

# Thousands of Prospects Seeking Solutions

Every day, thousands of pharmaceutical, medical device and diagnostics executives visit FDAnews.com. They get the very latest industry news, use the archives to research specific issues, make plans for upcoming industry conferences and purchase books, webinars or subscription products.

- The headlines on the home page give readers an inside line to our newsroom — we post the hottest news affecting the drug and medical device industries each business day.
- Users who need to get a handle on a particular topic quickly use the search feature to find all relevant articles from our newsletter archives.
- Many visitors come to the site specifically to purchase products, making this a great opportunity for you to get your message to your prospect while they are ready and willing to purchase.
- Thousands of our newsletter readers choose electronic delivery and access their current and archived issues through the website.

These information-hungry visitors come to the site specifically to find solutions to the compliance issues they face.



**FDAnews**

For more information contact Colette McMullen (703) 538-7642 or [cmcmullen@fdanews.com](mailto:cmcmullen@fdanews.com)

# Demographics and Readership

## Choose Your Audience

Advertising in our newsletters and ebulletins gets your message to a broad cross section of readers, and the maximum number of people. You can also target your message to those interested in particular subject areas through specific newsletters.

<b>READERSHIP BY PUBLICATION</b>		
<b>Pharmaceutical Industry</b>		
Publication Title	Frequency	Readership
FDAnews Drug Daily Bulletin	Daily	51,500
Washington Drug Letter	Weekly	3,510
Drug GMP Report	Monthly	5,010
Generic Line	Biweekly	2,995
The Food & Drug Letter	Biweekly	2,540
Clinical Trials Advisor	Biweekly	3,740
International Pharmaceutical Regulatory Monitor	Monthly	3,295
Drug Industry Daily	Daily	3,200
The QMN Weekly Bulletin	Weekly	11,550
<b>Medical Device and Diagnostics Industries</b>		
Publication Title	Frequency	Readership
FDAnews Device Daily Bulletin	Daily	22,500
The GMP Letter	Monthly	3,980
Devices and Diagnostics Letter	Weekly	3,555
International Medical Device Regulatory Monitor	Monthly	3,640
The QMN Weekly Bulletin	Weekly	11,550

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# Demographics and Readership

## Target Top Decisionmakers

**FDAnews** provides you with access to top executives and managers in the pharmaceutical and medical device industries. Nearly 20 percent of **FDAnews** customers are in CEO or senior executive positions and another 46 percent are regulatory affairs and quality assurance professionals. Readers also include attorneys, clinical and scientific professionals, and operations and manufacturing managers. Eighty-two percent of **FDAnews** customers are based in the U.S., with most of these professionals located in New Jersey, New York, Pennsylvania, Washington, D.C., or California, mirroring industry demographics.

### JOB FUNCTION BY PUBLICATION

	Drug GMP Report	The Food and Drug Letter	Generic Line	Washington Drug Letter	Devices and Diagnostics Letter	The GMP Letter	Clinical Trials Advisor	International Pharmaceutical Regulatory Monitor	International Medical Device Regulatory Monitor	Drug Industry Daily
Quality Assurance/Quality Control	37%	35%	26%	23%	30%	34%	33%	30%	22%	26%
Regulatory Affairs/Compliance	27%	16%	17%	27%	29%	28%	22%	23%	29%	24%
Library	8%	10%	6%	13%	12%	22%	23%	9%	7%	19%
Senior Executives	13%	20%	19%	16%	9%	5%	9%	6%	5%	15%
President/CEO	3%	3%	14%	5%	6%	3%	1%	1%	3%	10%
Attorney/General Counsel	1%	3%	2%	1%	1%	0%	0%	1%	0%	0%
Marketing/Sales	0%	0%	6%	3%	1%	0%	0%	0%	0%	0%
Technical/Validation	2%	1%	2%	0%	1%	1%	0%	2%	0%	0%
Administration	2%	2%	1%	3%	2%	1%	0%	1%	1%	1%
Clinical/Scientific	0%	0%	0%	0%	1%	0%	1%	2%	1%	0%
Operations/Manufacturing	2%	3%	2%	2%	0%	2%	0%	0%	0%	0%
Other	5%	7%	5%	7%	8%	4%	11%	23%	22%	5%

