

the
Medicine MakerTM

**Circulation &
Readership
2019**

CLICK ME 



**This is an
interactive eBook**

*Please use the buttons
to navigate through
the sections*



Key Findings

90%

of our readers have 5 or more years professional experience

84%

of our readers have established or are at the peak of their careers

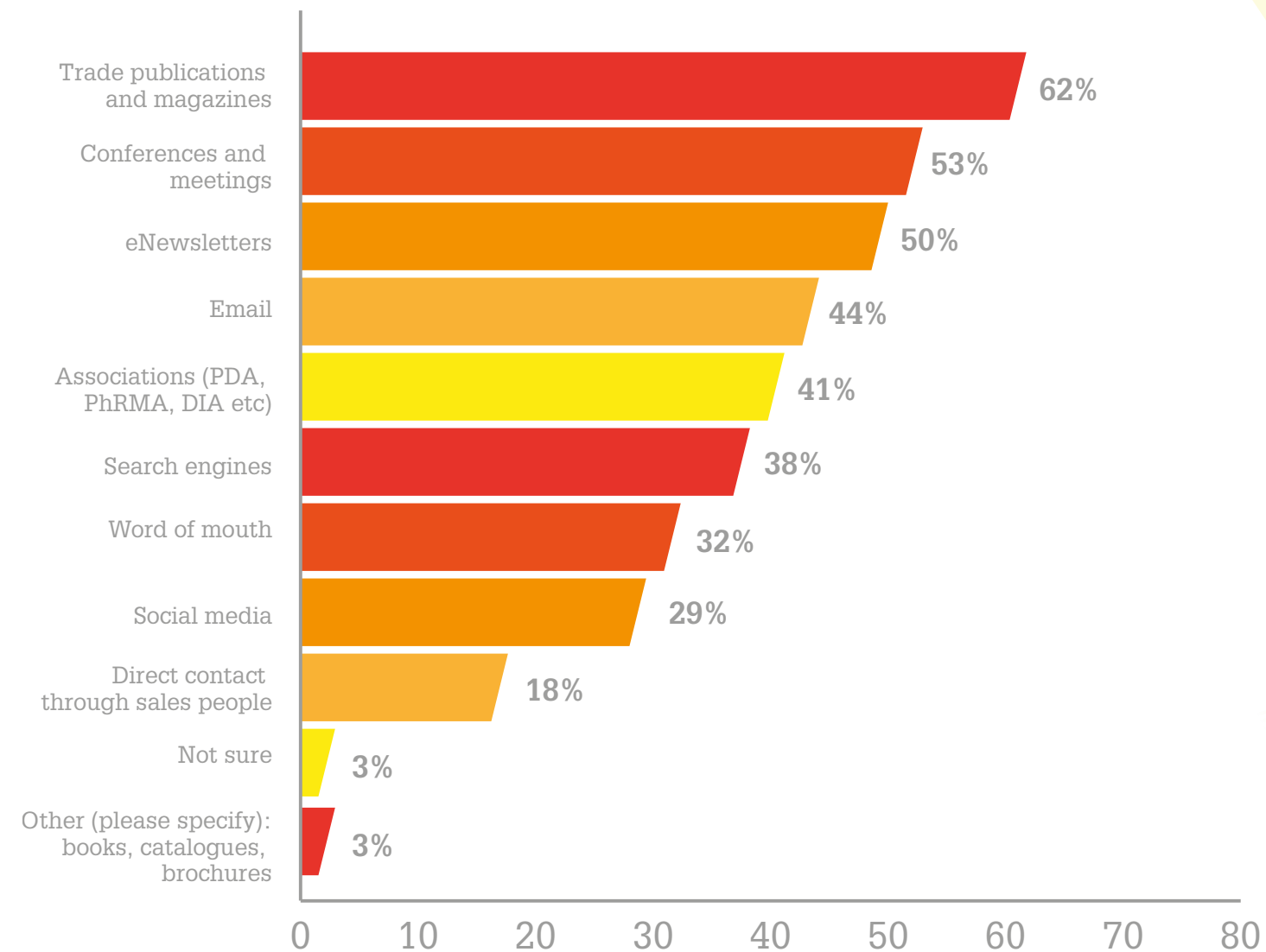
74%

influence or have final purchasing responsibility



Media Consumption

Methods of learning about new products and technologies: Top responses



