

APPLIED CLINICAL TRIALS

YOUR PEER-REVIEWED GUIDE TO GLOBAL CLINICAL TRIALS MANAGEMENT



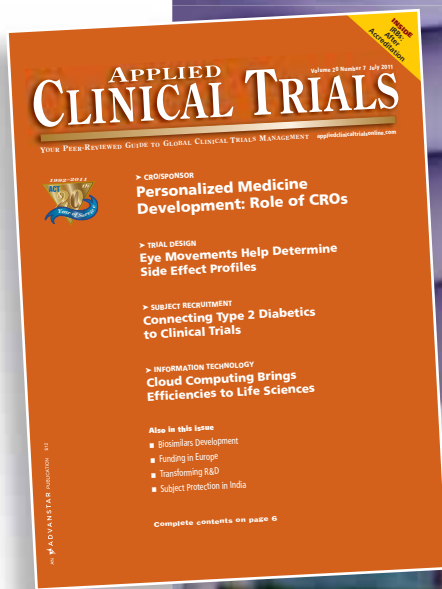
A GLOBAL
MAGAZINE FOR
A GLOBAL
INDUSTRY

2012 MEDIA PLANNER

WWW.APPLIEDCLINICALTRIALSONLINE.COM

OUR BRAND

Applied Clinical Trials is the authoritative, peer-reviewed resource and thought leader for the global community that designs, initiates, manages, conducts and monitors clinical trials.



What Sets Us Apart?

We are a Global Industry Publication

Applied Clinical Trials delivers in-depth information about products, services and companies affecting this growing and changing industry.

We Deliver Critical Information about the Process of Managing Clinical Trials

Pharmaceutical, CRO, laboratory, regulatory, academic and clinical research professionals read *Applied Clinical Trials* to learn new solutions and strategies that can be immediately applied to their daily work.

We Offer Insight into the Clinical Trials Market

Applied Clinical Trials subscribers are at the intersection of pharmaceutical product development and strictly regulated medical research. We provide a forum where parties from both groups can share their needs and goals, thus collaborating and developing unique relationships in the process of studying new medicinal products.



Our Audience

Circulation

With a BPA-qualified circulation of **18,250**[†] clinical trial professionals worldwide, *Applied Clinical Trials* has earned the status as the industry's most trusted source for professionals who design, initiate, manage, conduct and monitor clinical trials.

Geographical Breakout	Total BPA-Qualified Subscribers [†]
United States	11,351
Europe	6,000
Canada	775
Other International	17
US Territories	107
Total BPA Qualified Circulation	18,250

48.1%*

*of our subscribers share their copy of **Applied Clinical Trials** with at least one other colleague, more than doubling your visibility!*

“Applied Clinical Trials contains information that is relevant to my job function and is written in a user-friendly format.”

— Applied Clinical Trials reader, June 2011

[†] June 2011 BPAWW Statement. BPA Worldwide audits *Applied Clinical Trials*' circulation. Go to BPA's free searchable website at www.bpaww.com.

*July 2011 Readership Study Conducted by Advanstar Research Services





Applied Clinical Trials connects you to the global audience that is most receptive to your marketing message.

Reach professionals in top pharmaceutical, biopharmaceutical and biologics companies[^]

# of Subscribers	Company	# of Subscribers	Company	# of Subscribers	Company
401	Pfizer	147	AstraZeneca	103	Baxter
364	Merck	168	Bristol Myers Squibb	92	Genentech
254	Novartis	173	Amgen	80	Janssen
235	Sanofi-Aventis	136	Eli Lilly & Co.	79	Genzyme
293	Abbott	71	Schering Plough	64	Novo Nordisk
219	Roche	127	Bayer	58	Allergan
155	GlaxoSmithKline	79	Johnson & Johnson	43	Centocor
70	Wyeth	114	Boehringer-Ingelheim		

Connect with subscribers at their primary business[†]

59%	Pharmaceutical/Biopharmaceutical/Biologics Company	1.7%	Data Management
16.8%	Contract Research Organization (CRO)	1.7%	Independent CRA
10.7%	Clinical Study/Investigative Sites (Includes Academic, Medical Research Facilities)	1.5%	Clinical Laboratories
3.4%	Drug Development/Clinical Trials Consulting Company	1.4%	Trial, Site Management Organization (TMO/SMO)
3.2%	Government		