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# Banner and Ad Rates

## eBulletins

- FDAnews *Device Daily Bulletin*
- FDAnews *Drug Daily Bulletin*
- *The QMN Weekly Bulletin*

	Weekly	Monthly
Text ad or Horizontal Banner Ad	\$650	\$2,250
Text ad or Vertical Banner Ad Space 1	\$450	\$1,250
Text ad or Vertical Banner Ad Space 2	\$400	\$1,150
Text ad or Vertical Banner Ad Space 3	\$350	\$1,050
Text ad or Vertical Banner Ad Space 4	\$300	\$950
Text ad or Vertical Banner Ad Space 5	\$250	\$750

## Newsletters

- *Clinical Trials Advisor*
- *Devices and Diagnostics Letter*
- *Drug GMP Report*
- *Drug Industry Daily*
- *Generic Line*
- *International Medical Device Regulatory Monitor*
- *International Pharmaceutical Regulatory Monitor*
- *The Food and Drug Letter*
- *The GMP Letter*
- *Washington Drug Letter*

	1X	3X	6X	12X	24X	50X
1/4 Page	\$495	\$475	\$450	\$425	\$400	\$375
1/2 Page	\$775	\$750	\$725	\$700	\$675	\$650
FULL PAGE	\$1,475	\$1,425	\$1,375	\$1,350	\$1,300	\$1,275

## FDAnews.com

	Monthly	Quarterly	Annually
Skyscraper	\$1,000	\$2,500	\$9,000
Space 1	\$800	\$2,200	\$7,500
Space 2	\$700	\$1,900	\$6,000
Space 3	\$600	\$1,600	\$4,750
Space 4	\$600	\$1,600	\$4,750

## FDAnews.com

## Centers of Interest

- Regulation
- Drug Manufacturing
- Device Manufacturing
- Business Development
- Quality Management
  - \* Only Skyscraper and Space 1 available

	Monthly	Quarterly	Annually
Skyscraper	\$750	\$2,000	\$6,750
Space 1	\$500	\$1,250	\$4,500
Space 2	\$400	\$1,000	\$3,600
Space 3	\$600	\$750	\$2,700
Space 4	\$200	\$500	\$1,800



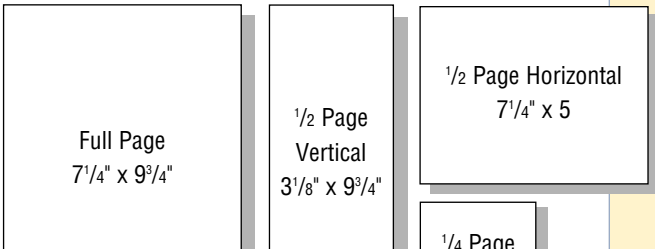
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# Publication **Specifications**

## eBulletins

<ul style="list-style-type: none"> <li>• Drug Industry Daily</li> <li>• FDAnews <i>Device Daily Bulletin</i></li> <li>• FDAnews <i>Drug Daily Bulletin</i></li> <li>• <i>The QMN Weekly Bulletin</i></li> </ul>	HORIZONTAL BANNER AD	742 px wide by 90 px high
	VERTICAL BANNER AD SPACES 1–4	<ul style="list-style-type: none"> <li>• 110 px wide by 175 px high</li> <li>• RGB image format (GIF or JPEG)</li> <li>• No larger than 7K at 72 dpi at finished size</li> </ul>
	TEXT ADS	60-word description including live link

## Newsletters

<ul style="list-style-type: none"> <li>• <i>Clinical Trials Advisor</i></li> <li>• <i>Devices and Diagnostics Letter</i></li> <li>• <i>Drug GMP Report</i></li> <li>• <i>Generic Line</i></li> <li>• <i>International Medical Device Regulatory Monitor</i></li> <li>• <i>International Pharmaceutical Regulatory Monitor</i></li> <li>• <i>The Food and Drug Letter</i></li> <li>• <i>The GMP Letter</i></li> <li>• <i>Washington Drug Letter</i></li> </ul>	SPACE ADS	<ul style="list-style-type: none"> <li>• Include print and PDF distribution</li> <li>• CMYK image format (PDF, TIFF, EPS) Note: CMYK images will be converted to grayscale for print distribution, and used as color in PDF distribution.</li> <li>• All fonts supplied</li> <li>• Resolution — 300 dpi</li> <li>• Include placed images where applicable</li> </ul>
		<p>Full Page — 7<sup>1</sup>/<sub>4</sub>" x 9<sup>3</sup>/<sub>4</sub>"</p> <p>1/2 Page Vertical — 3<sup>1</sup>/<sub>8</sub>" x 9<sup>3</sup>/<sub>4</sub>"</p> <p>1/2 Page Horizontal — 7<sup>1</sup>/<sub>4</sub>" x 5</p> <p>1/4 Page Vertical — 3<sup>3</sup>/<sub>8</sub>" x 5</p>