Relevance

Ensure your message is reaching your target audience

68%

of our readers have established their career, but still moving upward

38%

of our readers have 20 years or more of experience

Career Status

Have retired or cut back from my peak career status
3%

Just beginning my career 3%

Am in the process of changing careers
16%

10%

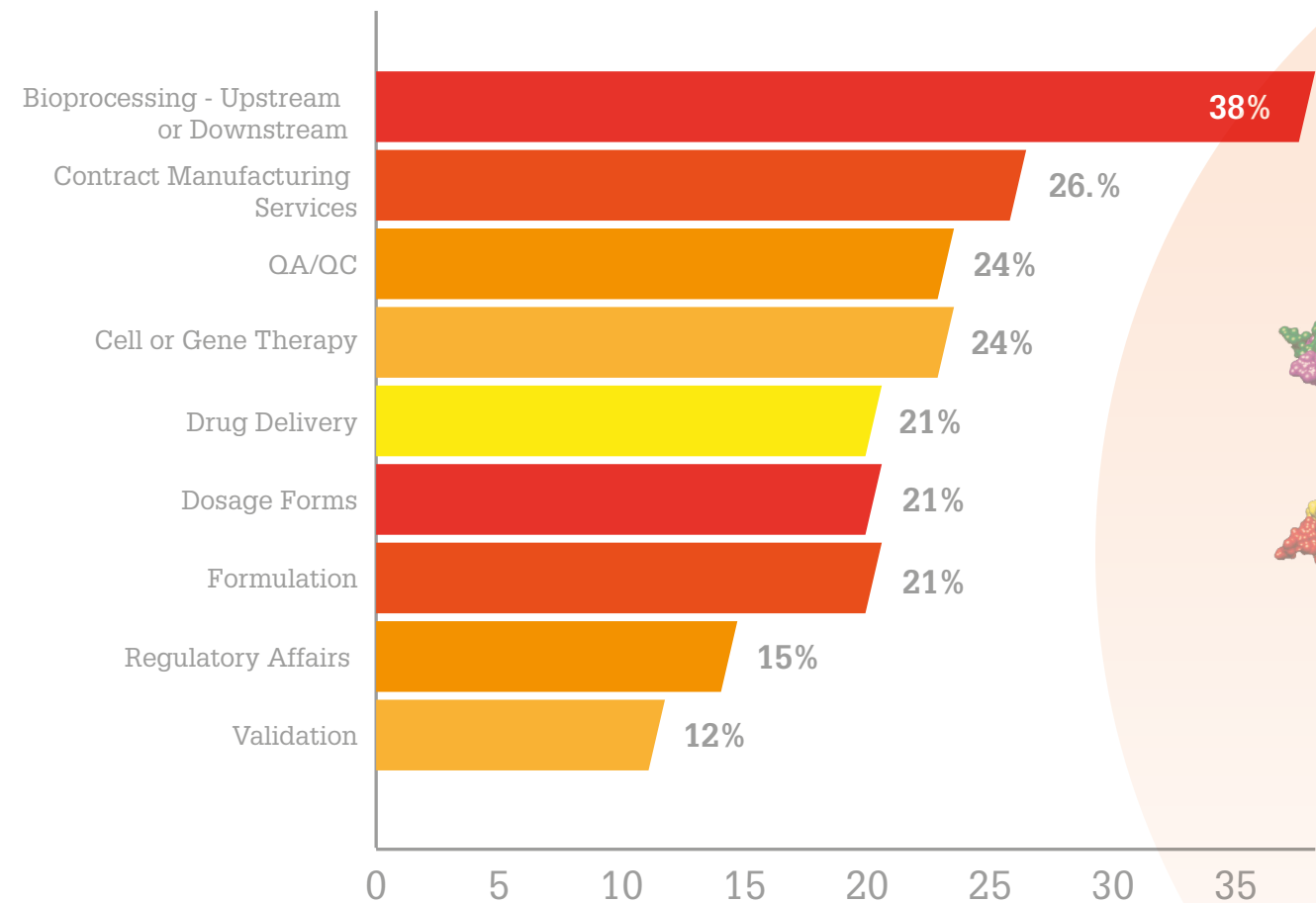
16%

68%

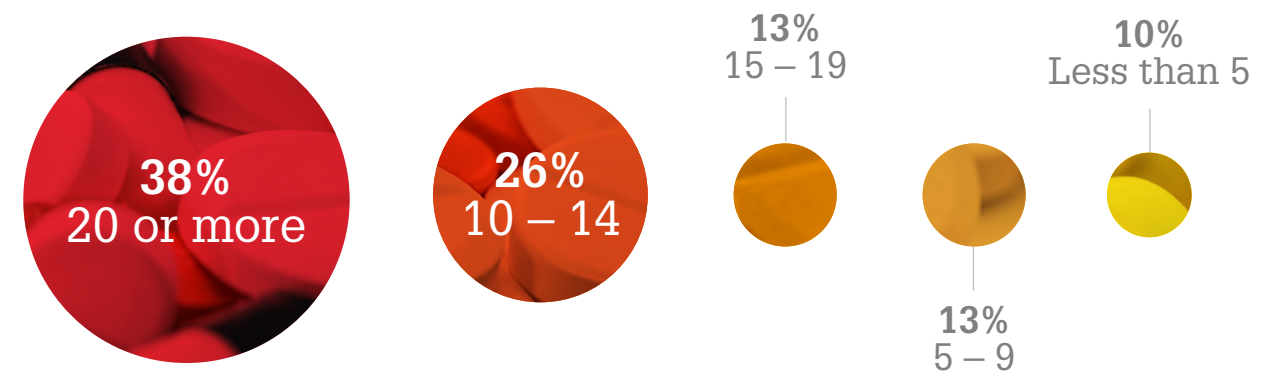
Have likely reached the peak of my career

