

Pharmaceutical

MANUFACTURING

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Better Science, Better Business.

2009 Media File



Catalysts for improving the pharmaceutical industry!
Development thru manufacturing.

Pharmaceutical Manufacturing is the only information source exclusively dedicated to the coverage of pharmaceutical manufacturing, production management and operational excellence.

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.

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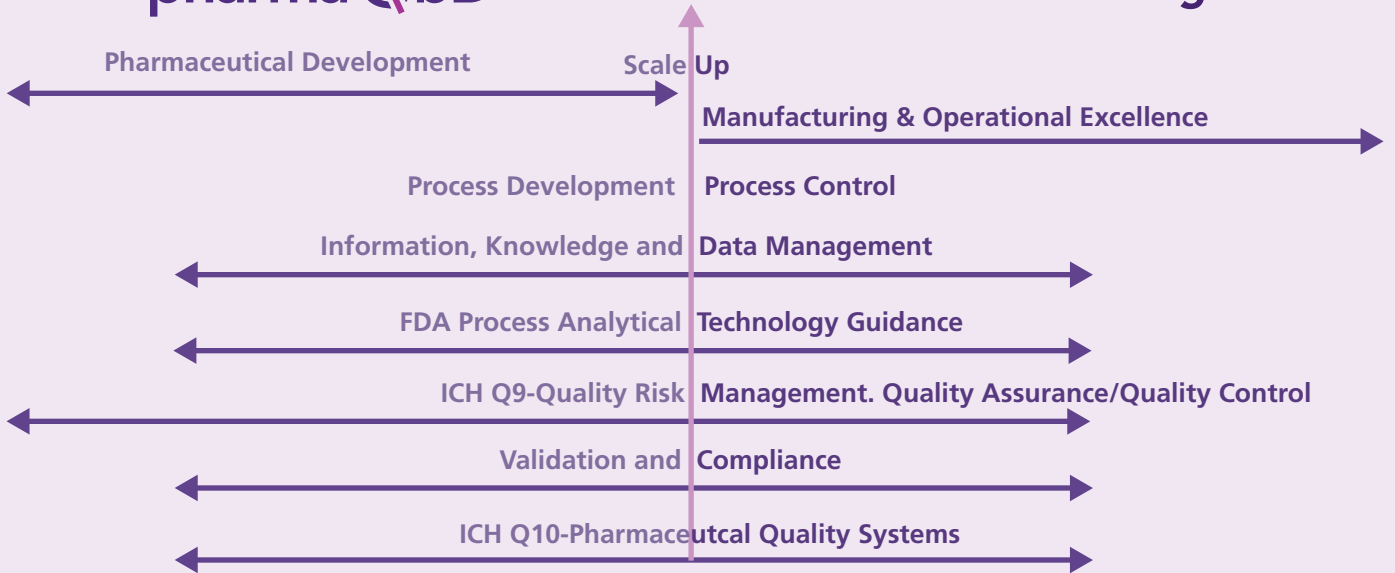
Pharmaceutical MANUFACTURING



Reach decision makers at key points in the evolving pharmaceutical value chain

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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: 11X per year
- Circulation: 25,123 BPA audited subscriber base (December 2007 BPA statement)
- Award winning design and editorial.

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."

PharmaManufacturing.com

- More than 24,000 visits per month**
- More than 54,000 page views per month**
- Visitors from six continents and 101 countries.

*June 2008 Signet Audience Study
**August 2008



PharmaQbD.com's Mission

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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

What are the biggest hindrances to improving organizational efficiencies and quality within your organization?

	Response
Top management	36%
Middle management	34%
Regulators' expectations	16%
Other	16%
Line operators	14%

What are the top three goals within your organization this year?

	Response
Improve internal quality management	59%
Improve manufacturing agility	48%
Improve capacity utilization	47%
Improve alignment of internal goals with those of business partners (contract research, manufacturing and other suppliers)	41%

What are the biggest hindrances to improving organizational efficiencies and quality within your organization?

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Is “Quality by Design” supported by top management at your organization?

	Response
Yes, to some extent	52%
Yes. It has full support and funding	19%
It's not on the priority list	14%
No. They pay lip service but we focus on fire fighting	11%
Other	2%

