

AUDIENCE ENGAGEMENT REPORT



Pharma Manufacturing — Audience Engagement Report

JANUARY-JUNE 2024

Pharma Manufacturing's mission is to provide professionals the tools they need to deliver authentic innovation in today's pharma manufacturing environment, with a focus on drug development, scale-up and manufacturing challenges. Through news, analysis and thought leadership, the brand bridges the industry's communication gaps to help manufacturers achieve much-needed increases in efficiency and profitably in their ultimate mission to serve patients and save lives.

AVERAGE MONTHLY REACH



97,822

COMPANIES THAT ENGAGE

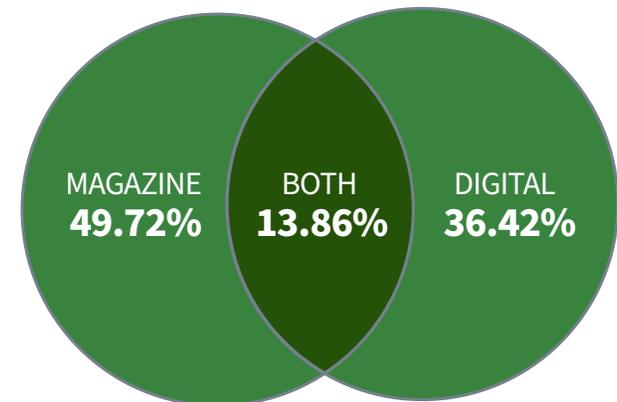


| Buying Team Reach | % |
|--------------------------------------|--------|
| Corporate Management | 21.90% |
| Engineering/Project Management | 17.17% |
| Manufacturing Production | 14.91% |
| R & D/Scale-up | 11.96% |
| Consulting | 8.94% |
| Quality Control/Assurance Validation | 8.59% |
| Regulatory/Compliance | 4.23% |
| Purchasing/Procurement | 2.89% |
| Packaging | 1.56% |

| Purchase Authority | % |
|--|--------|
| Processing Equipment & Systems | 48.74% |
| Instrumentation & Control/Automation Systems | 45.31% |
| Packaging/Material Handling Equipment & Sys | 43.20% |
| Pilot Plant/Laboratory Equipment & Systems | 39.32% |
| Quality/Compliance Systems & Software | 36.78% |
| Consulting/Validation Services | 35.87% |
| Contract Manufacturing | 32.68% |
| Maintenance Equipment & Supplies | 31.62% |
| Information Management Systems & Software | 28.63% |
| Filtration/Separation | 25.28% |
| Clean Room Supplies/Systems | 24.72% |

| Top Industries Served | % |
|--|--------|
| Pharmaceutical Manufacturing/Biopharmaceutical | 45.70% |
| Contract Manufacturing/Packaging | 12.42% |
| Architecture/Engineering/Construction | 8.43% |
| Specialty Chemicals | 5.97% |
| Government/Higher Education | 5.95% |
| Analytical Services | 5.86% |
| Bulk Product/Raw Materials Producer | 4.88% |

MAGAZINE/DIGITAL OVERLAP



The Audience Engagement Report provides an integrated view of the Pharma Manufacturing community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JANUARY-JUNE 2024

AVERAGE UNIQUE
MONTHLY SESSIONS



32,913

AVERAGE UNIQUE
MONTHLY VISITORS



25,486

AVERAGE MONTHLY
PAGE VIEWS



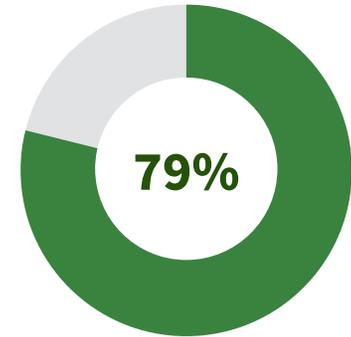
52,042

COMBINED SOCIAL REACH

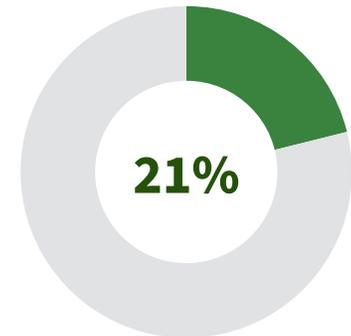


29,858

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



Pharma Manufacturing — eNewsletter Engagement & Insights

JANUARY-JUNE 2024

ENEWSLETTER REACH



10,113

AVERAGE TOTAL OPEN RATE



38.86%

AVERAGE TOTAL CTR



1.26%

| | Monthly Average | Average Total Open Rate | Average Total CTR |
|------------|-----------------|-------------------------|-------------------|
| Daily Dose | 10,113 | 38.86% | 1.26% |

