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## ABOUT GENETIC ENGINEERING & BIOTECHNOLOGY NEWS

**GENETIC ENGINEERING & BIOTECHNOLOGY NEWS (GEN)** is biotechnology's B2B publication. For over 30 years, GEN has provided life science R&D professionals with practical and authoritative coverage about the tools, technologies, and trends that drive the biotechnology industry. GEN features broad coverage of the industry: from bench to bedside. Delivery options for GEN content include print, online, and digital.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

### FIELD SERVED

**GENETIC ENGINEERING & BIOTECHNOLOGY NEWS** serves the fields of biotechnology and pharmaceutical drug discovery research and development, including pharmaceutical/biopharm companies, biotechnology companies, diagnostic companies, contract manufacturing organizations, contract research organizations, university/academia, government, clinical research/hospital and medical schools, private research institutions, financial/venture capital/law firms and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals involved in research and development, executive and corporate management, lab management, graduate student, production/process scientists/manufacturing, Pharmaceutical & Chemical Engineering, Mech Engineering & Engineering, validation/regulatory/quality control/assurance, clinical researcher, business development, technology transfer managers, core facility managers, purchasing managers/agents and functions not available as reported in Paragraph 3a herein.

## Channels Include:



### Genetic Engineering & Biotechnology News Magazine

12 issues in period  
66,175 average circulation  
Pages 2 & 3



### Genetic Engineering & Biotechnology News E-Newsletter

2 E-Newsletters in the period  
149 total deployments  
63,537 average distribution  
Page 3



### Genetic Engineering & Biotechnology News Website

121,021 average unique browsers  
Page 3

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Genetic Engineering & Biotechnology News Magazine (12 Issues in the period)	66,175	-	66,175
a. Print	52,435	-	52,435
b. Digital	13,740	-	13,740
1. Requested	13,740	-	13,740
2. Non-Requested	-	-	-
Genetic Engineering & Biotechnology E-Newsletter			
GEN Weekly News Highlights(25 deployments in the period)	44,878	-	44,878
GEN Daily News Highlights(124 deployments in the period)	18,659	-	18,659
Genetic Engineering & Biotechnology News Website (Monthly Unique Browsers with 297,447 average Page Impressions - Note 1)	121,021	-	121,021

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNEL PROFILE MAGAZINE



Official Publication of: None  
Established: 1981  
Issues per Year: 21

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency	1,900
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	968
Digital	-
All Other	391
<b>TOTAL</b>	<b>3,280</b>

1. AVERAGE QUALIFIED CIRCULATION FOR PERIOD						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	66,175	100.0	66,175	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,175</b>	<b>100.0</b>	<b>66,175</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	52,435	100.0	52,435	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>52,435</b>	<b>100.0</b>	<b>52,435</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,740	100.0	13,740	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,740</b>	<b>100.0</b>	<b>13,740</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2013 Issue	Print	Digital	Total Qualified
January 1	52,748	13,381	66,129
January 15	52,943	13,236	66,179
February 1	52,883	13,236	66,119
February 15	52,500	13,685	66,185
March 1	52,443	13,686	66,129
March 15	53,413	12,687	66,100
April 1	52,643	13,582	66,225
April 15	52,420	13,792	66,212
May 1	52,287	13,831	66,118
<b>*May 15</b>	<b>52,337</b>	<b>13,913</b>	<b>66,250</b>
June 1	52,259	13,965	66,224
June 15	50,344	15,892	66,236

\*Analyzed Issue

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2013

This issue is 0.1% or 81 copies above the average of the other 11 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Pharmaceutical/Biopharm/Biotechnology/Diagnostics/Contract Research Organization	37,081	56.0	31,938	5,143
Academia	16,230	24.5	10,638	5,592
Government	4,029	6.1	2,901	1,128
Private Research Institutions	4,306	6.5	3,390	916
Clinical Research/Hospital/Medical School	3,990	6.0	2,971	1,019
Financial/Venture/Law Firm	614	0.9	499	115
Others Allied to the Field	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,250</b>	<b>100.0</b>	<b>52,337</b>	<b>13,913</b>
<b>PERCENT</b>	<b>100.0</b>		<b>79.0</b>	<b>21.0</b>

