Thousands of Prospects Seeking Solutions

2014 FDAnews Media Kit

Every day, thousands of pharmaceutical, medical device and diagnostics executives visit FDAnews.com. An average of 40,000 visitors per month 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 and products.
- 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

Demographics and **Readership**

Choose Your Audience

Advertising in our newsletters and eNewsletters 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.

READERSHIP BY PUBLICATION

Pharmaceutical Industry

Publication Title	Frequency	Readership
FDAnews Drug Daily Bulletin	Daily	51,500
The QMN Weekly Bulletin	Weekly	15,964
Drug GMP Report	Monthly	5,010
Generic Line	Biweekly	2,995
Clinical Trials Advisor	Monthly	3,740
International Pharmaceutical Regulatory Monitor	Monthly	3,295
Drug Industry Daily	Daily	4,250
Pharma Quality Advisor	Weekly	2,290
Executive Briefing Series	Monthly	1,780
Clinical Trial Magnifier Weekly	Weekly	245
483s Alert	Weekly	4,689

Medical Device and Diagnostics Industries

Publication Title	Frequency	Readership
FDAnews Device Daily Bulletin	Daily	25,372
The QMN Weekly Bulletin	Weekly	15,964
The GMP Letter	Monthly	3,980
Devices and Diagnostics Letter	Weekly	3,555
International Medical Device Regulatory Monitor	Monthly	3,640
483s Alert	Weekly	4,689

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

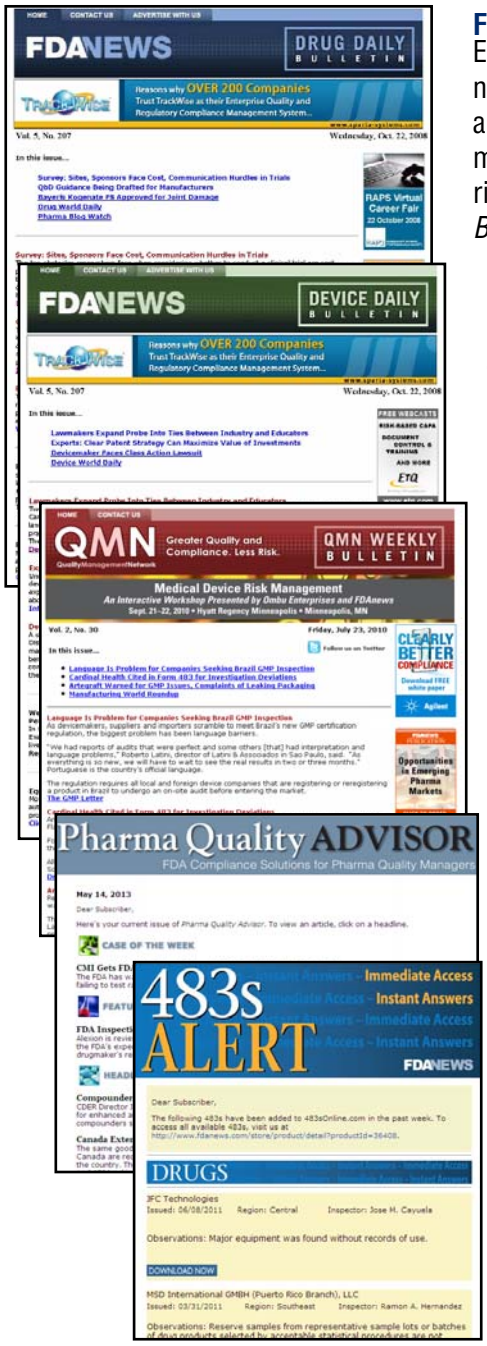
	Drug GMP Report	Generic Line	Devices and Diagnostics Letter	The GMP Letter	Clinical Trials Advisor	Clinical Trial Magnifier Weekly	Executive Briefing Series	International Pharmaceutical Regulatory Monitor	International Medical Device Regulatory Monitor	Drug Industry Daily
Quality Assurance/Quality Control	37%	26%	31%	34%	33%	0%	14%	36%	34%	31%
Regulatory Affairs/Compliance	27%	23%	29%	28%	22%	0%	14%	37%	39%	24%
Senior Executives	13%	19%	17%	5%	9%	30%	23%	6%	10%	15%
President/CEO	5%	14%	11%	13%	11%	24%	0%	6%	8%	10%
Attorney/General Counsel	1%	2%	1%	0%	0%	3%	5%	1%	0%	0%
Technical/Validation	4%	4%	1%	3%	0%	0%	5%	2%	0%	0%
Clinical/Scientific	5%	5%	1%	9%	12%	12%	5%	2%	1%	0%
Library	8%	7%	9%	13%	13%	0%	34%	10%	8%	20%
Research	0%	0%	0%	0%	0%	22%	0%	0%	0%	0%
Marketing	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%

