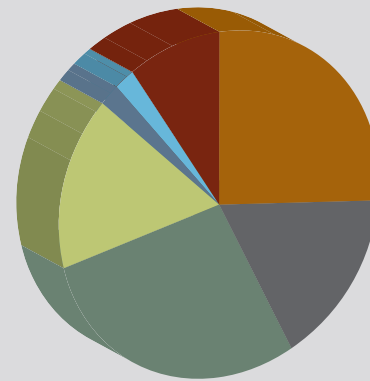
*Signet Ad Study



The average *Pharma Manufacturing* reader is involved in \$2 million in purchases per year

Less than \$25,000	27%	■
\$25,000 to 99,999	16%	■
100,000 to 999,999	29%	■
\$1,000,000 to \$9,999,999	16%	■
\$10,000,000 to \$25,000,000	2%	■
More than \$25,000,000	2%	■
Not answered	9%	■

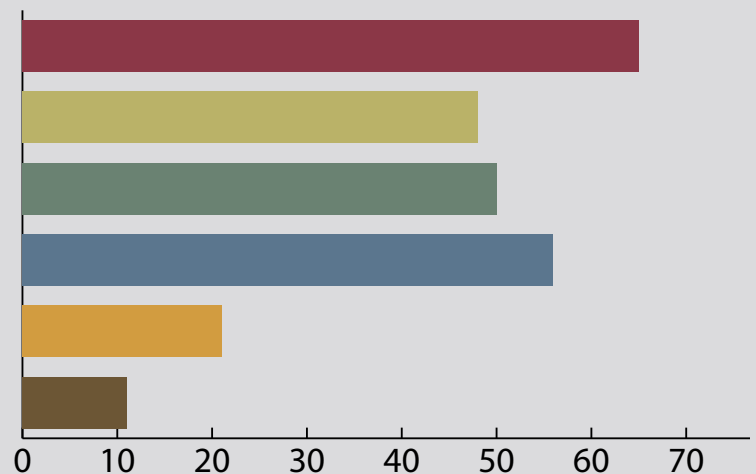
*Signet Ad Study



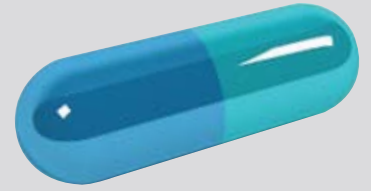
89% of *Pharma Manufacturing* readers participate in steps leading to purchasing new equipment

Identify need	65%	■
Determine specifications	48%	■
Evaluate proposals	50%	■
Recommend products or vendors	56%	■
Approve purchase	21%	■
None of the above	11%	■

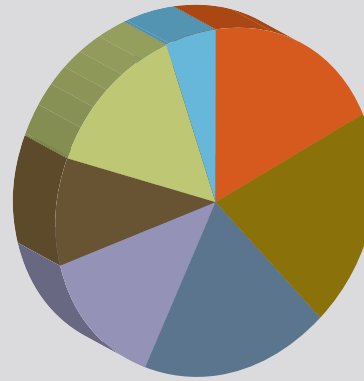
*Signet Ad Study



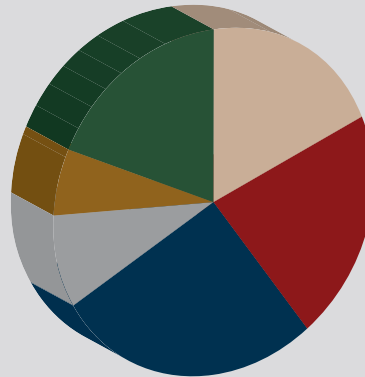
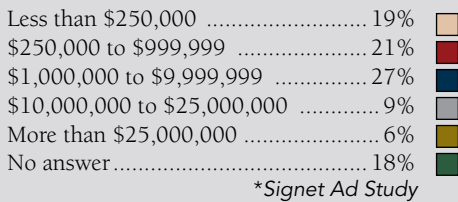
Reach seasoned manufacturing executives with purchasing clout