Have established my career, but still moving upward

Areas of Involvement



Years of Professional Experience



Performance

81%

of our readers read The Medicine Maker on a monthly basis

40%

of our readers spend 15 minutes or more with each issue of The Medicine Maker

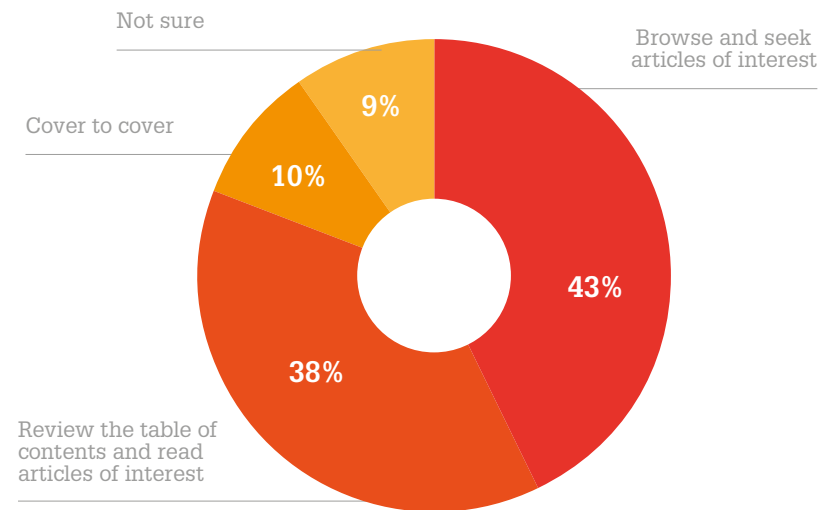
39%

of our readers share The Medicine Maker with their colleagues

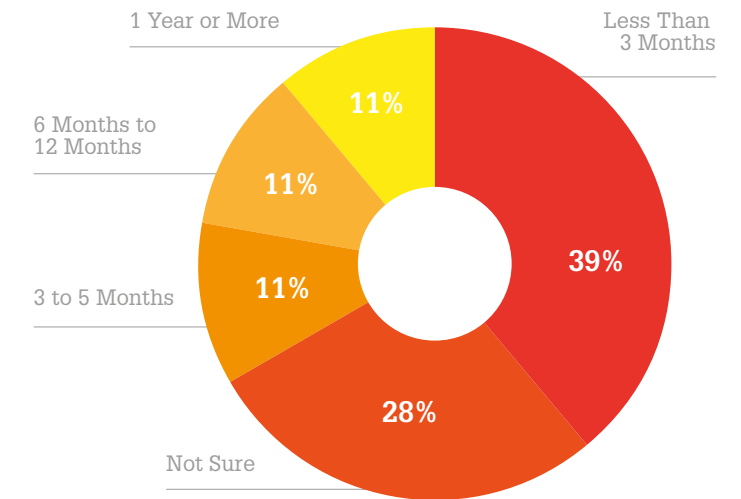
33%

of our readers keep their print or digital copies of The Medicine Maker for 3 months or longer

