



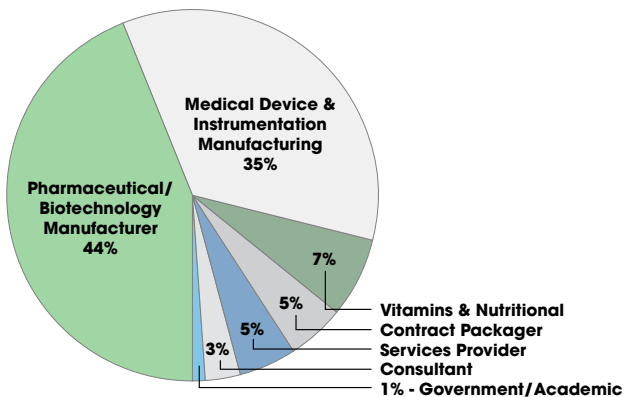
REACH YOUR TARGET MARKET OF ACTIVE BUYERS AND SPECIFIERS

Pharmaceutical & Medical Packaging News reaches a BPA audited audience of more than 20,000* packaging professionals, the largest audited circulation of pharmaceutical and medical packaging executives.

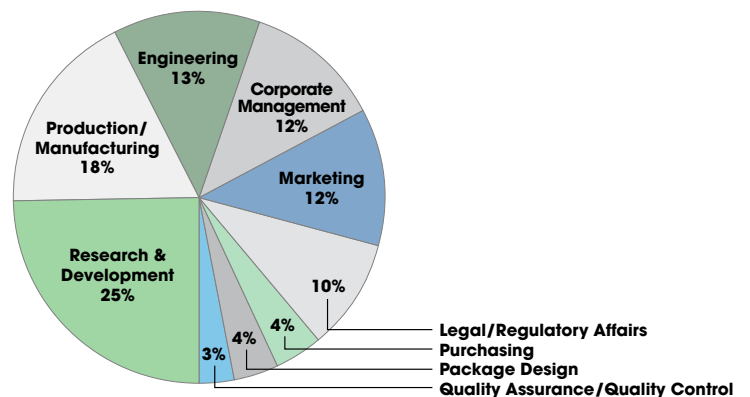
By placing your brand's marketing message in *Pharmaceutical & Medical Packaging News*, you'll guarantee you reach those that have the ability to recommend or authorize the purchase of your product or service. A recent survey** of *Pharmaceutical & Medical Packaging News* readers found that:

- 77% are involved with purchasing packaging materials/containers.
- 60% are involved with purchasing packaging equipment/machinery.
- 87% use trade publications as a reference source to locate packaging solutions.
- Of those, 77% use *Pharmaceutical & Medical Packaging News* as their primary reference source.
- 76% use a variety of online resources – Websites, e-newsletters, and digital magazines being the top choices – to find packaging solutions.

Circulation by Industry*



Circulation by Title/Job Function*



MARKET DEMAND GROWING FOR PHARMACEUTICAL AND MEDICAL DEVICE PACKAGING

Advances in Life Sciences Lead the Demand for Pharmaceutical and Medical Device Packaging.

If you are a supplier of packaging solutions for the pharmaceutical industry, you want to make sure you reach our audience. Substantial growth is projected for this industry, which will only benefit your company if your message is seen.

U.S. demand for pharmaceutical packaging will grow 5.5% annually through 2012.

Strong growth is forecast for value-added types, especially parenteral vials and flip-top closures, plastic dispensing bottles and closures, prefillable inhalers and syringes, parenteral stoppers, track and trace and authentication labels, and unit-dose pouches.***

U.S. sterile medical packaging demand will grow 6% annually through 2010.

Pharmaceutical and biological uses will lead growth as new injectable and inhalation therapies boost demand for functional containers (e.g., prefillable inhalers/syringes). Pouches will remain the leading container for medium- to large-sized devices and supplies.***

YOUR TOP PROSPECTS ARE OUR TOP SUBSCRIBERS

Pharmaceutical & Medical Packaging News is read by thousands of packaging professionals within companies in need of your products or services.

Abbott Laboratories
Boston Scientific
Medtronic
Wyeth
Baxter

Pfizer Inc.
GlaxoSmithKline
Merck & Co.
Schering-Plough Corp.
Alcon Labs

Becton, Dickinson and Co.
Bristol-Myers Squibb Co.
Eli Lilly and Co.
Bayer
Cardinal Health

Amgen
Johnson & Johnson
Tyco Healthcare
Novartis
Sanofi-Aventis

*June 2008 BPA Statement

**2008 Readex Reader Survey

***The Freedonia Group Inc. (Cleveland, OH)