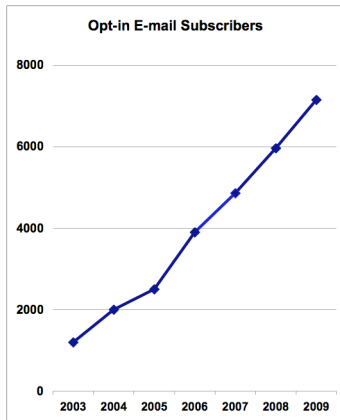


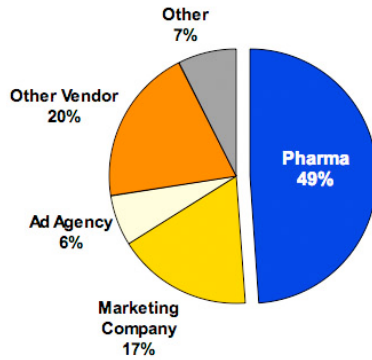
“The Leading Online Resource for Pharmaceutical Marketers”



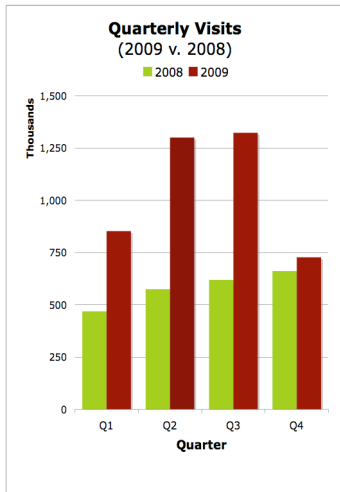
**Subscriber Growth Continues**

The growth in the number of subscribers to *Pharma Marketing News*—a free monthly newsletter supported by advertising—continues at a double-digit rate. At the end of 2009, there were 7,150 subscribers compared to 5,965 at the end of 2008—a year-over-year growth rate of 20%.

**Subscriber Affiliation**  
(based on subscriber data; N=5638)

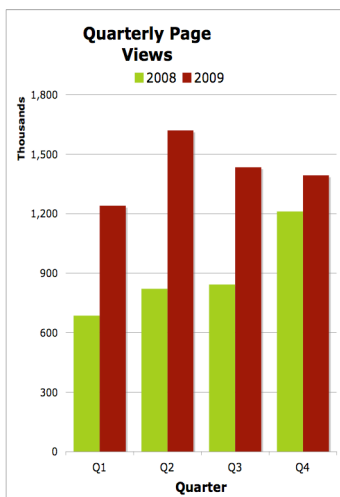


Marketing professionals from the pharmaceutical/life sciences industry as well as marketing communications companies, ad agencies, interactive agencies, medical education companies, etc., receive the monthly newsletter, follow @pharmaguy on Twitter, listen to podcasts, read Pharma Marketing Blog & Pharma Marketing Forum posts, respond to online surveys, and receive relevant promotional messages. In 2009, about 120 promotional emails—including conference announcements, product and service offers, and job openings—were sent to opt-in subscribers.



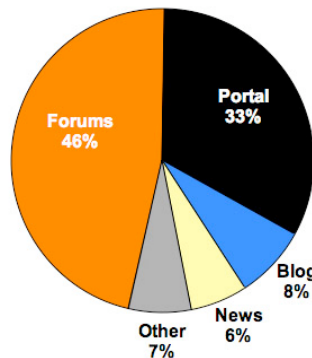
**Visitor and Twitter Follower Growth plus Innovative Social Media Marketing!**

The Pharma Marketing Network (PMN) portal, associated domains, Web sites, **Twitter** account, blog, podcasts, and the *Pharma Marketing News* opt-in subscriber list are ideal “vehicles” for advertising and sponsorships. **New PMN social media marketing campaigns** include sponsored tweets by John Mack (@pharmaguy), Editor of *Pharma Marketing News*. The @pharmaguy Twitter account had 4,950 followers at the end of 2009 compared to about 300 at the end of 2008. Sponsored @pharmaguy tweets are getting 2X the average clickthrough rates of sponsored email blasts.



Growth in Web site visitors and page views has continued. In 2009, PMN domains—including Pharma Marketing Blog—received **4.2 million unique visits** (vs. 2.2 million in 2008) and **5.7 million page views** (vs. 3.6 million in 2008)!

**Page Views, 2009**  
(Selected Domains)



Ad Type	Description	Rate
Email Blast	Email message sent to ALL opt-in subscribers	\$575
Twitter Campaign	Six sponsored @pharmaguy Twitter posts	\$395
Sponsored Podcast	A Pharma Marketing Talk podcast interview dedicated to your product or service	\$225
Quarter-Page Ad	Graphical ad with web links in PDF newsletter	\$295
Advertorial Package	Article featuring product or service plus email blast	\$795

Selected Ad Rates. For more details, call 215-504-4164.

This report includes data current as of December 23, 2009 (projected through 12/31/2009).