

If you're not sure how essential it is to advertise in PharmTech's Buyers Guide – just ask our readers!

We did . . .

Pharm Tech readers RELY on the Buyers Guide . . .

- 92% of respondents received the Buyers Guide in the past.
- 82% look forward to receiving the copy of the Buyers Guide.
- 81% rate the accuracy as high or very high.
- 70% retain their Buyers Guide for an entire year.
- 65% do NOT have the name of a supplier in mind when they use the Buyers Guide.

Pharm Tech readers USE the Buyers Guide to research and purchase products . . .

- 95% find the Buyers Guide “Essential or Very Useful” in identifying companies, products and services.
- 93% indicated it helps them identify companies, suppliers or services.
- 80% of our readers state it helps them identify **NEW** companies, suppliers or services.
- 53% state it helps them find **EXISTING** companies, suppliers or services.

When given a list of products and services, **63%** indicated they are decision-makers and **83%** indicated they influence the purchase of those products and services.

85% (or **28,680** readers) have contacted a company for information on one or more products as a result of reading the Buyers Guide. Of that group, **81%** (or **23,230** readers) purchased a product or service after contacting a company.

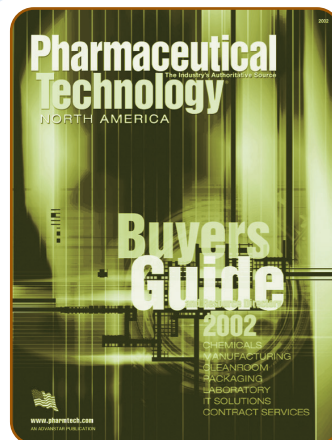
They indicate you'll make quite an impression . . .

More than half indicate they share their copy of the Buyers Guide with someone else.

They refer to their issue an average 7.7 times a year and share their copy with an average of 1.4 colleagues which means your ad could receive up to **625,825** impressions.

And, **60%** indicate the only industry directory they receive is Pharm Tech's Buyers Guide!!!

The Buyers Guide closes soon!



A targeted and essential industry directory, the Buyers Guide will be at the fingertips of 33,741 BPA-qualified* subscribers for an entire year. Don't miss this opportunity!

To reserve your space please call:

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*BPAI June 2003