# BRAND REPORT
# FOR THE 6 MONTH PERIOD ENDED JUNE 2012

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

ADVANSTAR

# Pharmaceutical Technology®

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**ABOUT PHARMACEUTICAL TECHNOLOGY**

**PHARMACEUTICAL TECHNOLOGY** is a B2B brand intended for individuals with interests in pharmaceutical and biopharmaceutical products. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**BRAND REPORT PURPOSE**
The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

**FIELD SERVED**
**PHARMACEUTICAL TECHNOLOGY** serves developers and manufacturers of pharmaceutical and biopharmaceutical products; specialty chemicals, bulk products and raw materials; and drug delivery devices and instrumentation products. It also serves universities, research institutes and foundations; government; contract research, analytical or manufacturing services; consultants to the pharmaceutical industry and other paid circulation - subscriptions.

**DEFINITION OF RECIPIENT QUALIFICATION**
Qualified Recipients are personnel engaged in the job functions of research and development, formulation; quality control or assurance, validation; production or manufacturing; engineering; and regulatory affairs. Also qualified are personnel engaged in lab management; corporate management; marketing or sales management; purchasing; information technology; technical or analytical services or support; project, procurement, or contract management; and other paid circulation.

**PURPOSE**
Included in the supplementary data herein is an analysis of recipients who have indicated their title or function includes the approval process of Contract Services.

## Channels Include:

**Pharmaceutical Technology Magazine**
6 issues in the period
38,100 average circulation
Pages 2 & 3

**Pharmaceutical Technology E-Newsletters**
38 total deployments
70,000 average distribution
Page 3

**Pharmaceutical Technology Website**
54,212 average unique browsers
Page 4

## 1 EXECUTIVE SUMMARY

**Below are the Average contacts per occurrence, including frequency per period reported.**

| | Non-Paid | Paid | Average |
|---|---|---|---|
| PHARMACEUTICAL TECHNOLOGY Magazine (6 issues in period) | 37,731 | 369 | 38,100 |
| a. Print | 32,831 | 369 | 33,200 |
| b. Digital | 4,900 | - | 4,900 |
| 1. Requested | 4,895 | - | 4,895 |
| 2. Non-Requested | 5 | - | 5 |
| PHARMACEUTICAL TECHNOLOGY E-Newsletters | | | |
| a. ePharm Technology E-Newsletter (26 deployments in period) | 29,973 | - | 29,973 |
| b. Equipment and Processing Report E-Newsletter (6 deployments in period) | 22,927 | - | 22,927 |
| c. Sourcing Management E-Newsletter (6 deployments in period) | 17,100 | - | 17,100 |
| PHARMACEUTICAL TECHNOLOGY Website (Unique Browsers) (Note 1) | 54,212 | - | 54,212 |
| **SIX-MONTH AVERAGE TOTAL** | **161,943** | **369** | **162,312** |

Note 1: Unique Browsers: See Website Glossary in Table 4.

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

## 2 CHANNEL FREQUENCY FOR PERIOD

| | PHARMACEUTICAL TECHNOLOGY MAGAZINE | | | | | PHARMACEUTICAL TECHNOLOGY E-NEWSLETTERS** | | | PHARMACEUTICAL TECHNOLOGY WEBSITE |
|---|---|---|---|---|---|---|---|---|---|
| | Print | Digital | Non-Paid | Paid | Total | E-Pharm Technology E-Newsletter | Equipment and Processing Report E-Newsletter | Sourcing Management E-Newsletter | Unique Browsers* |
| January | 33,200 | 4,900 | 37,734 | 366 | 38,100 | 29,683 | 22,285 | 16,776 | 55,848 |
| February | 33,200 | 4,900 | 37,734 | 366 | 38,100 | 29,313 | 28,020 | 16,664 | 55,099 |
| March | 33,200 | 4,900 | 37,730 | 370 | 38,100 | 28,950 | 22,119 | 17,053 | 62,564 |
| April | 33,200 | 4,900 | 37,722 | 378 | 38,100 | 30,079 | 21,206 | 17,301 | 53,437 |
| May | 33,200 | 4,900 | 37,736 | 364 | 38,100 | 30,769 | 21,896 | 16,812 | 52,847 |
| June | 33,200 | 4,900 | 37,729 | 371 | 38,100 | 31,102 | 22,034 | 17,992 | 45,477 |
| **AVERAGE** | **33,200** | **4,900** | **37,731** | **369** | **38,100** | **29,973** | **22,927** | **17,100** | **54,212** |

