

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.

Jameson Publishing  
5340 Fryling Road  
Suite 300  
Erie, PA 16510  
Tel. No.: (814) 897-7700  
Fax No.: (814) 899-4648  
www.lifescienceleader.com  
info@lifescienceconnect.com



Scan for Publisher's contact information

**LIFE SCIENCE LEADER** is a B2B publication dedicated to educating life science managers and executives about the current challenges and regulatory implementations affecting the industry. Each month, Life Science Leader features candid interviews from executives of pharmaceutical or biopharmaceutical companies focusing on their current initiatives, success stories, and future goals. The content of every issue is available to subscribers globally via the online digital edition.

### FIELD SERVED

**LIFE SCIENCE LEADER** serves Pharmaceutical Development and Manufacturing, Biopharmaceutical Development and Manufacturing, Research & Development/Laboratory, CRO, Medical Device/Instruments/Diagnostics, Industrial/Specialty Chemical/Bulk Products & Raw Materials, Business/Investment/Venture Capital/Legal, and Consulting, and Others Allied to the Field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Corporate Management, Production/Manufacturing, Product/Brand Management, Technical/Analytical Services, Formulation, Clinical/Medical/Lab Management, Chief Scientist, Quality Control/Assurance, Regulatory/Compliance, Engineering, R&D, Business Development/Sales Management, Marketing/PR, Materials Management/Procurement, Supply Chain/Logistics, Information Management/IT, Consulting, and other job functions.

## CHANNELS

### LIFE SCIENCE LEADER MAGAZINE



6 Issues in the period  
25,000 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>LIFE SCIENCE LEADER MAGAZINE</b> (6 issues in the period)	24,998	2	25,000

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	892
Allocated for Trade Shows and Conventions	905
All Other	581
<b>TOTAL</b>	<b>2,380</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,000	100.0	24,998	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>24,998</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
January	25,001
February	25,000
March	25,000
April	25,000
May	25,000
June	25,000

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION						
			Corporate Management	Production/ Manufacturing, Engineering, Materials Management/ Procurement	Technical/ Analytical Services, Clinical/ Medical/Lab Management	Formulation, Chief Scientist, Quality Control/ Assurance, R&D	Product/Brand Management, Business Development/ Sales Management, Marketing/PR	Regulatory/ Compliance	Supply Chain/ Logistics, Information Management/ IT, Consulting, and Other Job Functions
Pharmaceutical Development and Manufacturing, Biopharmaceutical Development and Manufacturing, Research & Development/Laboratory	20,288	81.1	6,694	1,554	3,109	4,846	1,478	1,692	915
CRO	592	2.4	236	23	107	69	111	14	32
Medical Device/Instruments/Diagnostics	1,877	7.5	783	173	201	256	337	57	70
Industrial/Specialty Chemicals/Bulk Products & Raw Materials	814	3.3	357	122	89	100	114	13	19
Business/Investment/Venture Capital/Legal, Consulting, and Others Allied to the Field	1,429	5.7	648	44	77	61	189	33	377
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>8,718</b>	<b>1,916</b>	<b>3,583</b>	<b>5,332</b>	<b>2,229</b>	<b>1,809</b>	<b>1,413</b>
<b>PERCENT</b>	<b>100.0</b>		<b>34.9</b>	<b>7.7</b>	<b>14.3</b>	<b>21.3</b>	<b>8.9</b>	<b>7.2</b>	<b>5.7</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	17,967	-	-	17,967	71.8
II. Request from recipient's company:	40	-	-	40	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	6,993	-	-	6,993	28.0
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	-	-	<b>25,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

\*See Additional Data

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2012	January – June 2013	July – December 2013	January – June 2014	July – December 2014*	January – June 2015*
Total Audit Average Qualified:	25,000	25,000	25,000	25,000	25,000	25,000
Qualified Non-Paid:	25,000	25,000	25,000	25,000	25,000	24,998
Qualified Paid:	-	-	-	-	-	2
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2014 – June 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	81		Kentucky	110	
New Hampshire	86		Tennessee	212	
Vermont	32		Alabama	107	
Massachusetts	2,366		Mississippi	24	
Rhode Island	80		EAST SO. CENTRAL	453	1.8
Connecticut	591		Arkansas	33	
NEW ENGLAND	3,236	13.0	Louisiana	67	
New York	1,764		Oklahoma	74	
New Jersey	2,987		Texas	783	
Pennsylvania	1,691		WEST SO. CENTRAL	957	3.8
MIDDLE ATLANTIC	6,442	25.8	Montana	30	
Ohio	573		Idaho	29	
Indiana	440		Wyoming	6	
Illinois	1,313		Colorado	274	
Michigan	440		New Mexico	33	
Wisconsin	270		Arizona	161	
EAST NO. CENTRAL	3,036	12.1	Utah	226	
Minnesota	401		Nevada	46	
Iowa	131		MOUNTAIN	805	3.2
Missouri	448		Alaska	1	
North Dakota	14		Washington	356	
South Dakota	20		Oregon	96	
Nebraska	89		California	4,311	
Kansas	167		Hawaii	14	
WEST NO. CENTRAL	1,270	5.1	PACIFIC	4,778	19.1
Delaware	134		UNITED STATES	24,482	97.9
Maryland	947		U.S. Territories	89	
Washington, DC	79		Canada	429	
Virginia	230		Mexico	-	
West Virginia	53		Other International	-	
North Carolina	920		AP0/FPO	-	
South Carolina	131				
Georgia	365				
Florida	646				
SOUTH ATLANTIC	3,505	14.0			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 2,200 copies or 8.8% to 2,459 copies or 9.8%.

#### PUBLISHER'S AFFIDAVIT

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

Melinda Fadden, Director of Audience Development

Jon Howland, VP of Publishing

(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 brand report has been checked against the previous audit report.

Date signed

State

County

Received by BPA Worldwide

Type

ID Number

June 18, 2015

Pennsylvania

Erie

June 18, 2015

BJ

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#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.