JANUARY-JUNE 2024

TOP TOPICS



Regulatory decisions
& guidelines



Facility design



Contract manufacturing



Aseptic fill-finish



Industry predictions/trends

TOP VIEWED ARTICLES

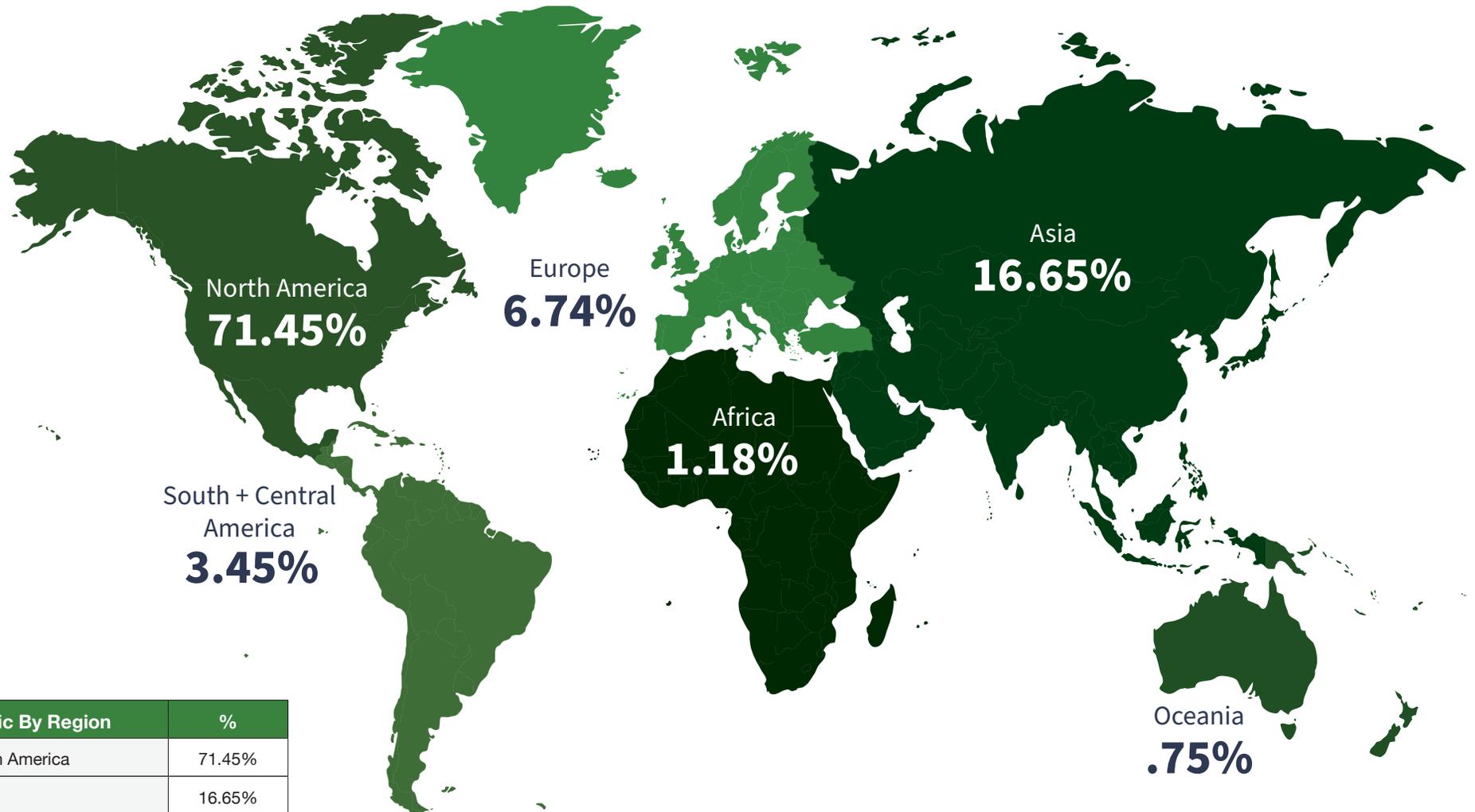
- Mining pharma's reshoring rush
- 2024 Pharma predictions
- FDA decisions to watch
- Raising a modern pharma CDMO
- Virginia is for pharma lovers
- How universal design can deliver facilities of the future
- Anticipating AI regulations
- Vaccines of the future
- Excipient-based strategies to harness complex therapeutics
- Strengthening pharma's sustainability foundation