Publications

Get in Front of Tens of Thousands of Executives Every Day

Over 80,000 pharmaceutical, medical device and diagnostics executives receive at least one of our eNewsletters 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.

eNewsletters



FDANEWS DRUG DAILY BULLETIN

Each day you'll receive targeted FDA regulatory, legislative and business news briefs in the pharmaceutical and biologics industries. Plus, you'll get a snapshot of international news relevant to your business. In just a few minutes you can scan major headlines and click through to read the stories you want. Sign up today and receive your first **FDAnews** *Drug Daily Bulletin* the next business day.

FDANEWS DEVICE DAILY BULLETIN

Keep track of important FDA regulatory, legislative and business news developments in the medical device industry. Plus, you'll get a snapshot of international news affecting the medical device industry. You can scan major headlines and click through to read the stories you want. Sign up today and receive your first **FDAnews** *Device Daily Bulletin* the next business day.

THE QMN WEEKLY BULLETIN (Pharma and Medical Device)

By reading the Quality Management Network's *QMN Weekly Bulletin* you can keep track of 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. Sign up today and start receiving *The QMN Weekly Bulletin*.

Pharma Quality Advisor

Pharma Quality Advisor gives you proven "what-to-do" and "how-to-do-it" help to address the key challenges that pharma quality managers face every day on the job. You'll get the latest news, trends and new developments in the pharma quality field, along with practical, actionable advice about managing your quality system. Sign up today to receive this free weekly e-zine, delivered each Tuesday, and you'll never miss a thing.

483s Alert

Every day, FDAnews editors are busy tracking down drug- and device-maker 483s from the latest FDA inspections and adding them to our online database. Keep track of what's added to the site with a free subscription to *483s Alert*. Sign up now to receive this weekly ezine each Wednesday, and you'll never miss an update.

FDANEWS

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 much as $1,995 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

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, subscribers pay $1,995

CLINICAL TRIALS ADVISOR

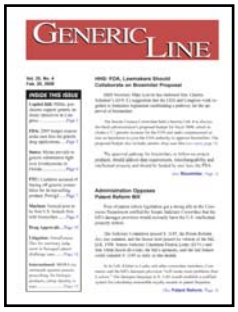
Clinical Trials Advisor is devoted to helping pharmaceutical manufacturers, clinical researchers, IRBs and investigators improve clinical trial operations and GCP compliance. You'll get the latest regulatory and international news, as well as practical advice for maximizing your clinical investments. 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.

Monthly, 12 issues, subscribers pay $645

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, subscribers pay $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, subscribers pay $997

Publications continued

Pharmaceutical Industry Newsletters continued

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, subscribers pay $795

CLINICAL TRIAL MAGNIFIER WEEKLY

Clinical Trial Magnifier Weekly monitors 150,000 trials in 185 countries around the world every week and reports to you the fresh changes. By sifting through tens of thousands of records, we're able to extract just the information you need. You'll be able to scan all the changes and drill down using links in the newsletter to focus on the ones that are important, saving you countless hours of effort.

