

The pharmaceutical industry is committed to the research, development, quality manufacturing and logistics of innovative therapeutic medicines that save lives, reduce overall health care costs and improve the quality of life of people around the world.

The industry strives to create a global environment that fosters: innovation in preventing and curing diseases; drug regulation that expedites approvals of new chemical and biological treatments for patients and assures the availability of genuine quality medicines; patient access to innovative therapies and protection from substandard and counterfeit products; market-based competition in the health care sector; and, the dissemination of drug information and ethical promotion of drugs to medical professionals and, where legal, to patients.

IFPMA

In order to achieve this objective, it is essential for the executives of this dynamic industry to constantly keep themselves educated in the latest technology, market information, regulatory and validity guidelines to gain a competitive edge.

Edited by Patricia Lobo (Managing Director of LifeSciences Business Consulting) along with our carefully selected editorial advisory panel, and extensive research network, **IPI** provides a proven supportive means of communication to the pharmaceutical, bio pharmaceutical, nutraceutical and medical devices industry the latest in research and technology innovations, regulatory guidelines, marketing and communication strategies which will enable them to be more efficient, bring products to market faster, reduce cost and make healthcare accessible to all.

Editor:



Patricia Lobo *MSc. PhD. Managing Director of Life Science Business Consulting*

I have worked in the pharma sector for over 30 years after graduating in Chemistry, Microbiology and Biochemistry and gaining an external PhD in Biochemical Pharmacology and a business training course. My industrial career led from the QC department of a generics CMO to the R&D department of GD Searle (now Pfizer), followed by working as a CRA with Stiefel Laboratories, as a Senior Research scientist with Farmatelia Carlo Erba (now Pfizer), Oncology Business Unit manager and then Oncology & Virology Business development Manager for Schering Plough and for 15 years as a Management Consultant for Technomark before joining RSA in 2007. As a Consultant, I have supported Life sciences clients with assignments in Manufacturing, clinical Research, development and marketing, providing specialised advice in drug development, outsourcing clinical research or manufacturing, techno-commercial due diligence, strategic planning and marketing, including advice to corporate finance and equity organisations on M&As, JVs and alliance and investment. I have published over 20 scientific articles, organised a major conference and exhibition in London, and have set up a database and directory of Contract Organisations worldwide.

Editorial Advisory Board:



Francis P. Crawley is the Executive Director of the Good Clinical Practice Alliance-Europe (GCPA) and a WHO Expert in ethics. He is also a member of the Scientific Advisory Committee for the WHO – International Clinical Trials Registry Platform.



T.S. Jaishankar is the Chairman of The Confederation of Indian Pharmaceutical Industry, a national body for Pharma Manufacturers of India. He was involved with the Government of India to draft the National Pharma Policy in India.



Rob Nichols is the Director, Commercial Development at Phase Forward. He was an academic statistician running large international epidemiological dietary studies. He held the Chair of the Board of Directors of the Association of Clinical Data Managers.



Maha Al-Farhan VP ClinArt International and holds the Chair for the GCC Chapter of the Association of Clinical Research Professionals. She was the Managing Director of Middle East Clinical Research Organisation, and is well known in the region as a keen proponent of Good Clinical Practices.



Charles Horth has worked in the life sciences industry for over 45 years with a career span from basic research to product development, diagnostics, pharmaceutical and clinical research, bio analytical services, bioprocess development and consulting services.



Dr. Collin Miller, SVP Medical Affairs at Bio-Imaging, heads up the scientific oversight within the company & provides consulting on trials in the muscular-skeletal arena. He has gained a Fellowship of the ICR (UK) and has attained the UK recognition of a Chartered Scientist.

