

BioExecutive International Subscribers

This was the premier executive database from the publishers of the leading journals in their respective fields, *BioTechniques International* and *BioProcess International*. Readers are decision-making executives in the biopharmaceutical industry involved with the discovery, development and/or marketing of pharmaceutical products. (Spring 2007), *BioExecutive International's* subscribers are marketing of pharmaceutical products.

These high-level executives are good prospects for magazine and book club offers, financial products and services, fund-raising campaigns, high-end electronic products and more.

Total Universe	14,635	
United States	7,408	
Canada	1,339	
Rest of the world	5,888	
Postal names	14,635	\$250/M
Opt-in emails	13,839	\$425/M

-----DATE-----
 Updated daily

----UNIT OF SALE----
 Controlled circulation

----ADDRESSING----
 E-mail file, 4-UP P/S labels

----SELECTIONS-----
 \$15/M Job title
 \$15/M Job function
 \$15/M Primary business
 \$15/M Geo

-----MINIMUM-----
 3,000

---LIST MANAGER---
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Job Title	
Sales Manager	406
Executive VP, Snr VP, VP	2,313
General Manager, Director	5,525
President, Partner, CEO, CFO, COO	3,378
Consultant	263
Marketing/Brand Manager	693
Legal Counsel	263
Business/Corporate, Development, Strategic Alliance Manager	780
Job Function	
Product/Brand Management	392
Financial Management	229
Licensing Management	96
Regulatory Affairs, QA/QC Management	669
Sales Management	708
Business/Corporate Development	1,491
Marketing Management	956
Intellectual Properties/Patent/Legal Management	426
Information Technology/Management	282
Corporate Management	5,931
Project Management	1,213

Production Management	805
Operations Management	846
Advertising/Promotion Management	121
Primary Business	
Clinical Research	1,626
Contract Research	565
Contract Manufacturing	1,013
Pharmaceutical Companies with Biotech Focus	2,541
Biotechnology	1,532
Biopharmaceutical, Biological, Biotechnology Companies	3,200
Industrial/Speciality Chemicals/Bulk Products and Raw Materials Producers	778
Advertising Agency/ Public Relations Firm	827
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Informa Healthcare

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