TOP WEBINARS OF 2024

- Putting the U.S. on the map with advanced pharma manufacturing
- Solving data challenges in life sciences across the enterprise
- The science of container closure: Headspace gas ingress methods as the golden tool
- Building processes and maintaining data integrity: Your Pharma 4.0 journey
- How streamlining maintenance planning and scheduling can give pharma companies an edge

Pharma Manufacturing — Traffic by Region

JANUARY-JUNE 2024



| Traffic By Region | % |
|-------------------------|--------|
| North America | 71.45% |
| Asia | 16.65% |
| Europe | 6.74% |
| Africa | 1.58% |
| South + Central America | 3.45% |
| Oceania | .75% |

Pharma Manufacturing — Sworn Publisher’s Statement



JANUARY-JUNE 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

| 2024 Issues | Print | Digital | Total Qualified |
|------------------------------------|---------------|--------------|-----------------|
| March | 17,633 | 7,367 | 25,000 |
| June | 17,625 | 7,375 | 25,000 |
| Total Qualified Circulation | 17,629 | 7,371 | 25,000 |

| | Total Qualified Non-Paid Print | Total Qualified Non-Paid Digital | Total Qualified Non-Paid Subscribers | Total Paid | Total Subscribers |
|-----------------------|--------------------------------|----------------------------------|--------------------------------------|------------|-------------------|
| Qualified Circulation | 17,629 | 7,371 | 25,000 | 0 | 25,000 |

We hereby make oath and say that all data set forth in this statement are true. | July 2024 | Keith Larson, Vice President | Anna Hicks, Associate Director Audience Development

Pharma Manufacturing — Magazine Circulation



JANUARY-JUNE 2024

| PRIMARY BUSINESS & INDUSTRY | Job Title | | | | | | | | | | | |
|---|-----------------|---------------|------------------|---------------------------------------|--------------------------|---------------------------------|----------------------|------------------------|-------------|-------------------------|-------------|--------------|
| | Total Qualified | % of Total | R & D / Scale-up | Quality Control/ Assurance Validation | Manufacturing Production | Engineering/ Project Management | Corporate Management | Regulatory/ Compliance | Consulting | Purchasing/ Procurement | Packaging | Other Titles |
| Pharmaceutical /Biopharmaceutical Manufacturing | 13,998 | 56.0% | 3,526 | 1,892 | 2,149 | 2,542 | 2,552 | 622 | 305 | 216 | 118 | 76 |
| Contract Manufacturing/Packaging | 4,452 | 17.8% | 676 | 575 | 769 | 965 | 974 | 154 | 115 | 102 | 92 | 30 |
| Architecture/Engineering/Construction | 1,556 | 6.2% | 61 | 87 | 164 | 640 | 383 | 45 | 112 | 39 | 10 | 15 |
| Analytical Services | 1,378 | 5.5% | 327 | 146 | 89 | 166 | 380 | 59 | 152 | 26 | 8 | 25 |
| Specialty Chemicals | 1,236 | 4.9% | 161 | 79 | 254 | 230 | 344 | 43 | 50 | 45 | 13 | 17 |
| Bulk Product/Raw Materials Producer | 865 | 3.5% | 85 | 71 | 200 | 126 | 255 | 17 | 45 | 46 | 9 | 11 |
| Government/Higher Education | 852 | 3.4% | 240 | 51 | 50 | 98 | 205 | 70 | 81 | 25 | 1 | 31 |
| Others Allied to the Field | 663 | 2.7% | 50 | 48 | 58 | 59 | 209 | 19 | 76 | 27 | 6 | 111 |
| TOTAL QUALIFIED | 25,000 | 100.0% | 5,126 | 2,949 | 3,733 | 4,826 | 5,302 | 1,029 | 936 | 526 | 257 | 316 |
| | | | 20.5% | 11.8% | 14.9% | 19.3% | 21.2% | 4.1% | 3.7% | 2.1% | 1.0% | 1.3% |

Source: Publisher's Own Data Pharma Manufacturing June 2024 issue.

| Recommend/ Buy/ Specify | Responses | % of Total |
|---|---------------|-------------|
| Processing Equipment & Systems | 5,074 | 20.30% |
| Packaging/Material Handling Equipment & Systems | 4,822 | 19.29% |
| Pilot Plant/Laboratory Equipment & Systems | 3,984 | 15.94% |
| Instrumentation & Control/Automation Systems | 4,635 | 18.54% |
| Quality/Compliance Systems & Software | 3,936 | 15.74% |
| Information Management Systems & Software | 2,927 | 11.71% |
| Maintenance Equipment & Supplies | 3,326 | 13.30% |
| Consulting/Validation Services | 3,560 | 14.24% |
| Contract Manufacturing | 3,400 | 13.60% |
| Filtration/Separation | 2,426 | 9.70% |
| Clean Room Supplies/Systems | 2,489 | 9.96% |
| Total Qualified | 25,000 | 100% |

Source: Publisher's Own Data, Pharma Manufacturing June 2024 issue. 42.14% or 10,535 of the 25,000 qualified subscribers responded to this question.