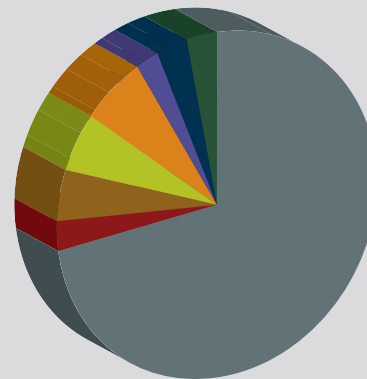
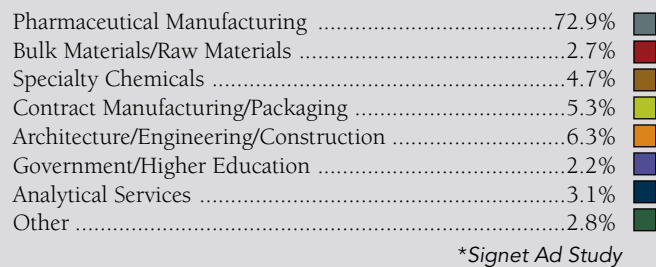
Pharma Manufacturing readers have an average of 13 years' industry experience



Pharma Manufacturing readers' companies have an average capital budget of \$5.6 million



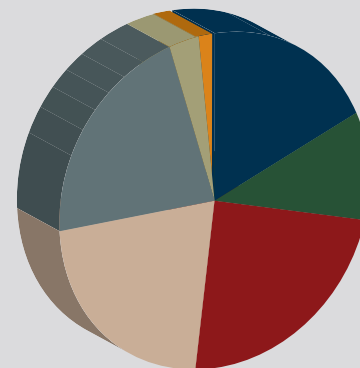
Pharma Manufacturing subscribers represent these company types:



Pharmaceutical Manufacturing delivers 25,307 BPA qualified subscribers in the following titles:



Source: BPA Statement, 06/07





Unique print, digital and in-person opportunities to meet your marketing needs

Team of the Year Award sponsorship

This year, in conjunction with three leading quality associations – The Association for Operations Management, the American Productivity & Quality Center, and the Visual Lean Institute – *Pharmaceutical Manufacturing* recognizes the industry's best teams in driving Operational Excellence and Quality by Design at their companies. In 2008, this prestigious award is being opened up for corporate sponsorship.

Industry Research Survey Sponsorship

Ten times in 2008, *Pharma Manufacturing* will survey the industry on major issues facing pharmaceutical and biopharmaceutical manufacturers. Your company can sponsor the research. Sponsorship enables you to ask customized questions and receive the names of all respondents.

Webcasts

Authoritative, professional webcasts can bring your message to the industry's professionals, either as archived or as live, interactive events.

Custom Publishing

Whether it's an 8-page pull-out insert, a 32-page catalog or a stand-alone magazine, *Pharmaceutical Manufacturing* can provide creative custom marketing tools that will provide a tremendous return on your marketing investment. Any marketing piece can be inserted or polybagged to our entire circulation or targeted to a specific demographic or geographic group.

Executive Reports Sponsorship

White papers are hot as lead generation tools, but not everyone has white papers in their marketing arsenal. We can craft a special report from our vast content pool that you can use to help position your organization as a thought leader and to generate leads.

Podcast Sponsorship Program

Podcasts have exploded onto the scene as a quick, convenient, portable means to convey complex information on niche topics. This is a turnkey sponsorship program that is a superior lead generator. We'll find the topic and speaker. All you have to do is follow up on the leads.

Custom E-Newsletters

We'll create an exclusive, co-branded e-newsletter for you utilizing our content co-mingled with your content on a topic that fits with your overall marketing message. You'll get 100% share of voice, plus content that advances your corporate message.

White Paper Sponsorship

This enormously successful program delivers your white paper to thousands of interested and pre-qualified readers, generating highly qualified leads.