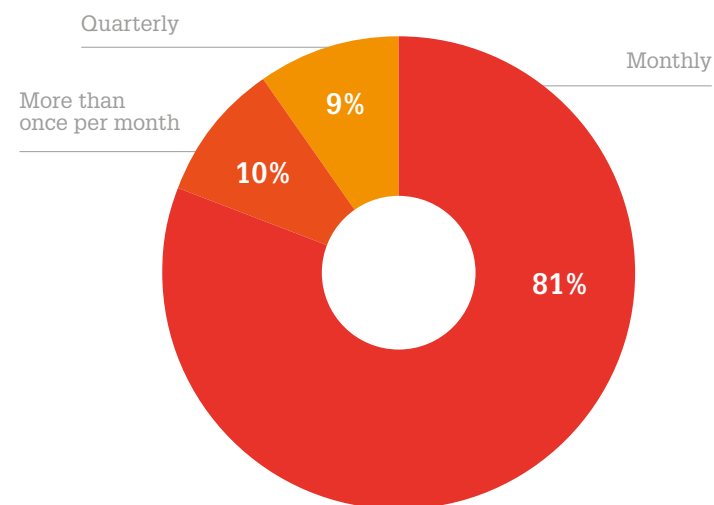
How do you typically enjoy The Medicine Maker?