Access professionals who perform a variety of job functions[†]

42.1%	Research & Development/Project Management (Includes Trial Design, Protocol Development)	3.4%	Marketing
11.7%	Clinical Trials Management	3.3%	Clinical Research Coordinator (CRC, Study Coordinator, Research Nurse)
9.5%	Clinical Trials/GCP Auditing/QA/QC	2.8%	Laboratory Analysis
7.6%	Corporate Management (Includes Medical Director/ Medical Affairs)	1.8%	Academic Research/Teaching
6.3%	Clinical Research Associate (CRA, Monitor)	1.6%	Clinical Supplies/Materials/Contract Management/Outsourcing/Other
5.3%	Regulatory Affairs/Compliance (Includes Drug Safety and Pharmacovigilance)	1.2%	IT Management
3.4%	Data Management/Analysis/Biostatistics		

[^]Publisher's Own Data, July 2011

[†]June 2011 BPAWW Statement. BPA Worldwide audits *Applied Clinical Trials*' circulation. Go to BPA's free searchable website at www.bpaww.com



Readership Habits

Our top-notch audience cannot be duplicated.

Whether it's the time they spend reading an issue, their involvement in purchasing a wide array of products and services, or how they use *Applied Clinical Trials* to actively seek out information on a variety of topics, our subscribers are devoted, dedicated and loyal.

Devoted

82.6%* of subscribers have read or looked through 3 of 4 of the last 4 issues of *Applied Clinical Trials*

56.9%	Read 4 of 4 of the last 4 issues
25.7%	Read 3 of 4 of the last 4 issues
14.1%	Read 2 of 4 of the last 4 issues
3.1%	Read 1 of 4 of the last 4 issues
0.3%	Read none of the last 4 issues

Dedicated

93.9%* of subscribers spend at least 30 minutes reading or looking through each issue of *Applied Clinical Trials*

31.2%	One hour or more
32.1%	45 minutes
30.6%	30 minutes
6.1%	15 minutes or less

Loyal

41%* of subscribers have been reading *Applied Clinical Trials* for at least 5 years

4.6%	More than 15 years
11.9%	11-15 years
24.5%	6-10 years
41.6%	1-5 years
17.4%	Less than one year



89.1%*

of our subscribers read or look through *Applied Clinical Trials* within one week of receiving their copy.

The Premier Source



Subscribers rely on *Applied Clinical Trials*

as the premier resource for up-to-date information on the latest trends, emerging technologies, people and events shaping the clinical trial industry.

If they could only read one industry publication, 91.1%* of subscribers would choose *Applied Clinical Trials*

91.1% *Applied Clinical Trials*

4.5% *R&D Directions*

4.2% *Drug Information Journal*

0.3% *European Pharmaceutical Contractor*

Compared to other industry publications...*

94% of subscribers state that *Applied Clinical Trials* offers the best information about clinical trials

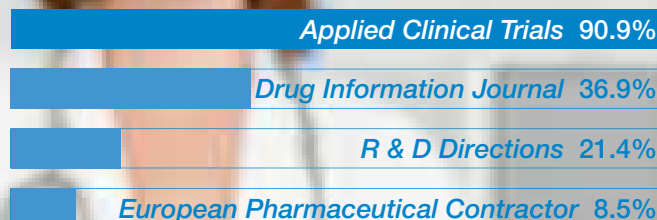
87.5% of subscribers state that *Applied Clinical Trials* is the industry leader in providing information about clinical trials

81.5% of subscribers state that *Applied Clinical Trials* is a reliable and authoritative source

81.2% subscribers state that *Applied Clinical Trials* provides the most global coverage

90.9%*

of our subscribers would be extremely or very likely to refer *Applied Clinical Trials* to a colleague or co-worker.





Purchasing Power

Our readers are an active audience who buy, recommend or approve the purchase of an array of products and services for their organization. When you advertise in **Applied Clinical Trials**, you can be assured that your campaign will be seen by the industry's top decision makers.

