

# COMING IN NOVEMBER 2009



## INSIDE OUTSOURCING

Polybagged with the November 2009 issues of *Applied Clinical Trials*, *BioPharm International*, *Pharmaceutical Executive*, *Pharmaceutical Technology*, and *Pharmaceutical Technology Europe*

Connect to 43,000\* industry professionals in North America, Asia, and Europe with purchasing authority in outsourcing services!

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*Inside Outsourcing* is a special annual issue on outsourcing strategies, written by the editorial team of the most respected magazines serving the pharmaceutical and biopharmaceutical industries.

To combat dwindling drug approvals and reduce fixed costs, pharmaceutical companies are outsourcing more and more of their activities. *Inside Outsourcing* looks at how this profound shift is changing the landscape of drug development. By advertising in *Inside Outsourcing*, you will gain access to the individuals who make the decisions on whether or not your company will be their next contracted service.

\*Publisher's Sworn Statement, Circulation Pro Forma, *Inside Outsourcing*, June 2009  
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### EDITORIAL HIGHLIGHTS

#### FIPCO to FIPNET: The New Pharma?

Pharmaceutical companies are increasing their level of outsourcing. The trend is from a fully integrated pharmaceutical company (FIPCO) to a fully integrated pharmaceutical network (FIPNET). What does this mean for the future of drug development?

#### Strategic Partnering with Contract Organizations

As biopharm relies more on outsourcing, the relationships between sponsors and their CROs and CMOs are changing—from tactical to strategic, provider- to partner-based. What do these new business models look like?

#### Outsourcing Process Development and Manufacturing In a Troubled Economy

Many large pharmaceutical companies no longer see manufacturing as a core competency. And so manufacturing outsourcing is increasing, but how are CMOs faring in the new economy?

#### Rebalancing Risk in Drug Development

New solutions are replacing cost-cutting and enhancement methods. A recent report outlines four innovative "risk-based" approaches.

#### Securing the Global Supply Chain: Shared Auditing Models

The newly formed Rx-360—an international consortium developed by members of the pharmaceutical and biotech industries—aims to improve global supply chain security. Will it work?

#### Emerging Marketing: Next Generation Outsourcing

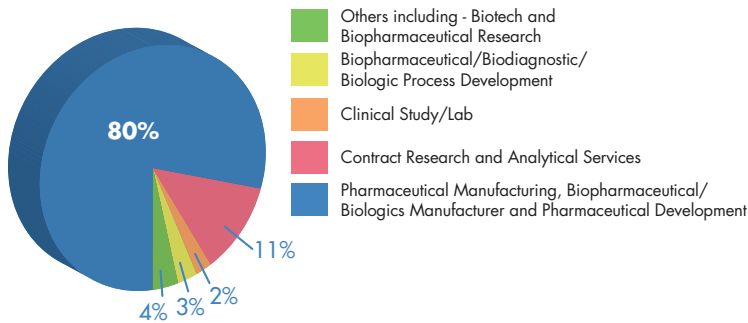
Whether it's the new wave of contract biologic manufacturing in Asia or the move to continue clinical outsourcing, Pharma extends its global reach.

#### PLUS: A Network Roundtable

Industry insiders, and thought leaders representing all facets of Pharma's new fully-integrated network outsourcing model (FIPCO)—from clinical trials to manufacturing to marketing—weigh in on what it means to collaborate for change.



## DISTRIBUTION BY BUSINESS TYPE\*



## PRINT DISTRIBUTION

We'll give you access to the most influential decision makers in the pharmaceutical and biopharmaceutical industries, from manufacturing, clinical, marketing, R&D, finance, IT, and much more. *Inside Outsourcing* will be polybagged with the November issues of *Applied Clinical Trials*, *BioPharm International*, *Pharmaceutical Executive*, *Pharmaceutical Technology*, and *Pharmaceutical Technology Europe*, and distributed at more than 25 major industry events in 2009 through 2010, including:

- » AAPS 2009
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