Weekly, 52 issues, subscribers pay $597 Nonprofit institutions and $1,197 For-profit companies

EXECUTIVE BRIEFING SERIES

This new monthly series by the editors of The Food & Drug Letter will give you in-depth reporting and analysis on a variety of topics that impact your industry and decision making.

Monthly, 12 issues, subscribers pay $4,995

Publications continued

Medical Device & Diagnostics Industries Newsletters

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, subscribers pay $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, subscribers pay $985

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, subscribers pay $799

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.

FDANEWS

Email Database

FDAnews is the premier provider of regulatory, legislative and business news for clinical, pharmaceutical and medical device professionals. This database includes top executives at clinical, pharmaceutical and medical device companies who subscribe to paid and free newsletters, buy reports, books and training programs, download whitepapers as well as attend conferences on need-to-know clinical, pharmaceutical and medical device regulatory and manufacturing topics.

The clinical selects include both site and sponsor companies.

The regulatory selects include regulatory affairs professionals from both drug and device companies.

The individuals that make up the separate device, drug, and drug & device selects are a large selection of RA, QA, and QC professionals as well as other top executives.

Total Database	**53,000**
Updated	Monthly

Industry Selects	
Clinical	10,000
Regulatory	8,000
Device	10,000
Drug	15,000
Drug and Device	10,000

Minimum Order	
Minimum Quantity	5,000

Pricing	
Pricing	$400/K

White Paper Program

The FDAnews White Paper Program offers one of our strongest direct lead generation programs available.

FDAnews will host your White Paper and launch an outbound promotional program including:

- **Website ads**
- **eNewsletter ads**
- **eBlasts**

- We guarantee 150 leads.
- Client is given all prospect contact data on a weekly basis.

Rate: $7,500 for each White Paper. Discounts available for two or more White Papers.

Solution of the Week

"Solution of the Week" is sent via email to your choice of the Drug Daily Bulletin or the Device Daily Bulletin subscriber base. You provide a live link, the title, and 500 words total, broken into three sections:

The Problem: Approximately 150 words

The Solution: Approximately 250 words

Resources: Approximately 100 words

In addition, you can place a double vertical banner ad, 110 px wide by 350 px high.

Rate per email:

Drug Daily Bulletin subscribers	$4,500
Device Daily Bulletin subscribers	$3,000
Both Drug and Device Daily Bulletin subscribers	$7,000

2014 FDANEWS Conferences and Sponsorship Opportunities

Medical Device Complaint Management
March 11-12 Waltham, MA (Boston)

11th Annual
Medical Device Quality Congress
June 24-26 Bethesda, MD

9th Annual
FDA Inspections Summit
October 22-24 Bethesda, MD

Elevate your company awareness and connect with your potential customers at FDAnews conferences! There is no faster way to meet your top potential customers than exhibiting at an FDAnews conference. Our conferences are just the right size to allow you to quickly and easily identify the connections you need. We offer a variety of sponsorship packages to meet your marketing goals.

Sponsorship packages range from $5,000 to $10,000, and your package may include:

- Table Top Booth
- Conference Passes
- Logo on all Marketing Materials
- Pre and Post Conference Email to Attendees
- Acknowledgment on Conference Signage
- Seat Drop of your Brochure
- e-Brochure loaded on Flashdrive
- Lunch Break Sponsor
- Lanyard Sponsorship
- Cocktail Reception Sponsorship

Banner and Ad **Rates**

eNewsletters

- FDAnews *Device Daily Bulletin*
- FDAnews *Drug Daily Bulletin*
- *The QMN Weekly Bulletin*
- *Pharma Quality Advisor*
- *483s Alert*
- *Drug Industry Daily*

