

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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GENETIC ENGINEERING & BIOTECHNOLOGY NEWS (GEN) is biotechnology's B2B publication. For over 35 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 audited 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 of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

GENETIC ENGINEERING & BIOTECHNOLOGY NEWS



12 Issues in the period
65,000 average circulation

GENETIC ENGINEERING & BIOTECHNOLOGY NEWS WEBSITE



181,183 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GENETIC ENGINEERING & BIOTECHNOLOGY NEWS (12 issues in the period)	65,000	-	65,000
a. Print	47,723	-	47,723
b. Digital	17,277	-	17,277
1. Requested	17,277	-	17,277
2. Non-Requested	-	-	-
GENETIC ENGINEERING & BIOTECHNOLOGY NEWS WEBSITE (Monthly Unique Browsers 352,652 average Page Impressions)	181,183	-	181,183

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 & development/R&D research/staff scientist/professor, lab management, production/process scientist/manufacturing, clinical researcher, executive & corporate management, graduate student, pharmaceutical & chemical engineering, mech engineering & engineering, validation/regulatory/quality control/quality assurance, business development professional/venture capital/law, technology transfer manager, core facility manager, purchasing manager/agent, other, and function not available as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,080
Allocated for Trade Shows and Conventions	643
All Other	404
TOTAL	3,127

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	65,000	100.0	65,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,000	100.0	65,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January 1	48,850	16,150	65,000
January 15	48,058	16,942	65,000
February 1	47,687	17,313	65,000
February 15	47,703	17,297	65,000
March 1	47,852	17,148	65,000
March 15	47,837	17,163	65,000
April 1	47,916	17,084	65,000
April 15	47,804	17,196	65,000
May 1	47,695	17,305	65,000
*May 15	51,829	13,175	65,004
June 1	44,690	20,310	65,000
June 15	44,757	20,243	65,000

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2016
This issue is -% or 4 copies above the average of the other 11 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Pharmaceutical/Biopharm/Biotechnology/Diagnostics/Contract Research Organization/Contract Manufacturing Organization	37,410	57.5	32,113	5,297
University/Academia	13,649	21.0	9,051	4,598
Government	3,511	5.4	2,104	1,407
Private Research Institutions	3,709	5.7	2,944	765
Clinical Research/Hospital/Medical School	6,277	9.7	5,280	997
Financial/Venture Capital/Law Firm	448	0.7	337	111
Others Allied to the Field	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,004	100.0	51,829	13,175
PERCENT	100.0		79.7	20.3

CLASSIFICATION BY JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Circulation	
			Print	Digital
R&D Research/Staff Scientist/Professor	22,349	34.4	15,957	6,392
Lab Management	9,362	14.4	7,429	1,933
Production/Process Scientist/Manufacturing	5,201	8.0	4,842	359
Clinical Researcher (MD/PHD, Clinical Affairs)	1,739	2.7	1,414	325
Executive & Corporate Management (CEO, CSO, Pres, VP)	20,919	32.2	18,001	2,918
Core Facility Manager	963	1.5	822	141
Validation/Regulatory/QA/QC	1,009	1.5	825	184
Technology Transfer Manager	426	0.7	339	87
Pharmaceutical & Chemical Engineering, Mech Engineering & Engineering	465	0.7	386	79
Business Development Professional/Venture Capital/Law	1,636	2.5	1,174	462
Purchasing Manager/Agent	415	0.6	338	77
Graduate Student	520	0.8	302	218
Other/Function Not Available	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,004	100.0	51,829	13,175
PERCENT	100.0		79.7	20.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	40,402	11,669	-	38,896	13,175	52,071	80.1
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	11,596	1,337	-	12,933	-	12,933	19.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	11,596	1,337	-	12,933	-	12,933	19.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,998	13,006	-	51,829	13,175	65,004	100.0
PERCENT	80.0	20.0	-	79.7	20.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	51,829	13,175	65,004	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,829	13,175	65,004	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	66,103	65,731	64,926	65,294	64,775	65,000
Qualified Non-Paid:	66,103	65,731	64,926	65,294	64,775	65,000
Print:	50,870	50,063	50,703	50,874	49,934	47,723
Digital:	15,233	15,668	14,223	14,420	14,841	17,277
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 2015 - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

WEBSITE CHANNEL

WWW.GENENGNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	368,325	253,783	188,829	1.34	02:22	01:16
February	356,659	252,101	192,103	1.31	02:59	01:15
March	350,589	238,486	177,999	1.34	03:00	01:25
April	358,639	243,762	180,230	1.35	02:59	01:24
May	345,948	238,031	178,017	1.34	02:56	01:20
June	335,754	229,584	169,922	1.35	02:51	01:19
AVERAGE:	352,652	242,624	181,183	1.34	02:51	01:19

January - June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

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. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

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.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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.

PARAGRAPH 3b:

Business Directories include 2 sources of circulation for quantities of 2,070 copies or 3.2% to 10,863 copies or 16.7%, including InfoUSA & Hoover's.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Don Ross, Director, Audience Development
Sande Giaccone, Group 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.

Date signed	July 11, 2016
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County	Westchester
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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 for the latest audit reports, membership information and publishing and advertising industry news.