## FDAnews.com

## Homepage and Centers of Interest

SPACES 1–4	<ul style="list-style-type: none"> <li>• 120 px wide by 120 px high</li> <li>• RGB image format (GIF or JPEG)</li> <li>• No larger than 7K at 72 dpi at finished size</li> </ul>	SKYSCRAPER AD	<ul style="list-style-type: none"> <li>• Right side Ad: 160 px wide x 600 px high</li> <li>• High Res. RGB image format (GIF or JPEG)</li> <li>• No larger than 7K at 72 dpi at finished size</li> <li>• Live Link</li> </ul>
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# Publications

## Get in Front of Tens of Thousands of Executives Every Day

Almost 80,000 pharmaceutical, medical device and diagnostics executives receive at least one of our ebulletins every day — many receive more than one. Readers know how important it is to keep up with changes and find solutions to their compliance challenges. Advertisers have seen proven success in promoting upcoming conferences and timely technologies, products and services in these cost-effective vehicles.

## eBulletins

### FDANEWS DRUG DAILY BULLETIN

FDA regulatory news in a nutshell...plus legislative updates, business briefs and international developments for pharmaceutical and biologics execs as they scan major headlines first thing in the morning. Place your ad in the **FDANEWS Drug Daily Bulletin**, it's the only daily industry ebulletin with a subscriber list that reads like a who's who of decisionmakers in pharmaceuticals, more than 48,000 strong. The Drug Daily Bulletin virtually guarantees that your target audience is reading your advertisement, day after business day. And since it's free to subscribers, that cinches the deal.

### FDANEWS DEVICE DAILY BULLETIN

Tracks key regulatory, legislative, business and international news developments in the medical device industry — every business day. It's the only daily industry ebulletin with a subscriber list dominated by medical device's top decisionmakers, more than 20,000 strong. With one of the highest open rates in the industry, the **FDANEWS Device Daily Bulletin** delivers live leads, often worth hundreds of thousands of dollars.

### THE QMN WEEKLY BULLETIN

The **QMN Weekly Bulletin** keeps up to date on the latest from the FDA, Congress and industry experts in the world of cGMP's for pharmaceutical and medical device manufacturers. Each issue delivers crucial information on regulatory changes and inspection trends, as well as a wrap-up of the major quality management news from around the world. As an advertiser, this is your opportunity to reach a highly targeted audience — over 9,000 pharma and device professionals, including tough-to-reach C-suite executives focused on quality and compliance challenges.

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# Publications continued

## Proven Industry Resources

For more than 30 years, **FDAnews** has been the premier provider of newsletters to help pharmaceutical, medical device and diagnostics executives understand how regulatory changes affect their business. Readers pay as little as \$645 for bottom-line, impact-oriented news and analysis to help them meet the regulatory challenges they face. These proven buyers are looking for solutions to stay in compliance with the FDA's complex and ever-changing regulations and international standards.

## Pharmaceutical Industry Newsletters



### WASHINGTON DRUG LETTER

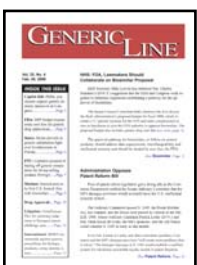
*Washington Drug Letter* provides concise summaries of FDA regulatory changes, key legislation that affects prescription and OTC drugs, and business and legal news. Each issue brings readers up to date on preapproval and postapproval issues that directly impact their operations.