** Only Text ad 1 and Vertical Banner Ad Space 1, 2, 3 or 4 available

	Weekly	Monthly
Text ad "A" or Horizontal Banner Ad	$650	$2,250
Text ad or Vertical Banner Ad Space 1 or 2	$500	$1,500
Text ad or Vertical Banner Ad Space 3 or 4	$450	$1,350
Text ad or Vertical Banner Ad Space 5 or 6	$350	$1,050
Text ad or Vertical Banner Ad Space 7	$300	$950

Newsletters

- *Clinical Trial Magnifier Weekly*
- *Clinical Trials Advisor*
- *Devices and Diagnostics Letter*
- *Drug GMP Report*
- *Executive Briefing Series*
- *Generic Line*
- *International Medical Device Regulatory Monitor*
- *International Pharmaceutical Regulatory Monitor*
- *The GMP Letter*

	1X	3X	6X	12X
1/4 Page	$495	$475	$450	$425
1/2 Page	$775	$750	$725	$700
FULL PAGE	$1,475	$1,425	$1,375	$1,350

FDAnews.com

	Monthly	Quarterly	Annually
Header	$1,100	$2,640	$9,300
Space 1 or 2	$800	$2,200	$7,500
Space 3 or 4	$700	$1,900	$6,000
Solution Center	$600	$1,600	$4,750

FDANEWS

Publication **Specifications**

eNewsletters

- FDAnews *Device Daily Bulletin*
- FDAnews *Drug Daily Bulletin*
- *The QMN Weekly Bulletin*
- *Pharma Quality Advisor*
- *483s Alert*

HORIZONTAL BANNER AD	742 px wide by 90 px high
VERTICAL BANNER AD	• Spaces 1–8: 110 px wide by 175 px high • Double Vertical: 110 px wide by 350 px high • RGB image format (GIF or JPEG) • No larger than 7K at 72 dpi at finished size
TEXT ADS	60-word description including live link

Newsletters

- *Clinical Trial Magnifier Weekly*
- *Clinical Trials Advisor*
- *Devices and Diagnostics Letter*
- *Drug GMP Report*
- *Executive Briefing Series*
- *Generic Line*
- *International Medical Device Regulatory Monitor*
- *International Pharmaceutical Regulatory Monitor*
- *The GMP Letter*

SPACE ADS

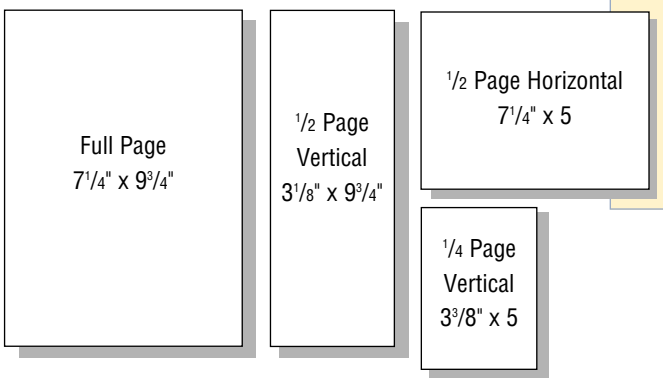
- Include print and PDF distribution CMYK image format (PDF, TIFF, EPS) Note: CMYK images will be converted to grayscale for print distribution, and used as color in PDF distribution.
- All fonts supplied
- Resolution — 300 dpi
- Include placed images where applicable

Full Page — 7 1/4" x 9 3/4"

1/2 Page Vertical — 3 1/8" x 9 3/4"

1/2 Page Horizontal — 7 1/4" x 5

1/4 Page Vertical — 3 3/8" x 5



FDAnews.com

HEADER	• 640 px wide x 78 px high • High Res. RGB image format (GIF or JPEG) • No larger than 7K at 72 dpi at finished size	SOLUTION CENTER	• 300 px wide x 100 px high • High Res. RGB image format (GIF or JPEG) • No larger than 7K at 72 dpi at finished size
SPACES 1–4	• 300 px wide by 100 px high • RGB image format (GIF or JPEG) • No larger than 7K at 72 dpi at finished size		

FDANEWS