Length of time that copies of the The Medicine Maker are kept



Frequency of reading



Digital Engagement

themedicinemaker.com is a powerful point of market access and is growing rapidly

60%

of readers that visit themedicinemaker.com do so two to five times a month

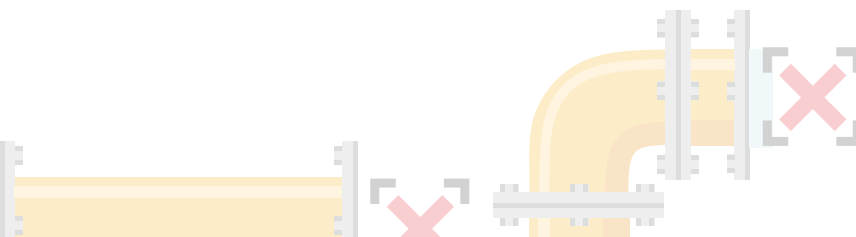
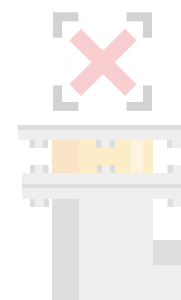
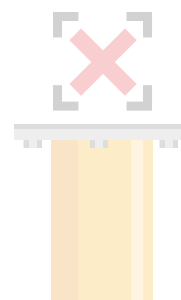
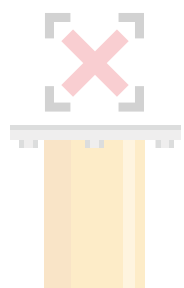
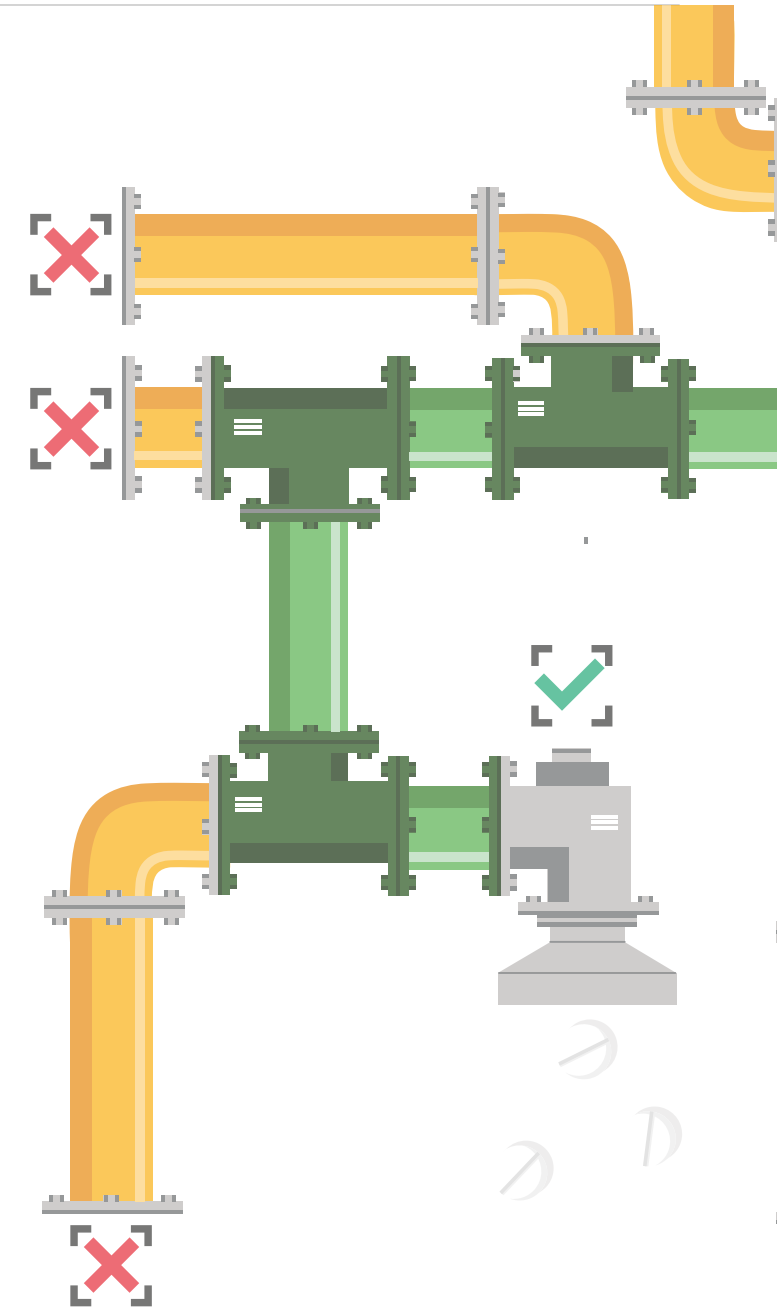
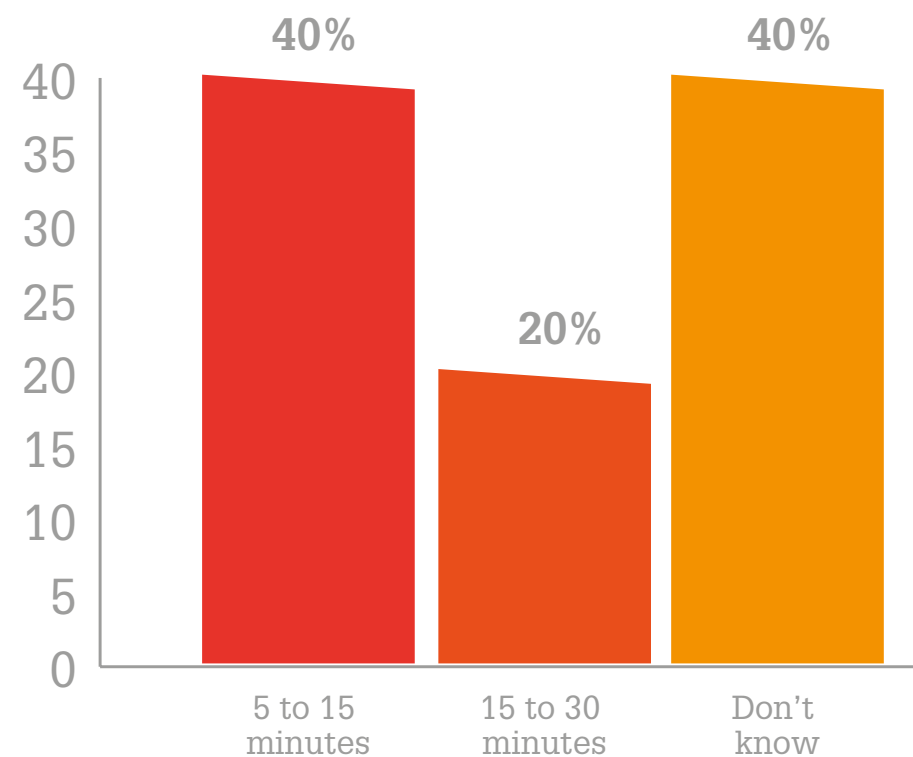
40%