* Unique Browsers: See Website Glossary in Table 4.
**Monthly averages reported

## 3 GEOGRAPHIC DISTRIBUTION*

| State | Pharmaceutical Technology Magazine for Issue of May 2012 | | | | Pharmaceutical Technology E-Newsletters | | |
|---|---|---|---|---|---|---|---|
| | Print | Digital | Total | Percent | E-Pharm Technology for Issue of May 10, 2012 | Equipment and Processing Report for Issue of May 16, 2012 | Sourcing Management for Issue of May 2, 2012 |
| NEW ENGLAND | 2,869 | 285 | 3,154 | 8.3 | - | - | - |
| MIDDLE ATLANTIC | 8,073 | 743 | 8,816 | 23.1 | - | - | - |
| EAST NO. CENTRAL | 5,127 | 499 | 5,626 | 14.8 | - | - | - |
| WEST NO. CENTRAL | 2,237 | 204 | 2,441 | 6.4 | - | - | - |
| SOUTH ATLANTIC | 4,827 | 519 | 5,346 | 14.0 | - | - | - |
| EAST SO. CENTRAL | 935 | 90 | 1,025 | 2.7 | - | - | - |
| WEST SO. CENTRAL | 1,752 | 179 | 1,931 | 5.1 | - | - | - |
| MOUNTAIN | 957 | 113 | 1,070 | 2.8 | - | - | - |
| PACIFIC | 3,959 | 414 | 4,373 | 11.5 | - | - | - |
| UNITED STATES | 30,736 | 3,046 | 33,782 | 88.7 | - | - | - |
| U.S. Territories | 587 | 90 | 677 | - | - | - | - |
| Canada | 720 | 311 | 1,031 | - | - | - | - |
| Mexico | 8 | 25 | 33 | - | - | - | - |
| Other International | 1,149 | 1,428 | 2,577 | - | - | - | - |
| APO/FPO | - | - | - | - | - | - | - |
| E-mail address only | - | - | - | - | 31,373 | 21,896 | 16,812 |
| **TOTAL** | **33,200** | **4,900** | **38,100** | **100.0** | **31,373** | **21,896** | **16,812** |

***See Additional Data**

## 4 CHANNEL PROFILE MAGAZINE

Official Publication of: None
Established: 1977
Issues Per Year: 12

**AVERAGE NON-QUALIFIED CIRCULATION**

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|---|
| Other Paid Circulation | - |
| Advertiser and Agency | 1,186 |
| Rotated or Occasional | - |
| Allocated for Trade Shows and Conventions | 745 |
| Digital | - |
| All Other | 615 |
| **TOTAL** | **2,546** |

**AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|---|---|---|---|---|---|---|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 38,079 | 99.9 | 37,731 | 99.0 | 348 | 0.9 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | 21 | 0.1 | - | - | 21 | 0.1 |
| Single Copy Sales | - | - | - | - | - | - |
| **TOTAL QUALIFIED CIRCULATION** | **38,100** | **100.0** | **37,731** | **99.0** | **369** | **1.0** |

**AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT**

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|---|---|---|---|---|---|---|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 33,179 | 99.9 | 32,831 | 98.9 | 348 | 1.0 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | 21 | 0.1 | - | - | 21 | 0.1 |
| Single Copy Sales | - | - | - | - | - | - |
| **TOTAL QUALIFIED CIRCULATION** | **33,200** | **100.0** | **32,831** | **98.9** | **369** | **1.1** |

**AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL**

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|---|---|---|---|---|---|---|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 4,900 | 100.0 | 4,900 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| **TOTAL QUALIFIED CIRCULATION** | **4,900** | **100.0** | **4,900** | **100.0** | **-** | **-** |

**SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2012**
**This is an analysis of 18,641 or 48.9% of recipients who have indicated their title or function includes the approval process of Contract Services. These data are presented for statistical and marketing purposes.**

| BUSINESS AND INDUSTRY | TOTAL RESPONDENTS WHO ARE INVOLVED IN THE APPROVAL PROCESS FOR CONTRACT SERVICES |
|---|---|
| Pharmaceutical, Biopharmaceutical Manufacturing (Note 1) | 13,825 |
| Specialty Chemicals, Bulk Products and Raw Materials Producers | 1,255 |
| University, Research Institute, Foundation | 620 |
| Drug Delivery Devices & Instrumentation Manufacturing | 644 |
| Government | 337 |
| Contract Research, Analytical, Manufacturing Services | 1,247 |
| Consultant to the Pharmaceutical Industry | 710 |
| Others allied to the Field | - |
| Other Paid Circulation - Subscriptions | 3 |
| **TOTAL YES RESPONDENTS** | **18,641** |
| **PERCENT** | **48.9** |