CLASSIFICATION BY JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Lab Management	10,358	15.6	8,236	2,122
Core Facility Managers	822	1.2	596	226
Executive & Corporate Management (CEO,CSO,Pres, VP)	14,172	21.4	11,647	2,525
Production/Process Scientists	4,712	7.1	4,397	315
Validation/Regulatory/QA/QC	1,248	1.9	932	316
Technology Transfer Managers	444	0.7	341	103
R&D Research/Staff Scientist	28,550	43.1	21,699	6,851
Clinical Researcher (MD/PHD, Clinical Affairs)	1,462	2.2	1,094	368
Business Development Professionals/Venture Capital/Law	1,997	3.0	1,587	410
Purchasing Managers/Agents	480	0.7	378	102
Graduate Student	1,501	2.3	1,024	477
Pharmaceutical & Chemical Engineering, Mech Engineering & Engineering	504	0.8	406	98
Others/Functions Not Available	-	-	-	-
Sub-Total Job Function	66,250	100.0	52,337	13,913
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>66,250</b>	<b>100.0</b>	<b>52,337</b>	<b>13,913</b>
<b>PERCENT</b>	<b>100.0</b>		<b>79.0</b>	<b>21.0</b>

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNEL PROFILE (CONTINUED)

## MAGAZINE (CONTINUED)

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	42,742	12,911	-	41,740	13,913	55,653	84.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	10,597	-	-	10,597	-	10,597	16.0
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	6,099	-	-	6,099	-	6,099	9.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	4,498	-	-	4,498	-	4,498	6.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>53,339</b>	<b>12,911</b>	<b>-</b>	<b>52,337</b>	<b>13,913</b>	<b>66,250</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.5</b>	<b>19.5</b>	<b>-</b>	<b>79.0</b>	<b>21.0</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2013

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	52,337	13,913	66,250	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>52,337</b>	<b>13,913</b>	<b>66,250</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data July - December 2010	Audited Data January- June 2011	Audited Data July - December 2011	Audited Data January- June 2012	Circulation Claim July - December 2012*	Circulation Claim January- June 2013*
Total Audit Average Qualified:	64,473	65,280	65,179	65,676	66,072	66,175
Qualified Non-Paid:	64,473	65,280	65,179	65,676	66,072	66,175
Print	58,012	57,584	56,623	56,458	57,223	52,435
Digital	6,461	7,696	8,556	9,218	8,849	13,740
Qualified Paid:	-	-	-	-	-	-
Print	-	-	-	-	-	-
Digital	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2012 - June 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

## E-NEWSLETTER

2013	GEN Weekly News Highlights	GEN Daily News Highlights	2013	GEN Weekly News Highlights	GEN Daily News Highlights
January 1 - 5	38,857	18,234	April 7 - 13	36,609	19,041
January 6 - 12	40,628	18,803	April 14 - 20	36,692	19,048
January 13 - 19	40,572	19,491	April 21 - 27	36,683	19,041
January 20 - 26	40,441	19,423	April 28 - 30	-	19,002
January 27 - 31	-	19,378	May 1 - 4	36,622	19,308
February 1, 2	40,444	19,399	May 5 - 11	36,582	18,971
February 3 - 9	40,767	19,475	May 12 - 18	36,530	18,936
February 10 - 16	40,041	19,507	May 19 - 25	36,540	18,903
February 17 - 23	35,071	14,696	May 26 - 31	-	18,903
February 24 - 28	-	15,687	June 1	-	-
March 1, 2	35,652	15,099	June 2 - 8	36,290	18,835
March 3 - 9	36,678	17,954	June 9 - 15	36,131	18,817
March 10 - 16	36,437	18,970	June 16 - 22	36,323	18,782
March 17 - 23	36,564	18,973	June 23 - 29	42,228	18,764
March 24 - 30	36,388	18,771	June 30	-	-
March 31	-	-			
April 1 - 6	36,676	19,104			
			<b>AVERAGE:</b>	<b>44,878</b>	<b>18,659</b>

GEN Weekly News Highlights (25 deployments in the period)

GEN Daily News Highlights (124 deployments in the period)