of online visits last 10 minutes or more

300,000+

Our online platform has seen high double digit growth across each of the key audience metrics and is on track to deliver 300,000+ impressions to a registered online audience

Average length of visit to The Medicine Maker online (minutes)



Commercial Potential

Reach decision makers

74%

of our readers have purchase influence or direct purchase decision making responsibility

35%

are final decision makers

39%

influence purchasing decisions

26%

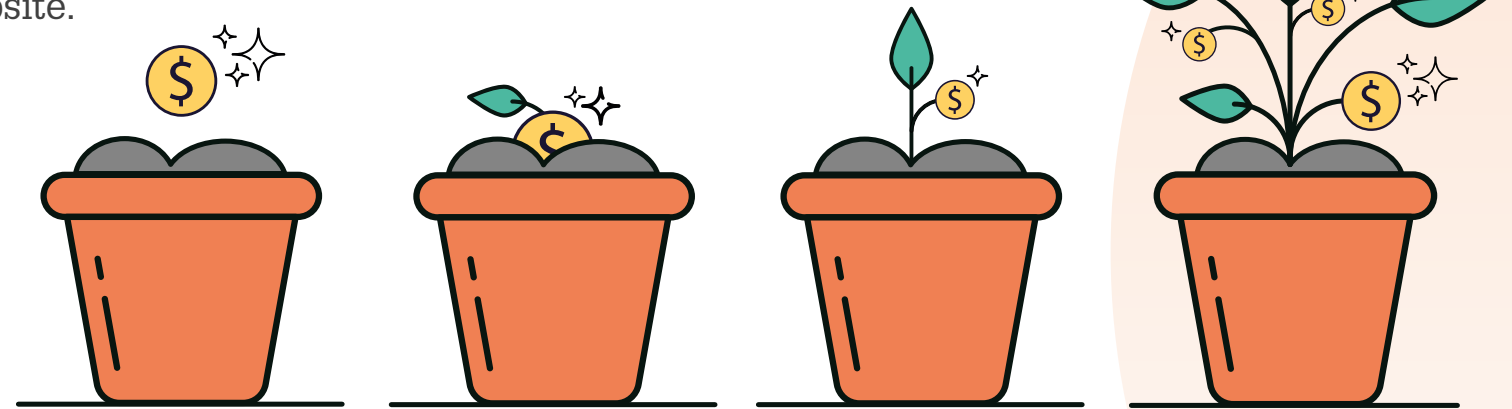
recommend products and services

Print reaches direct purchase influencers

Individuals who have final purchasing authority and those who share final approval are more likely to read the print version of The Medicine Maker.

Digital reaches indirect purchase influencers

Those who influence or recommend products or services and those who are not involved in purchasing decisions are more likely to access The Medicine Maker via the website.