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

# 4 CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

**BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**
**This issue is equal to the average of the other 5 issues reported in Table two.**

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT | Print | Digital | CLASSIFICATION BY FUNCTION | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | Research, Development, Formulation | Quality Control, Assurance, Validation | Production, Manufacturing | Engineering | Project, Procurement Contract Mgt., Purchasing | Lab Management | Regulatory Affairs | Corporate Management | Marketing, Sales Mgt. | Information Technology | Technical, Analytical Service, Support | Other Paid Circulation |
| Pharmaceutical, Biopharmaceutical Manufacturing (Note 1) | 29,036 | 76.2 | 25,509 | 3,527 | 10,330 | 5,936 | 3,659 | 3,216 | 1,390 | 664 | 467 | 1,834 | 580 | 210 | 749 | 1 |
| Specialty Chemicals, Bulk Products and Raw Materials Producers | 2,115 | 5.6 | 1,784 | 331 | 356 | 280 | 328 | 492 | 94 | 75 | 43 | 207 | 143 | 9 | 87 | 1 |
| University, Research Institute, Foundation | 1,430 | 3.8 | 1,227 | 203 | 812 | 80 | 52 | 134 | 78 | 119 | 11 | 39 | 16 | 26 | 63 | - |
| Drug Delivery Devices & Instrumentation Manufacturing | 1,095 | 2.9 | 928 | 167 | 205 | 180 | 145 | 337 | 47 | 24 | 13 | 27 | 72 | 12 | 33 | - |
| Government | 881 | 2.3 | 784 | 97 | 216 | 117 | 45 | 128 | 79 | 80 | 103 | 9 | 16 | 24 | 64 | - |
| Contract Research, Analytical, Manufacturing Services | 2,029 | 5.3 | 1,699 | 330 | 331 | 304 | 217 | 454 | 113 | 81 | 26 | 285 | 93 | 30 | 95 | - |
| Consultant to the Pharmaceutical Industry | 1,196 | 3.1 | 952 | 244 | 209 | 325 | 64 | 296 | 59 | 6 | 83 | 73 | 23 | 15 | 42 | 1 |
| Other Paid Circulation - Subscriptions | 318 | 0.8 | 317 | 1 | - | - | - | - | 1 | - | - | 2 | - | - | - | 315 |
| **TOTAL QUALIFIED CIRCULATION** | **38,100** | **100.0** | **33,200** | **4,900** | **12,459** | **7,222** | **4,510** | **5,057** | **1,861** | **1,049** | **746** | **2,476** | **943** | **326** | **1,133** | **318** |
| **PERCENT** | **100.0** | | **87.1** | **12.9** | **32.7** | **18.9** | **11.8** | **13.3** | **4.9** | **2.7** | **2.0** | **6.5** | **2.5** | **0.9** | **3.0** | **0.8** |

Note 1: Includes Pharmaceutical Delivery Systems and Pharmaceutical Development

**ADDITIONAL ANALYSIS**

| | TOTAL YES RESPONDENTS | PERCENT OF TOTAL |
|---|---|---|
| WHETHER OR NOT JOB TITLE INCLUDES VICE PRESIDENT, DIRECTOR, MANAGER, SUPERVISOR, GROUP LEADER, OR DEPARTMENT MANAGER | 21,897 | 57.5 |

**QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**

| QUALIFICATION SOURCE | SOURCED WITHIN 1 YEAR | 2 YEARS | 3 YEARS | PRINT | DIGITAL | TOTAL QUALIFIED | PERCENT |
|---|---|---|---|---|---|---|---|
| I. Direct Request: | **27,672** | **7,191** | **-** | **29,981** | **4,882** | **34,863** | **91.5** |
| II. Request from recipient's company: | **197** | **40** | **-** | **236** | **1** | **237** | **0.6** |
| III. Membership Benefit: | **-** | **-** | **-** | **-** | **-** | **-** | **-** |
| IV. *Communication from recipient or recipient's company (other than request): | **3,000** | **-** | **-** | **2,983** | **17** | **3,000** | **7.9** |
| V. **TOTAL** – Sources other than above (listed alphabetically): | **-** | **-** | **-** | **-** | **-** | **-** | **-** |
| Association rosters and directories | - | - | - | - | - | - | - |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| Other sources | - | - | - | - | - | - | - |
| VI. Single Copy Sales: | **-** | **-** | **-** | **-** | **-** | **-** | **-** |
| **TOTAL QUALIFIED CIRCULATION** | **30,869** | **7,231** | **-** | **33,200** | **4,900** | **38,100** | **100.0** |
| **PERCENT** | **81.0** | **19.0** | **-** | **87.1** | **12.9** | **100.0** | |