## WEBSITE\*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	308,166	175,910	126,335	1.39	02:34	01:56
February	275,297	156,613	111,406	1.41	02:26	01:51
March	333,212	191,091	135,257	1.41	02:28	01:50
April	323,252	185,949	130,597	1.42	02:27	01:49
May	297,991	172,469	121,059	1.42	02:27	01:47
June	246,766	144,520	101,469	1.42	02:20	01:39
<b>AVERAGE:</b>	<b>297,447</b>	<b>171,092</b>	<b>121,021</b>	<b>1.41</b>	<b>02:27</b>	<b>01:49</b>

\*See Additional Data

### WEBSITE GLOSSARY:

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site.**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.**User Session Duration:** The average time visitors remain on a site per session.**Page Duration:** The average time spent viewing any page on a web site.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**GEOGRAPHIC DISTRIBUTION\***

State	Genetic Engineering & Biotechnology News Magazine for Issue of May 15, 2013			
	Print	Digital	Total	Percent
Maine _____	147	26	173	
New Hampshire _____	131	21	152	
Vermont _____	83	14	97	
Massachusetts _____	3,360	447	3,807	
Rhode Island _____	132	21	153	
Connecticut _____	681	122	803	
<b>NEW ENGLAND</b>	<b>4,534</b>	<b>651</b>	<b>5,185</b>	<b>7.8</b>
New York _____	2,812	468	3,280	
New Jersey _____	2,330	290	2,620	
Pennsylvania _____	2,370	345	2,715	
<b>MIDDLE ATLANTIC</b>	<b>7,512</b>	<b>1,103</b>	<b>8,615</b>	<b>13.0</b>
Ohio _____	1,113	230	1,343	
Indiana _____	769	112	881	
Illinois _____	1,563	301	1,864	
Michigan _____	870	150	1,020	
Wisconsin _____	734	143	877	
<b>EAST NO. CENTRAL</b>	<b>5,049</b>	<b>936</b>	<b>5,985</b>	<b>9.0</b>
Minnesota _____	679	110	789	
Iowa _____	430	100	530	
Missouri _____	952	183	1,135	
North Dakota _____	74	16	90	
South Dakota _____	85	13	98	
Nebraska _____	275	57	332	
Kansas _____	326	68	394	
<b>WEST NO. CENTRAL</b>	<b>2,821</b>	<b>547</b>	<b>3,368</b>	<b>5.1</b>
Delaware _____	246	35	281	
Maryland _____	2,236	377	2,613	
Washington, DC _____	189	47	236	
Virginia _____	742	150	892	
West Virginia _____	117	29	146	
North Carolina _____	1,294	249	1,543	
South Carolina _____	317	65	382	
Georgia _____	898	165	1,063	
Florida _____	1,353	225	1,578	
<b>SOUTH ATLANTIC</b>	<b>7,392</b>	<b>1,342</b>	<b>8,734</b>	<b>13.2</b>

\*See Additional Data

Region/Country	Genetic Engineering & Biotechnology News Magazine for Issue of May 15, 2013			
	Print	Digital	Total	Percent
<b>ASIA</b>	<b>283</b>	<b>564</b>	<b>847</b>	<b>1.3</b>
<b>MIDDLE EAST</b>	<b>75</b>	<b>85</b>	<b>160</b>	<b>0.2</b>
<b>EUROPE</b>				
Albania _____	-	1	1	
Austria _____	200	319	519	
Belarus _____	-	2	2	
Belgium _____	503	235	738	
Bulgaria _____	10	26	36	
Croatia _____	12	20	32	
Cyprus _____	6	5	11	
Czech Republic _____	17	62	79	
Denmark _____	201	138	339	
Estonia _____	6	66	72	
Finland _____	83	174	257	
France _____	1,807	470	2,277	
Germany _____	1,879	1,194	3,073	
Greenland _____	114	152	266	
Hungary _____	83	127	210	
Iceland _____	4	36	40	
Ireland _____	119	46	165	
Italy _____	804	439	1,243	
Latvia _____	4	6	10	
Liechtenstein _____	1	-	1	
Lithuania _____	6	13	19	
Luxembourg _____	6	4	10	
Macedonia _____	1	4	5	
Malta _____	16	8	24	
Moldova _____	-	1	1	
Monaco _____	3	-	3	

\*See Additional Data

**ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

**STATEMENT OF CONTENT PLATFORM**

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

**MAGAZINE:****PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 6,099 copies or 9.2%.  
Other sources include 2 sources of circulation for quantities of 1,788 copies or 2.7% to 2,710 copies or 4.1%.