In-Article Text Box Ad

Here you'll have the ability to embed a 400-character text box ad in PharmaManufacturing.com's articles. These can be placed contextually or across multiple articles.

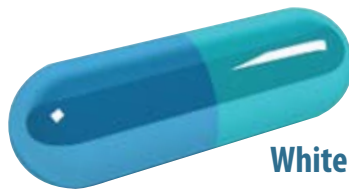
Blog Sponsorship

PharmaManufacturing.com's blog, "On Pharma," reaches thousands of professionals in the industry, on topics including manufacturing excellence, PAT, RFID and quality. It features multimedia content, including videotaped interviews with industry leaders, offering you an opportunity to showcase your company and its message.

Knowledge and Solution Centers

These are company- or product/technology-specific landing pages on our site that contain all your relevant product content combined with a company or product overview. We also "gate" you high-value content like white papers or webcasts behind registration, so you'll generate high-quality sales leads. A "Contact Us" form is included as well.





Industry-leading digital media offerings from PharmaManufacturing.com

PharmaManufacturing.com goes beyond the typical “magazine on the web” model. Carefully built to meet our users’ needs for deep, searchable and actionable content, it combines news, original topical articles, white papers, webcasts, podcasts, expert advice, and carefully chosen product and vendor information to provide comprehensive industry insight.

Our integrated marketing programs create top-of-the-line awareness and generate targeted sales leads from qualified buyers. By combining a print campaign in *Pharmaceutical Manufacturing* with our exclusive web-based marketing opportunities and tools, you’ll be able to produce more robust and quantifiable results than by relying on either print or web exclusively.

Website marketing opportunities



Top leaderboard – The top leaderboard (728 x 90) is placed in the most prominent area on the site, providing an excellent branding platform. It’s also much larger than your typical banner (428 x 60), thus offering better creative and visibility options.

Boom box – The unique dimensions of the boom box (336 x 280 pixels) and placement above the fold offers greater flexibility and expanded creative capabilities, such as room to utilize rich media.

Button – The economically priced buttons (125 x 125) enable much greater frequency on a smaller budget than our typical promotional offerings.

In-article text box – This (400 total characters) text box is placed directly in articles and is best utilized for direct response with an offer and call to action. It can be offered run-of-site or in relevant categories or topic areas.

Sponsored product – If you have a new product introduction or simply need to kick-start an existing one, this allows you to gain great exposure in a format our research shows to have great appeal to our users.

White paper sponsorships are excellent lead generators and position your company as a thought leader

Lead generation is at the core of our white paper sponsorship program. We enable you to zero in on the most qualified decision makers while users are engaged in a “research to buy” mode. With our lead-capture program, every time a potential buyer downloads your white paper, you’ll receive their full contact information, plus answers to key qualification questions. This is a great way to position your company as a thought leader and provide an invaluable service to PharmaManufacturing.com users.

The two-month sponsorship program will “push market” your white papers to thousands of interested and pre-qualified readers. Our program includes the following:

- Your white paper is prominently displayed at the top of PharmaManufacturing.com’s white paper library.
- Your white paper will be blasted out via our White Paper Alerts to opted-in subscribers, plus selected buyers/specifiers in your product area.
- In the second month, your white paper will be featured in one of our other e-newsletters in a promotional box.
- Sales leads are captured through a required registration page, which includes 18 demographic questions and 3-4 customized qualifying questions.

Webcast sponsorships help you connect with buyers early in their purchasing cycle

Webcasts have proven themselves to be highly effective in conveying complex information without the time or travel constraints of face-to-face meetings. Because of their 24/7 web accessibility, Webcasts reach buyers and influencers that are not available through traditional sales or marketing channels. Potential buyers are attracted to webcasts early in their buying cycle, when they are looking for answers to technology problems or business issues.