IPI is published 4 times a year:

Winter – January

Spring – April

Summer - July

Autumn – October

Columns and Editorial Topics:

- **Primary Manufacturing: API, Fine Chemicals, Formulations, Excipients**
- **Drug Discovery, Delivery & Therapeutics**
- **Biopharmaceutical Contract Manufacturing – Cell Culture, Fermentation, Biological API, genomics and proteomics**
- **Outsourcing and Contract manufacturing – validation – cGMP, GCP, GLP compliance, quality control and quality assurance.**
- **Investigational Medicinal Products, Clinical Trials Materials Management**
- **Clinical Research – Patient Recruitment & Retention, IVRS, EDC, ePRO**
- **Therapeutic Studies**
- **Contract Research, Drug Discovery and Development**
- **Drug delivery technology and dosage form production.**
- **Clean room technology**
- **Six Sigma compliance, PAT, ERP systems**
- **Innovations, Machineries, Technology, Maintenance, Life Cycle Management**
- **Primary and secondary packing and packaging**
- **Logistics and supply chain, storage and warehousing**
- **Anti-counterfeiting and Brand Protection (RFID, pigmentation, covert and overt technology)**
- **Patient Information and DTC marketing**
- **Physician and Health worker communication**

SPECIAL FOCI THROUGH 2010

Clinical Trials – Phase I - IV
Central, Global, Analytical Laboratories
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eCDT submissions
e-Freight – Paperless Cargo Management
Risk Management, Security
Medical Image Management (Clinical Trials)
EDC, IVRS, IWRS
SUSAR Reporting – Eudravigilance
Information Technology
LIMS
Hi-Tech Regions (Science parks)
Injectables
Cardiovascular Safety – QT Liability

Therapeutic Areas

Pain
Oncology
Cardiology
CNS / Neurology
Allergy Vaccination
Renal & Hepatic
Womens Health
Paediatrics
Tropical Diseases
Dermatology
Infectious Diseases
Ophthalmology

Target Readership Profile

IPI is the only worldwide publication focussed on providing information on the effective management of Pharmaceutical, Bio Pharmaceutical, Nutraceutical and Medical Devices Industry

IPI delivers a total circulation of 20,000 copies each edition.

EUROPE – 8,432

USA & CANADA – 6,442

REST OF THE WORLD – 5,126

Business Industry

55.2%	Pharmaceutical/ Bio-Pharmaceutical Manufacturing
7.0%	Fine Chemical Companies
8.2%	Contract Manufacturing Companies
8.0%	Nutraceutical Manufacturers
5.5%	Contract Packers
6.1%	CRO
3.0%	Medical devices
2.5%	Government
4.5%	Others - including speciality pharma, drug (discovery, development & delivery) consultants, financial institutions

Reach Companies Like

Abbott
Akzo Nobel
Amgen
Astellas
AstraZeneca
Bayer Schering AG
Biogen
Boehringer-Ingelheim
BMS
Centocor
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Dabur
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EISAI
Lilly & Co
Genentech
Genzyme
GSK
Imclone
Johnson & Johnson
Medimmune
Merck KGA
Millenium
Novartis
Novo Nordisk
Pfizer
One World Health

Primary Job Function

8%	CEO/ CFO/CMO
6%	Medical Directors
9%	Heads of Operations
10%	Heads of Packaging Management
10%	Heads of Procurement
11%	Heads of Research & Development
7%	Heads of Production
8%	Heads of Formulation Development
11%	Heads of Clinical Trials
5%	QP/ QC/QA
5%	Heads of Business development/ sales and marketing
5%	Brand/ Product Manager
5%	Heads of Regulatory Affairs

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Price for Inserts available on request

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DPS		273x396 (Type) 297x420 (Trim) 303x426 (Bleed)
FULL PAGE		273x186 (Type) 297x210 (Trim) 303x213 (Bleed)
½ PAGE:	H	135x186 (Type) 148x210 (Trim) 151x213 (Bleed)
½ PAGE:	V	273x92 (Type) 297x105 (Trim) 303x108 (Bleed)
¼ PAGE		135x90 (Type)

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