**WEBSITE ACTIVITY:**

January – June 2013 data was provided by Google Analytics.  
All website activity is audited by BPA Worldwide.

**GEOGRAPHIC DISTRIBUTION:**

Geographic data not available for e-newsletter and website and therefore, is not reported herein.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.  
Kwafo Anoff, Manager, Audience Development  
Mary Ann Liebert, Publisher  
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report.  
It will be included in the annual audit made by BPA Worldwide.

**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

State	Genetic Engineering & Biotechnology News Magazine for Issue of May 15, 2013			
	Print	Digital	Total	Percent
Kentucky _____	288	54	342	
Tennessee _____	606	134	740	
Alabama _____	437	92	529	
Mississippi _____	178	44	222	
<b>EAST SO. CENTRAL</b>	<b>1,509</b>	<b>324</b>	<b>1,833</b>	<b>2.8</b>
Arkansas _____	192	38	230	
Louisiana _____	319	82	401	
Oklahoma _____	234	55	289	
Texas _____	1,940	352	2,292	
<b>WEST SO. CENTRAL</b>	<b>2,685</b>	<b>527</b>	<b>3,212</b>	<b>4.9</b>
Montana _____	105	18	123	
Idaho _____	105	19	124	
Wyoming _____	16	9	25	
Colorado _____	538	107	645	
New Mexico _____	113	23	136	
Arizona _____	438	78	516	
Utah _____	325	58	383	
Nevada _____	110	18	128	
<b>MOUNTAIN</b>	<b>1,750</b>	<b>330</b>	<b>2,080</b>	<b>3.1</b>
Alaska _____	15	-	15	
Washington _____	687	110	797	
Oregon _____	285	58	343	
California _____	6,760	966	7,726	
Hawaii _____	51	1	52	
<b>PACIFIC</b>	<b>7,798</b>	<b>1,135</b>	<b>8,933</b>	<b>13.5</b>
<b>UNITED STATES</b>	<b>41,050</b>	<b>6,895</b>	<b>47,945</b>	<b>72.4</b>
U.S. Territories _____	105	9	114	
Canada _____	772	181	953	
Mexico _____	19	28	47	
Other International _____	10,390	6,800	17,190	
APO/FPO _____	1	-	1	
<b>TOTAL</b>	<b>52,337</b>	<b>13,913</b>	<b>66,250</b>	<b>100.0</b>

Region/Country	Genetic Engineering & Biotechnology News Magazine for Issue of May 15, 2013			
	Print	Digital	Total	Percent
Netherlands _____	327	126	453	
Norway _____	28	64	92	
Poland _____	49	207	256	
Portugal _____	290	105	395	
Romania _____	5	28	33	
Russian Federation _____	18	22	40	
San Marino _____	1	-	1	
Serbia _____	4	58	62	
Slovakia _____	8	113	121	
Slovenia _____	18	128	146	
Spain _____	731	451	1,182	
Sweden _____	292	170	462	
Switzerland _____	870	371	1,241	
Turkey _____	92	188	280	
Ukraine _____	1	4	5	
United Kingdom _____	1,194	375	1,569	
<b>Subtotal</b>	<b>9,813</b>	<b>5,958</b>	<b>15,771</b>	<b>23.8</b>
<b>AFRICA</b>	<b>14</b>	<b>38</b>	<b>52</b>	<b>0.1</b>
<b>NORTH AMERICA</b>				
Canada _____	772	181	953	
Mexico _____	19	28	47	
United States _____	41,050	6,895	47,945	
unspecified North America _____	105	9	114	
<b>Subtotal</b>	<b>41,946</b>	<b>7,113</b>	<b>49,059</b>	<b>74.0</b>
<b>CARIBBEAN</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>-</b>
<b>CENTRAL AMERICA</b>	<b>2</b>	<b>3</b>	<b>5</b>	<b>-</b>
<b>SOUTH AMERICA</b>	<b>145</b>	<b>92</b>	<b>237</b>	<b>0.4</b>
<b>ASIA PACIFIC</b>	<b>55</b>	<b>59</b>	<b>114</b>	<b>0.2</b>
<b>TOTAL</b>	<b>52,337</b>	<b>13,913</b>	<b>66,250</b>	<b>100.0</b>