**Weekly, 50 issues, \$1,347**



### DRUG GMP REPORT

*Drug GMP Report* delivers in-depth coverage of technical quality control issues that affect drug development and production processes. Each issue provides concise, easy-to-read explanations of key regulatory trends and advice to make GMP compliance easier. **Monthly, 12 issues, \$995**



### GENERIC LINE

More than \$30 billion of branded drugs are coming off patent. With *Generic Line*, the only newsletter devoted exclusively to the generic drug industry, readers stay on top of Medicare and Medicaid prescription programs, patent developments and all the crucial business, regulatory and legislative changes affecting generic

opportunities and threats. **Biweekly, 24 issues, \$997**



### THE FOOD & DRUG LETTER

*The Food & Drug Letter* provides reliable, in-depth analysis of how FDA's regulations and procedures will affect pharmaceutical companies' current business and long-term plans. Each issue explores multiple aspects of a current topic and explains the reasoning behind regulatory changes.

**Biweekly, 24 issues, \$1,345**



### CLINICAL TRIALS ADVISOR

*Clinical Trials Advisor* is devoted to helping pharmaceutical manufacturers, clinical researchers, IRBs and investigators improve clinical trial operations and GCP compliance. You'll get the latest regulatory and international news, as well as practical advice for maximizing your clinical investments. No other resource provides such valuable reporting and training

applicable to every area of clinical trials. From ethics to information technology, training to patient recruitment, accreditation to disclosure — if it impacts clinical trials, *CTA* covers it. **Biweekly, 24 issues, \$645**



### DRUG INDUSTRY DAILY

This daily electronic briefing delivers coverage of what's happening on Capitol Hill and at the FDA, FTC, HHS, NIH and other key agencies

and decision making bodies that affect the pharmaceutical industry. Each issue gives you hard reporting on top issues, such as patent exclusivity, DTC advertising, medication errors, program funding, FDA appropriations, bioterrorism, warning letters, recalls, approvals and more. Written by **FDAnews'** veteran staff of reporters, you get the news as it happens with the added perspective that only seasoned reporters can provide. It's the fastest, most reliable way to make sure you're an industry expert. **Daily, 250 issues, \$1,995**

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# Publications continued

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## Medical Device & Diagnostics Industries Newsletters

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### DEVICES & DIAGNOSTICS LETTER

*Devices & Diagnostics Letter* helps leaders in the device and diagnostics industries stay in compliance and avoid costly design and production mistakes. Each issue provides the latest FDA and international regulatory news, including MDUFMA, ISO quality and risk management standards; and premarket and postmarket requirements.

**Weekly, 50 issues, \$1,247**



### THE GMP LETTER

*The GMP Letter* helps readers stay on top of FDA's interpretation and enforcement of the Quality System Regulation — and know what changes their firm must make to comply. Each month, *The GMP Letter* provides an informed report of key regulatory developments, tips on what executives can do to prepare for FDA inspections, proven ways to improve design control procedures, how to correct violations and tips on creating more effective GMP training programs.

**Monthly, 12 issues, \$985**

## International Newsletters

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### INTERNATIONAL MEDICAL DEVICE REGULATORY MONITOR

Every month you get a comprehensive briefing on the latest regulatory developments around the world, including the U.S., Europe, Latin America, Asia, Canada, Australia and more. Plus, you get actual full, official English-language texts of important, hard-to-obtain proposals, regulations, rules, directives, guidances and other documents to keep you completely up-to-date on significant developments in medical device regulatory policies worldwide. Save hours on research time and overcome barriers to application approval.

**Monthly, 12 issues, \$799**



### INTERNATIONAL PHARMACEUTICAL REGULATORY MONITOR

Stay on top of key changes in pharmaceutical regulation around the world with this monthly resource for rules and standards flowing from the FDA, the European Medicines Agency, Health Canada, Australia's Therapeutic Goods Administration, the International Conference on Harmonisation and other agencies in Europe, Japan and elsewhere. In addition to a comprehensive briefing, you get actual full official English-language texts of important, hard-to-obtain proposals, regulations, rules, directives, guidances and other documents, to help you prepare better-documented, properly formatted drug applications for fastest processing

**Monthly, 12 issues, \$795**

## Advertising Opportunities

Place your ad in these newsletters for a more targeted, content-specific promotion opportunity than other more broad-based outlets. Your full-page, half-page or quarter-page ad runs black-and-white in printed distribution and four-color in PDF distribution.

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