***See Additional Data**

## E-NEWSLETTER*

| | E-PHARM TECHNOLOGY E-NEWSLETTER | EQUIPMENT AND PROCESSING REPORT E-NEWSLETTER | SOURCING MANAGEMENT E-NEWSLETTER |
|---|---|---|---|
| 1/5/2012 | 29,912 | - | - |
| 1/12/2012 | 29,655 | - | 16,776 |
| 1/18/2012 | - | 22,285 | - |
| 1/19/2012 | 30,160 | - | - |
| 1/26/2012 | 29,006 | - | - |
| 2/1/2012 | - | - | 16,664 |
| 2/2/2012 | 28,987 | - | - |
| 2/16/2012 | - | 28,020 | - |
| 2/17/2012 | 29,683 | - | - |
| 2/21/2012 | 29,472 | - | - |
| 2/23/2012 | 29,108 | - | - |
| 3/1/2012 | 29,347 | - | - |
| 3/7/2012 | 29,012 | - | 17,053 |
| 3/15/2012 | 28,532 | - | - |
| 3/21/2012 | - | 22,119 | - |
| 3/22/2012 | 28,979 | - | - |
| 3/29/2012 | 28,880 | - | - |
| 4/4/2012 | - | - | 17,301 |
| 4/5/2012 | 30,128 | - | - |
| 4/12/2012 | 30,243 | - | - |
| 4/18/2012 | - | 21,206 | - |
| 4/19/2012 | 30,336 | - | - |
| 4/26/2012 | 29,608 | - | - |
| 5/2/2012 | - | - | 16,812 |
| 5/3/2012 | 29,313 | - | - |
| 5/10/2012 | 31,373 | - | - |
| 5/16/2012 | - | 21,896 | - |
| 5/17/2012 | 31,178 | - | - |
| 5/24/2012 | 31,032 | - | - |
| 5/31/2012 | 30,949 | - | - |
| 6/6/2012 | - | - | 17,992 |
| 6/7/2012 | 31,368 | - | - |
| 6/14/2012 | 31,229 | - | - |
| 6/20/2012 | - | 22,034 | - |
| 6/21/2012 | 31,004 | - | - |
| 6/28/2012 | 30,807 | - | - |
| **AVERAGE** | **29,973** | **22,927** | **17,100** |

***See Additional Data**

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

# 4 CHANNEL PROFILE (CONTINUED) WEBSITE*

| Month | Page Impressions | User Sessions | Unique Browsers | Unique Browser Frequency | Page Duration | User Session Duration |
|---|---|---|---|---|---|---|
| January | 137,027 | 66,659 | 55,848 | 1.19 | 00:56 | 01:56 |
| February | 134,549 | 65,314 | 55,099 | 1.19 | 00:59 | 02:03 |
| March | 153,797 | 75,788 | 62,564 | 1.21 | 00:52 | 01:46 |
| April | 135,541 | 64,681 | 53,437 | 1.21 | 01:01 | 02:07 |
| May | 125,344 | 64,142 | 52,847 | 1.21 | 01:05 | 02:07 |
| June | 108,057 | 55,119 | 45,477 | 1.21 | 01:05 | 02:09 |
| **AVERAGE:** | **132,386** | **65,284** | **54,212** | **1.20** | **01:00** | **02:01** |

***See Additional Data**

**WEBSITE GLOSSARY:**

| |
|---|
| **Unique Browsers:** An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. |
| **Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period |
| **User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session |
| **Unique Browser Frequency**: The average number of user sessions per Unique Browser over the selected reporting period |
| **User Session Duration:** The average time a browser remained on the site per session |
| **Page Duration**: The average time a browser spent viewing any page(s) on the site |

## ADDITIONAL DATA

**METHOD OF DISTRIBUTION:**
All qualified circulation conforms to the field served and definition of recipient qualification as reported above. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**
Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