79.9%* of *Applied Clinical Trials* subscribers are involved in the decision-making process for the purchase of products and services for their organization.



Our subscribers utilize the industry's top products and services*	
65.6%	CROs
44.5%	EDC (Electronic Data Capture)
43.5%	Laboratories
39.3%	Clinical supplies
35.1%	Education/trainers
32.5%	Regulatory services
31.8%	Information technology
26.9%	Subject recruitment
19.5%	Partnerships
14.3%	Packaging/labels
10.4%	Marketing
1.9%	Other

Our subscribers take action as a result of viewing advertisements in <i>Applied Clinical Trials</i> *	
64.4%	Visited a company's website
28.2%	Discussed the advertisement with others
22.7%	Filed the advertisement for future reference
12.9%	Recommended the product or service
11.3%	Contacted the advertiser via e-mail
8.0%	Contacted the dealer, supplier, or representative
4.3%	Contacted the advertiser via telephone
3.4%	Purchased a product or service

*July 2011 Readership Study Conducted by Advanstar Research Services

Editorial Mission



APPLIED CLINICAL TRIALS

YOUR PEER-REVIEWED GUIDE TO GLOBAL CLINICAL TRIALS MANAGEMENT

Applied Clinical Trials is the authoritative, peer-reviewed resource and thought leader for the global community that designs, initiates, manages, conducts and monitors clinical trials. Industry professionals learn effective and efficient solutions to strategic and tactical challenges within the tightly regulated, highly competitive pharmaceutical environment.

Top-Notch Authors

Our authors—who share their knowledge and offer practical experiences with our readers—are executives, managers, and investigators who are involved in every stage of clinical trials from study design and protocol development, to data management, subject recruitment, budget negotiations, and site monitoring.

Esteemed Editorial Advisory Board

Our Editorial Advisory Board ensures the credibility and accuracy of our content through their expertise. The Board members come from all walks of the industry—CROs, IRBs, regulatory agencies, technology and pharmaceutical companies—and have experience with clinical trials management, design, GCP, recruitment, data management, and informed consent and monitoring, among other fields. These international experts offer their mastery to review manuscripts, suggest topics, and advise editors on industry issues. Through their contributions, our readers benefit by receiving credible, practical, and relevant articles and commentaries in the publication.

First-Class Columnists

Columnists based in Washington DC and Brussels keep our readers updated on the latest clinical trials legislation and regulations from the European Union headquarters, and from regulatory agencies including EMA, FDA, and NIH. Technology Viewpoint and Clinical Trial Insights columnists share ideas for using new tools and methods to improve the speed and accuracy of clinical research.

“Applied Clinical Trials covers a big variety of topics. Articles are well written, compact, and often very inspiring.”

— Applied Clinical Trials reader, June 2011

Columns

View from Washington

A monthly discussion and coverage of the effects of latest government legislation, regulations, guidance and challenges to the clinical trials industry.

View from Brussels

A monthly discussion and coverage of latest events, and EU regulations that affect the clinical trials industry in Europe.

Technology Viewpoint

Ideas about technology tools and their application in the clinical trials industry.

Clinical Trial Insights

A discussion on challenges, research and surveys affecting the clinical trials environment.

A Closing Thought

Insightful opinions and information from thought leaders in the clinical trials community.



Insert Series & 20th Anniversary Supplement

Cardiac Safety in Clinical Trials

January 2012 insert

Cardiovascular Risk Assessment for drugs in clinical trials is important to sponsors and CROs seeking to assess safety issues earlier in the drug development cycle. This insert will focus on the various techniques to evaluate cardiac safety, as well as the challenges and best practices.

February 2012 insert

There have always been different ways for sponsors and CROs to handle their business relationship. However, those ways are evolving from a primarily transactional relationship in outsourcing to more strategic partnerships including integrated alliances, functional service providers, and preferred provider relationships. This insert will explore this evolving landscape as it heralds what some call “a redefinition of the integrated drug development services” industry.