Pharma Manufacturing — Subscribers by State

JANUARY-JUNE 2024

SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

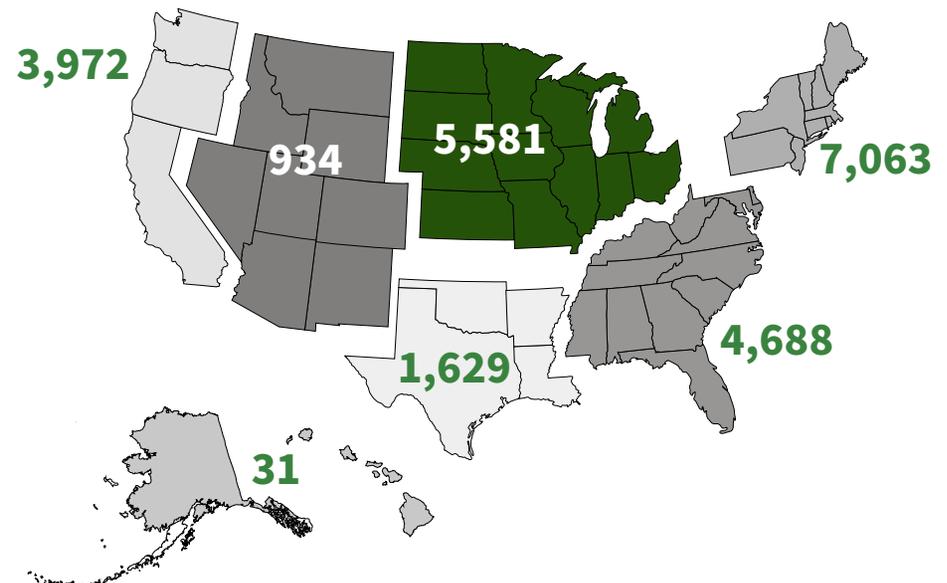
| State | Total |
|---------------|-------|
| Alabama | 212 |
| Arizona | 217 |
| Arkansas | 144 |
| California | 3,461 |
| Colorado | 237 |
| Connecticut | 338 |
| D. C. | 40 |
| Delaware | 104 |
| Florida | 780 |
| Georgia | 475 |
| Idaho | 77 |
| Illinois | 1,215 |
| Indiana | 558 |
| Iowa | 286 |
| Kansas | 203 |
| Kentucky | 233 |
| Louisiana | 190 |
| Maine | 60 |
| Maryland | 780 |
| Massachusetts | 1,967 |
| Michigan | 618 |
| Minnesota | 460 |
| Mississippi | 89 |
| Missouri | 572 |
| Montana | 44 |
| Nebraska | 170 |
| Nevada | 60 |
| New Hampshire | 94 |

| State | Total |
|-----------------------------------|---------------|
| New Jersey | 1,702 |
| New Mexico | 62 |
| New York | 1,265 |
| North Carolina | 942 |
| North Dakota | 40 |
| Ohio | 890 |
| Oklahoma | 118 |
| Oregon | 147 |
| Pennsylvania | 1,519 |
| Rhode Island | 72 |
| South Carolina | 240 |
| South Dakota | 39 |
| Tennessee | 343 |
| Texas | 1,177 |
| Utah | 225 |
| Vermont | 46 |
| Virginia | 349 |
| Washington | 364 |
| West Virginia | 101 |
| Wisconsin | 530 |
| Wyoming | 12 |
| Total 48 Contiguous States | 23,867 |
| Alaska | 10 |
| Hawaii | 21 |
| Total U.S. Territories | 59 |
| Total USA | 23,957 |

| Circulation Outside the U.S. | Total |
|------------------------------|---------------|
| Total Canada | 119 |
| Total Mexico | 12 |
| Outside North America | 912 |
| Grand Total | 25,000 |

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



Source: Publisher's Own Data Pharma Manufacturing June 2024 issue.