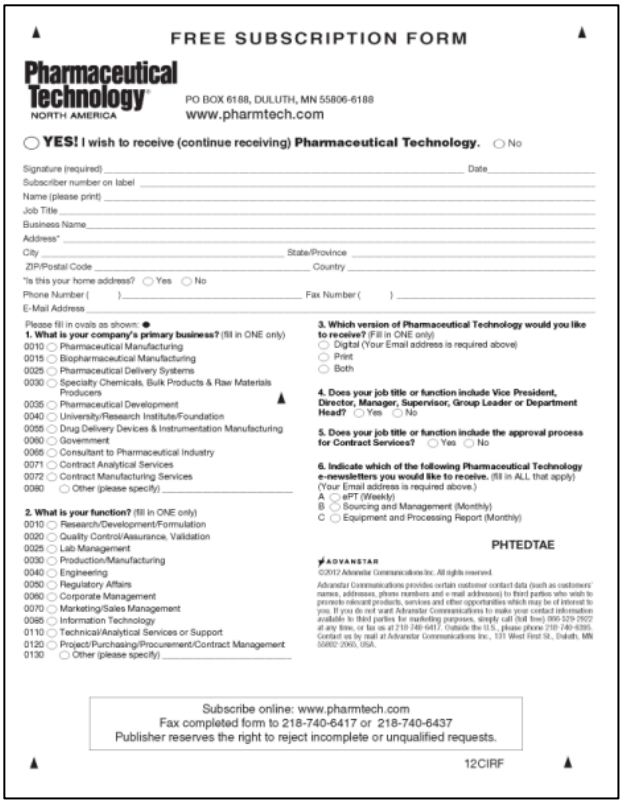
**TABLE 3:**
Geographic data is not available for Website and therefore no reported herein.

**TABLE 4 – MAGAZINE QUALIFICATION SOURCE:**
Communication other than request from the recipient include 8 sources of circulation for quantities of 19 copies or 0.1 % to 1,063 copies or 2.8%, including sister publications.

**TABLE 4 – E-NEWSLETTER**
ePharm Technology E-Newsletter (26 deployments in period)
Equipment and Processing Report E-Newsletter (6 deployments in period)
Sourcing Management E-Newsletter (6 deployments in period)

**WEBSITE ACTIVITY:**
January - June data was provided by Omniture.
All website activity is audited by BPA Worldwide.

**QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**



FREE SUBSCRIPTION FORM

Pharmaceutical Technology NORTH AMERICA
PO BOX 6188, DULUTH, MN 55806-6188
www.pharmtech.com

◯ **YES!** I wish to receive (continue receiving) **Pharmaceutical Technology.** ◯ No

Signature (required) _____ Date _____
Subscriber number on label _____
Name (please print) _____
Job Title _____
Business Name _____
Address* _____
City _____ State/Province _____
ZIP/Postal Code _____ Country _____
*Is this your home address? ◯ Yes ◯ No
Phone Number ( ) _____ Fax Number ( ) _____
E-Mail Address _____

Please fill in ovals as shown: ●

**1. What is your company's primary business?** (fill in ONE only)
0010 ◯ Pharmaceutical Manufacturing
0015 ◯ Biopharmaceutical Manufacturing
0025 ◯ Pharmaceutical Delivery Systems
0030 ◯ Specialty Chemicals, Bulk Products & Raw Materials Producers
0035 ◯ Pharmaceutical Development
0040 ◯ University/Research Institute/Foundation
0055 ◯ Drug Delivery Devices & Instrumentation Manufacturing
0060 ◯ Government
0065 ◯ Consultant to Pharmaceutical Industry
0071 ◯ Contract Analytical Services
0072 ◯ Contract Manufacturing Services
0080 ◯ Other (please specify) _____

**2. What is your function?** (fill in ONE only)
0010 ◯ Research/Development/Formulation
0020 ◯ Quality Control/Assurance, Validation
0025 ◯ Lab Management
0030 ◯ Production/Manufacturing
0040 ◯ Engineering
0050 ◯ Regulatory Affairs
0060 ◯ Corporate Management
0070 ◯ Marketing/Sales Management
0085 ◯ Information Technology
0110 ◯ Technical/Analytical Services or Support
0120 ◯ Project/Purchasing/Procurement/Contract Management
0130 ◯ Other (please specify) _____

**3. Which version of Pharmaceutical Technology would you like to receive?** (Fill in ONE only)
◯ Digital (Your Email address is required above)
◯ Print
◯ Both

**4. Does your job title or function include Vice President, Director, Manager, Supervisor, Group Leader or Department Head?** ◯ Yes ◯ No

**5. Does your job title or function include the approval process for Contract Services?** ◯ Yes ◯ No

**6. Indicate which of the following Pharmaceutical Technology e-newsletters you would like to receive.** (fill in ALL that apply) (Your Email address is required above.)
A ◯ ePT (Weekly)
B ◯ Sourcing and Management (Monthly)
C ◯ Equipment and Processing Report (Monthly)

PHTEDTAE

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12CIRF

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Melissa Feiro, Audience Development Manager

Anne Brugman, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

| | |
|---|---|
| Date signed | July 16, 2012 |
| State | Minnesota |
| County | St. Louis |
| Received by BPA Worldwide | July 16, 2012 |
| Type | BJ |
| ID Number | P055B0J2 |

**About BPA Worldwide:**
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.


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