Sponsors/CROs: Trends in Partnering

March 2012 insert

While 100% EDC penetration will occur by 2014, most of the pharmaceutical sponsors and CROs have moved onto integrated eClinical solutions that provide automated functions and increased efficiencies for all areas that touch clinical trials. This insert will include articles about the eClinical ecosystem, how it is achievable and the solutions that comprise it: CTMS, ePRO, safety, and more.

eClinical: Integration into the Future

May 2012 insert

Oncology drug development continues to move forward even in the face of non-encouraging drug approval rates hovering at 8%. Even with these challenging numbers, other challenge to clinical trials in this therapeutic category include complex protocols, under enrollment, biomarker inclusions, trial design issues, among others.

Oncology Clinical Trials

20th Anniversary Supplement

Polybagged with the May 2012 issue

2012 marks Applied Clinical Trials 20th year of bringing the best of authoritative, peer-reviewed and thought-leadership information to the clinical trials industry. We will celebrate this occasion with a special supplement that features industry insight from editors and columnists past and present; articles that re-defined clinical trials and made headway for change in the practice of clinical trials; and special insight on the industry from our Editorial Advisory Board members.

September 2012 insert

This insert takes the important and relevant topic of central laboratories and biomarkers to the next level. There are many regulated needs of laboratories in clinical trials; from guidance on cardiac safety testing, imaging and baseline lab tests, as well as emerging uses and trends for biomarkers. The challenge to the sponsor is choosing how these tests are qualified and performed. Trends in Central Labs/Biomarkers seeks to answer those questions.

Trends in Central Labs and Biomarkers



2012 Editorial Calendar

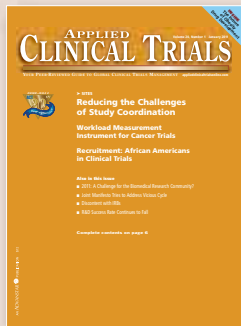
JANUARY

Ad Close: December 15
Material Due: December 21

HIGHLIGHT Global Trials

Which countries and regions are being targeted for clinical trial development, and who are the up-and-comers? This issue explores the nuances of global trials, best practices for global trial management, and countries that you may have overlooked for trials.

Insert: Cardiac Safety in Clinical Trials



BONUS DISTRIBUTION CBI Comparator Studies Conference EU

January 18-19, 2012, London, UK

EFGCP Annual Conference

January 24-25, Brussels, Belgium

ACT & CBI Cardiovascular Risk Assessment Summit

January 30-31, Arlington, VA

FEATURED COLUMN Clinical Trials Insights

ACT DIRECT E-NEWSLETTER

Jan 5: ACT Direct
Jan 12: At-Home Study Svcs
Jan 19: Cardiac Safety

FEBRUARY

Ad Close: January 16
Material Due: January 20

HIGHLIGHT CRO/Sponsor Changes at the Site

From changing monitoring frequency, to source document verification, to patient-facing clinical trials, and using Web portals, the clinical site is undergoing change. These articles encompass different strategies that are popular among CROs and sponsors, and will impact the site.

Insert: Sponsors/CROs



BONUS DISTRIBUTION HIMSS

February 20-24, Las Vegas, NV

CBI Annual Forum on Late Phase Research

February 2012, Amsterdam, UK

IIR Partnerships in Clinical Trials

March 5-7, Orlando, FL

FEATURED COLUMN Technology Viewpoint

ACT DIRECT E-NEWSLETTER

Feb 2: ACT Direct
Feb 9: Subject Rec
Feb 16: Labs

MARCH

Ad Close: February 15
Material Due: February 22

HIGHLIGHT eClinical

Complete EDC adoption will occur in 2014, according to industry analysts. Those who have adopted and moved on are now fully invested in the eClinical software chain. What are the benefits of a fully integrated eClinical suite? What are the limitations and how does cloud computing fit into the picture?

