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<http://www.biotechnologyhealthcare.com>

GENERAL INFORMATION

- 1. ISSUANCE:**
 - a. Frequency: Bi-monthly
 - b. Issue Months: Feb, Apr, Jun, Aug, Oct, Dec
 - c. Publication date: 29th of preceding month
 - d. Mailing date: Week of publication.
- 2. ESTABLISHED:** February 2004
- 3. AFFILIATION:** Independent.
- 4. EDITORIAL:** BIOTECHNOLOGY HEALTHCARE delivers high interest articles and features developed through original research and writing. Its editorial mission is to articulate biomedical business and clinical applications to healthcare decision makers and stakeholders. A strict fact-checking and peer review process assures the accuracy and relevance of editorial content.
- 5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:** For acceptance, advertising must be consistent with the publisher's policy of service to the medical community.
- 6. POLICY ON ADVERTISING PLACEMENT:** Full pages are rotated front and back, and advertising is interspersed with editorial.

7. ADVERTISING/EDITORIAL RATIO: Average advertising-to-editorial ratio is 55/45.

8. COVERAGE AND MARKET:

- a. Coverage: National.
- b. Biotechnology executives and decision makers: medical and pharmacy directors, specialty and infusion pharmacists, pharmacy benefit managers, government and military decision makers, corporate medical and pharmacy directors and benefit managers, and hospital formulary committee members.

9. CIRCULATION: (February 2009 Issue)

MANAGED MARKETS EXECUTIVES AND DECISION MAKERS

Presidents/CEOs/Executive Directors	1,188
Home Healthcare Executives and Case Managers	1,432

BIOTECH MEDICAL/FORMULARY DECISION MAKERS

Managed Markets Medical Directors	503
Group Practice Medical Directors	6,740
Nursing Home Medical Directors	997

BIOTECH PHARMACY/FORMULARY DECISION MAKERS

Managed Markets Formulary Directors	167
Hospital Chief Pharmacists (200+ Beds)	4,350
Chairpersons, Formulary Committee (200+ Beds)	3,291
Integrated Health Formulary Directors	145
Pharmacy Benefit Managers	228
Infusion and Specialty Pharmacists	3,734
Managed Markets and Hospital Consulting Pharmacists	132

GOVERNMENT/MILITARY DECISION MAKERS

Pharmacy Directors/Pharmacists	4,292
Medicaid Pharmacy Decision Makers	71

CORPORATE DECISION MAKERS

Fortune 1000 Benefit Managers	4,028
Employer Medical and Pharmacy Directors	3,680
Buyers of Biotech Products	22

TOTAL CIRCULATION **35,000**

Above circulation includes both print and digital versions.

RATE INFORMATION

10. BLACK/WHITE RATES:

(Effective January 1, 2009)

Frequency	1 Page	½ Pg	¼ Pg	⅛ Pg
1 Time	\$5,215	\$4,016	\$3,233	\$2,138
6 Times	5,110	3,936	3,169	2,095
12 Times	5,009	3,856	3,105	2,054
24 Times	4,909	3,779	3,043	2,012
36 Times	4,810	3,704	2,983	1,971
48 Times	4,713	3,629	2,922	1,932
60 Times	4,643	3,575	2,879	1,903
72 Times	4,574	3,521	2,835	1,875
96 Times	4,505	3,469	2,792	1,847

11. COLOR CHARGES: Per page or fraction.

In addition to earned black/white rates.

Standard 2nd color	\$ 1,000
Matched 2nd color	\$ 1,275
Three or four color	\$ 1,750
Five color	\$ 2,580
Bleed	No charge

12. INSERTS and BRCs:

- Inserts billed at the earned black/white rate.
- Business Reply Cards billed at full page, earned black/white rate.

13. SPECIAL PROGRAMS:

- BIOTECHNOLOGY HEALTHCARE MARKET BUY DISCOUNT PROGRAM:**
Run an insertion for a particular product or campaign in each of the six issues of BIOTECHNOLOGY HEALTHCARE in 2009 and receive two free bonus insertions for the same product or campaign in MANAGED CARE or P&T JOURNAL.
- DEMOGRAPHIC SPLITS:** Consult publisher.
- WEB SITE BANNER ADVERTISING:** Cost is \$3,600 for one month posting, rotated throughout the site. Consult publisher's office for further information.

14. EARNED RATES:

- Rate is determined by number of units. A unit is a page or a fraction. A spread is two units.
- Insertions of parent companies and subsidiaries are combined to determine earned rate.

- Insertions in MANAGED CARE, P&T JOURNAL and BIOTECHNOLOGY HEALTHCARE are combined to determine earned rate.
- Publisher guarantees uniform rates to all advertisers using same amount and type of space.
- Rates are subject to change with 90 days notice. Contracts are accepted and guaranteed three months from last issue closed. In the event of a rate increase, contracts may be terminated without penalty or short rate.
- Demographic and list match partial runs qualify on a one-to-one basis when determining earned rate.

15. CLASSIFIED ADVERTISING RATES:

- Line Ads** (7-line minimum):
1X: \$30 per line 3X: \$27 per line 6X: \$25 per line

Display Ads:	1X	3X	6X
½ pg	\$350	\$325	\$300
¼ pg	600	575	535
⅛ pg	825	800	750
⅜ pg	1,100	1,050	1,000

- Web Site:** 30-day posting of classified ad: \$150 (net cost)

16. AGENCY COMMISSION AND TERMS:

- 15% commission to recognized agencies, contingent on payment within 30 days of invoice date. A finance charge of 1.5% per month will be applied on all past due accounts.
- Space and color charges are commissionable; production and mechanical charges are not.

17. PRODUCTION INFORMATION:

- Trim Size: 7¾" by 10¾"
- Insert delivered size: 8½" by 11½" including 3/16" head trim, 3/16" foot trim, 3/16" for the face trim and backbone grind off.
- Insert quantity: 39,000
- Electronic files: PDF-X1a preferred
- For further production details, contact Waneta Peart:
Tel: 267-685-2782
Email: wpeart@medimedia.com

18. CLOSING DATES FOR 2009:

Issue	Space	ROB	Inserts
Feb	1/12	1/16	1/23
Apr	3/11	3/17	3/24
Jun	5/12	5/18	5/25
Aug	7/13	7/17	7/24
Oct	9/10	9/16	9/23
Dec	11/11	11/17	11/24

19. MISCELLANEOUS:

- Contracts are subject to publisher's acceptance.
- Publisher shall not be liable for failure to publish because of acts of God, strikes, accidents, fires or other similar circumstances beyond the publisher's control.