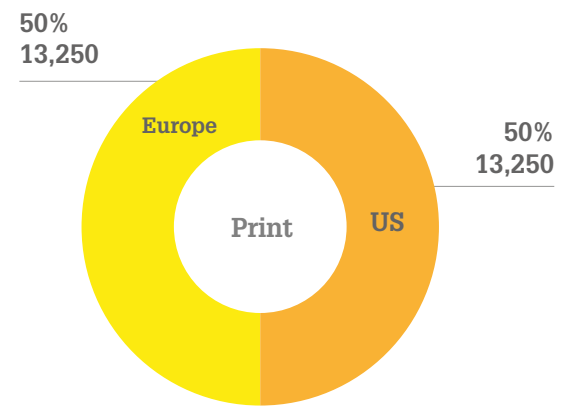
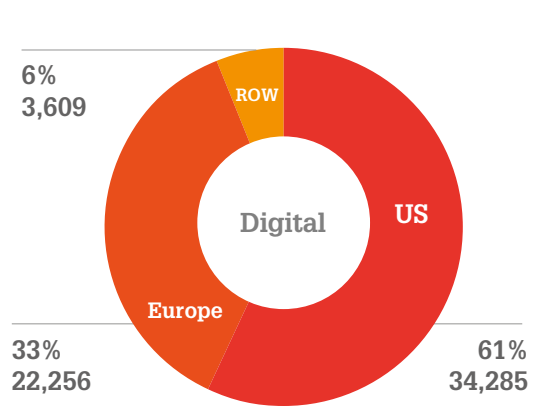
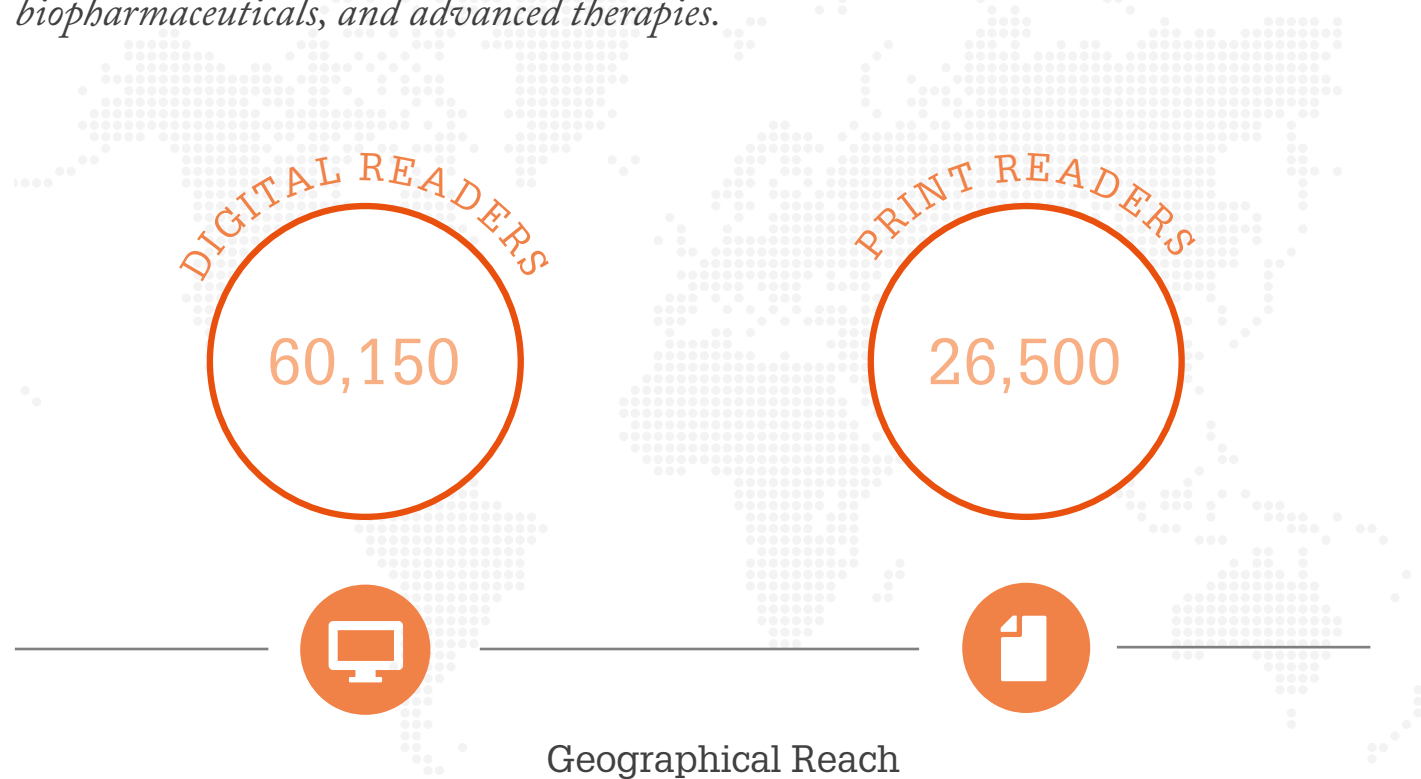
Products or Procedures Used in Work or Studies