Insert: eClinical



BONUS DISTRIBUTION CBI Annual Clinical Trial Management Systems (CTMS)

March 22-23, 2012, Philadelphia, PA

DIA Annual EuroMeeting

March 26-28, Copenhagen, Denmark

CBI Annual Bio/Pharmaceutical Drug Safety Forum

March 2012, TBD

CBI Biosimilars Summit

March 2012, Philadelphia

DIA/FDA CDER/CBER Computational Science Annual Meeting

TBD

FEATURED COLUMN Clinical Trials Insights

ACT DIRECT E-NEWSLETTER

Mar 1: ACT Direct
Mar 8: Oncology
Mar 15: eClinical

APRIL

Ad Close: March 15
Material Due: March 21

HIGHLIGHT Drug Safety

There have been numerous initiatives, software, and legislation that has impacted the drug safety and pharmacovigilance landscape in the very recent past. This issue will update the latest changes, including new EU PV legislation, Adverse Event Reporting requirements globally, and what drug safety initiatives may take hold in the coming years.



BONUS DISTRIBUTION ACRP Annual Meeting

April 14-17, Houston, TX

CBI Annual Forum on Clinical Trial Registries and Results Databases

April 2012, Philadelphia, PA

ICR Annual Spring Conference: Clinical Research sans Frontiers

May 14-15, London

FEATURED COLUMN Technology Viewpoint

ACT DIRECT E-NEWSLETTER

Apr 5: ACT Direct
Apr 12: IRBs
Apr 19: Cardiac Safety



MAY

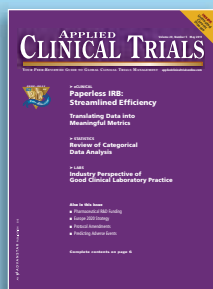
Ad Close: April 16
Material Due: April 20

HIGHLIGHT Subject Recruitment

Social media has taken the subject recruitment world by storm as the latest way to reach and communicate with patients. Learn more about social media, as well as other strategies in subject recruitment and retention that are working to improve clinical trials.

Insert: [Oncology Clinical Trials](#)

SUPPLEMENT ACT 20th Anniversary



BONUS DISTRIBUTION
CBI Pharma/Bio Boot Camp on Electronic Trial Master Files
May 16-17, 2012, Philadelphia, PA

MAGI Clinical Research Conference East
May 20-23, Washington, DC

CBI Annual Project Management and Clinical Trial Forecasting
May 2012, TBD

Patient Reported Outcomes (PRO)
May 2012, Philadelphia, PA

ASCO Annual Meeting
June 1-5, Chicago, IL

FEATURED COLUMN
Clinical Trials Insights

ACT DIRECT E-NEWSLETTER
May 3: ACT Direct
May 10: PRO
May 17: Oncology

JUNE

Ad Close: May 16
Material Due: May 22

HIGHLIGHT Next Generation CRO Industry

The CRO industry has entered its mid-life with a crisis. Outsourcing arrangements have changed dramatically to fit the needs of the newly merged and lean pharmaceutical sponsor. How are CROs changing to fit these needs? This issue takes a look at the various relationships and the changing drug development landscape to tackle the challenges of this new world.

DOUBLE ISSUE DIA Special Double Issue

Incorporating Exhibitor Profiles
Bound into the June issue



BONUS DISTRIBUTION
BIO International Convention
June 18-21, Boston, MA

DIA Annual Meeting
June 24-28, Philadelphia, PA

FEATURED COLUMN
Technology Viewpoint

ACT DIRECT E-NEWSLETTER
June 7: ACT Direct
June 14: At-Home Study Svcs

JULY

Ad Close: June 14
Material Due: June 20

HIGHLIGHT Biosimilars

The biosimilars market is expected to grow 89.1% between 2009 and 2014. Coupled with an established biosimilar approval pathway in Europe, and a very recent FDA guidance on biosimilars, sponsors are looking for both clinical development and regulatory expertise to bring these products to market. This issue will update on approval pathways in the United States, as well as what is happening on the global biosimilar space.

VALUE-ADDED OPPORTUNITY

Ad Performance Study
July issue advertisers will receive a FREE ad performance study conducted by Readex Research. Find out who is reading your ads, gauge the effectiveness of your ad, evaluate how your ad compares to others, and more. Don't miss this annual opportunity!



