

media pack

2008

international distribution 60,000 - 80,000 annual

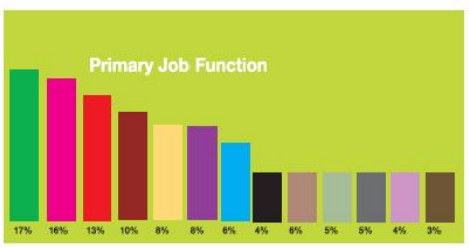
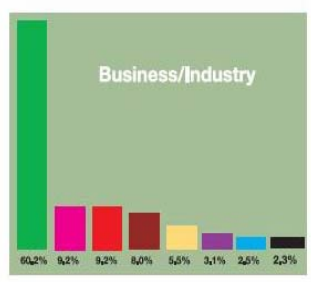
International Pharmaceutical industry is the only worldwide publication focused on contract services for manufacturing and packaging for the pharmaceutical and biopharmaceutical industries. IPI delivers a total circulation of 15,000 copies quarterly.

Europe - 8412 USA & Canada - 5220 Rest of the World - 1368

Europe - 56,08%
USA & Canada - 34,66%
Rest of the World - 9,12%

Business/Industry -

- 60,2% - Pharmaceutical/Bio- Pharmaceutical Manufacturing
- 9,2% - Contract Manufacturing services
- 9,2% - Fine Chemical Companies
- 8,0% - Nutraceutical Companies
- 5,5% - Contract packers
- 3,1% - CRO
- 2,5% - Government
- 2,3% - Others (including specialty pharma, drug delivery, consultants, financial institutions, law firms and others allied to the field)



Primary Job Function -

- 17% - Production/Engineering
- 16% - Packaging Management
- 13% - Sourcing/Purchasing
- 10% - Research & Development
- 8% - Heads of Operations
- 8% - Formulation Development
- 6% - Clinical Trial Supplies
- 6% - QC/QA
- 5% - Business Development/Sales & Marketing
- 5% - Brand/Product Management
- 4% - Corporate Management
- 3% - Regulatory Affairs