The Putman webcast package is centered on providing a solution to a business challenge or emerging issue that is related to the sponsor’s core focus. Webcasts can be delivered live or on demand. Required registration converts viewers into high-value, self-qualified sales leads. Once the webcast is broadcast, it is hosted on our site for one year, so viewers can come back as many times as they want.

A turnkey solution

All aspects of marketing, producing and hosting the webcasts are handled by the Putman webcast team. Sponsors automatically receive complete registration data in a format of their choosing.

All marketing and audience-development activities are managed by Putman and include complete promotional management, materials development and optimization services. A Putman editor can act as moderator and speaker and develop programs with outside speakers. Putman handles all production for the webcast including taping, PowerPoint generation and hosting. Also, any speakers you provide will receive coaching on best practices for making a top-notch presentation.

The Putman webcast team handles the creation of the registration form, which includes three customized questions. If the webcast is live, confirmations and reminders are sent to each registrant. Once the event is broadcast, sponsors automatically receive complete demographic data on all registrants in a format chosen by the sponsor. Sponsors have 24/7 access to the lead capture program, so you can pull any data you want at any time.

Putman archives the webcast on the site for a full year from the live date and sponsors receive leads from viewers all year long. Sponsors may also elect to have the webcast placed on their site and burn it to a CD for their sales use.

E-newsletter sponsorship opportunities

Pharmaceutical Manufacturing's e-newsletters can help you reach thousands of buyers and get a high return on your investment. Containing original, topical features, the latest industry news and technical insights, our e-newsletters give you high response rates from your key prospects. PharmaManufacturing.com E-News (PhME) covers all aspects of drug manufacturing and regulation via in-depth feature articles, technical analyses and the latest word on the people, companies and agencies making headlines in the global pharmaceutical arena. It also introduces new products and services, and spotlights key industry events and courses.

ProcessAnalyticalTechnology Insider (PATI) is a targeted monthly update on the application of PAT to the manufacture of pharmaceutical and biopharmaceutical products. In addition to news on the latest developments at FDA, it covers best practices in applying analytical instrumentation, chemometric methods and process automation technologies.

Digital rates and specifications

PharmaManufacturing.com website rates

	Creative	CPM*
Top leaderboard	728 x 90 pixels; 40k file size limit; animation, rich media acceptable	\$110
Boombox	336 x 280 pixels; 40k file size limit; animation, rich media acceptable	\$110
Button	125 x 125 pixels; 15k file size limit; non-animated	\$35
In-article text box ad	Up to 40-character headline, plus 300-characters additional text	\$75
Sponsored product, home page	120 x 60-pixel non-animated image, plus 40-character headline and 300 characters additional text	\$75
Sponsored link, home page	Up to 40-character headline, plus 80 characters additional text	\$29
* Cost per thousand, impressions		

E-Newsletter advertising rates

	Creative	PhME	PATI
Top sponsor	468 x 60 pixels (non-animated image only) or 120 x 60-pixel non-animated image plus 40-character headline and 300 characters additional text	\$2,060	\$1,560
Skyscraper	160 x 600-pixel non-animated image	\$1,680	\$1,270
Featured product	120 x 60-pixel non-animated image plus 40-character headline and 300 characters additional text	\$1,300	\$1000
Sponsored link	Up to 40-character headline, plus 80 characters additional text	\$500	\$350
* All rates are gross			

Digital Material Specifications

Signed contracts and insertion orders for website and e-newsletter campaigns should be communicated via fax to 866-328-0893; digital campaign materials should be sent directly via email to digitalads@putman.net. For further details please contact Mary Paulson, Digital Customer Service Specialist, at digitalads@putman.net.



Custom E-newsletters

Custom E-newsletters allow advertisers to use any newsletter platform for your message. Your content will be combined with our editorial content to give users a complete picture on a specific topic that meshes with your core technology or market. It's an excellent way for you to position yourself as a thought leader and garner 100% share of voice. Along with providing the content for the news hole, your company will have exclusive rights to all banner, skyscraper and button ad positions. As an added bonus, your content will also be housed on PharmaManufacturing.com.



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