Analytical Systems	42%
Bioprocess - Downstream	32%
Bioprocess - Other	19%
Bioprocess - Single Use Systems	26%
Bioprocess - Upstream	32%
Filling Equipment (Lyophilizers)	32%
Granulation Systems	16%
Inspection Technology	6%
Mixers and Blenders	26%
None of these	16%
Outsourcing Services	16%
Packaging Machines	23%
Purification Equipment	29%



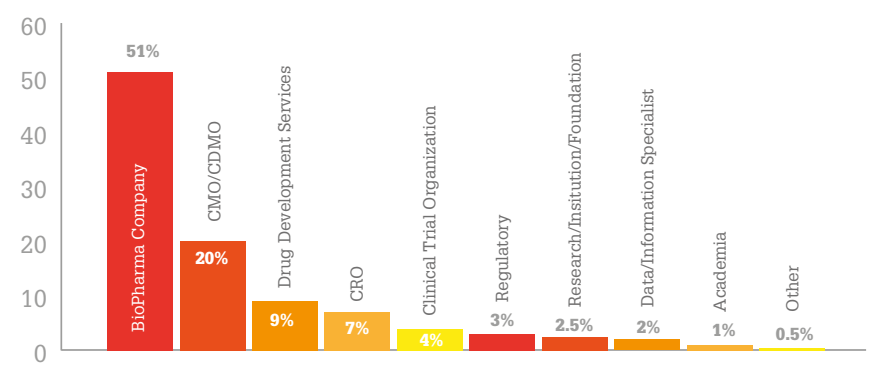
Audience

The Medicine Maker targets professionals responsible for the development and commercial realization of new medicines, including small molecules, biopharmaceuticals, and advanced therapies.

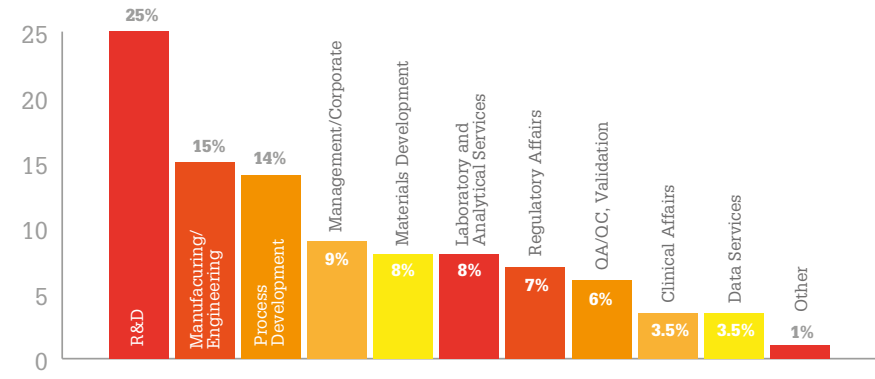


Who are our Readers?

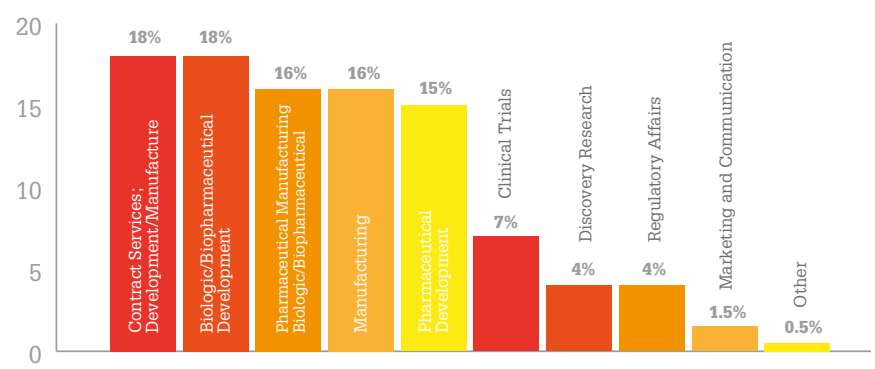
Employed By



Primary Job Function



Field of Work



KEY FINDINGS



MEDIA CONSUMPTION



RELEVANCE



PERFORMANCE



DIGITAL ENGAGEMENT



COMMERCIAL POTENTIAL



CIRCULATION



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