BONUS DISTRIBUTION
IIR Partnerships in Clinical Trials Latin America
TBD

FEATURED COLUMN
Clinical Trials Insights

ACT DIRECT E-NEWSLETTER
July 5: ACT Direct
July 12: Labs

AUGUST

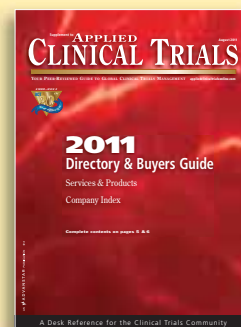
Ad Close: July 16
Material Due: July 20

HIGHLIGHT Clinical Trials in Asia

While all of Asia is still a hot area for clinical trials, China remains the last frontier in clinical trials. Articles in this issue will address the current state of clinical trials in Asia, regulatory changes and clinical supply needs for the Asia-Pac region.

ANNUAL RESOURCE 8th Annual Directory and Buyers Guide

Polybagged with the August issue



BONUS DISTRIBUTION
The 8th Annual Directory and Buyers Guide will be distributed at all events that ACT attends from August 2012 through July 2013

FEATURED COLUMN
Technology Viewpoint

ACT DIRECT E-NEWSLETTER
Aug 2: ACT Direct
Aug 9: IRBs
Aug 16: eClinical



SEPTEMBER

Ad Close: August 14
Material Due: August 21

HIGHLIGHT Early Phase Development

Early phase development before Phase IIa is a critical consideration for pharmaceutical companies, as well as biotechs. Designing the trial for optimal safety and efficacy enables companies to discover what will be useful for later stage studies. This issue explores different early phase strategies to ensure success.

Insert: Trends in Central Labs and Biomarkers



BONUS DISTRIBUTION SCDM Fall

September 22-25, Los Angeles, CA

CBI Annual Oncology Drug Development

September 2012, TBD

CBI Registries and Post Approval Studies Congress

September 2012, Princeton, NJ

CPhI Worldwide

October 9-11, Madrid, Spain

IIR Clinical Business Expo

TBD

IIR Partnerships in Clinical Trials Asia

TBD

FEATURED COLUMN Clinical Trials Insights

ACT DIRECT E-NEWSLETTER

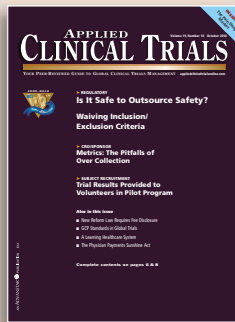
Sept 6: ACT Direct
Sept 13: PRO
Sept 20: Subject Rec

OCTOBER

Ad Close: September 13
Material Due: September 19

HIGHLIGHT Oncology Drug Development

This special issue will offer peer-reviewed information on the conduct of clinical trials and drug development in oncology. Developed in conjunction with the Applied Clinical Trials/CBI Pharma/Bio Congress on Oncology Drug Development, this issue offers insights from the speakers from the conference, late-breaking highlights and provides information from a new oncology clinical trials web resource.



BONUS DISTRIBUTION AAPS Annual Meeting

October 14-27, Chicago, IL

RAPS

October 27-30, Seattle, WA

MAGI's Clinical Research Conference West

TBD, San Diego, CA

FEATURED COLUMN Technology Viewpoint

ACT DIRECT E-NEWSLETTER

Oct 4: ACT Direct
Oct 11: Oncology
Oct 18: Cardiac Safety

NOVEMBER

Ad Close: October 16
Material Due: October 22

HIGHLIGHT Post-Marketing in a Clinical Trials World

More and more post-marketing decisions need to be considered and made during the clinical trial program. This issue will touch on some of those needs, including registries, REMS, information technology, PRO, and more.



BONUS DISTRIBUTION CBI Annual Interactive Response Technologies for Clinical Trials

November 2012, TBD

FEATURED COLUMN Clinical Trials Insights

ACT DIRECT E-NEWSLETTER

Nov 1: ACT Direct
Nov 8: eClinical
Nov 15: Labs

DECEMBER

Ad Close: November 15
Material Due: November 21

ANNUAL RESOURCE 18th Annual Resource Guide and Corporate Profile Issue Bound into the December issue



ACT DIRECT E-NEWSLETTER

Dec 6: ACT Direct
Dec 13: ACT Direct