

Drug Discovery & Development

GEOGRAPHIC ANALYSIS

Drug Discovery & Development reaches over 40,000 professionals at top pharmaceutical and biotech companies with the budgets to buy your products and services. Target companies that purchase the bulk of the \$7.12 billion in equipment and automated systems in the drug discovery marketplace.

- ◆ Connect with the right combination of research specialists from the key areas of drug discovery:
 - ◆ High-Throughput Screening
 - ◆ Bioinformatics & Cheminformatics
 - ◆ Combinational Chemistry
 - ◆ Rational Drug Design
 - ◆ Genomics/Proteomics
 - ◆ Lab Automation Systems
- ◆ *Drug Discovery & Development* subscribers are qualified purchasers who have stated they're ready to buy your kinds of products:
 - ◆ Instrumentation/Accessories
 - ◆ Assays
 - ◆ Lab Supplies/Reagents
 - ◆ Robotic Systems and More!



Deliver your marketing message to the Big Pharma and leading biotech companies with *Drug Discovery & Development's* direct mail list. Contact a DM2 Account Executive for up-to-the-minute counts.

Size of List: 40,050

Base Price: \$150/M

Selections (Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Business Type	\$15/M
Canadian Names	\$10/M
Field/Discipline in Work	\$15/M
Internet Usage	\$10/M
One Per Location	\$10/M
Recency	\$10/M
SIC Code	\$15/M
Technologies Employed	\$20/M
Telephone Numbers	\$60/M
Title	\$15/M

Multi-Channel Pricing

Mailing/E-Mail: \$490/M
Mailing/Telemarketing: \$215/M
Mailing/E-Mail/Telemarketing: \$590/M

**Size of E-List:
14,890**

**E-List Base Price:
\$450/M**

SEE ALSO:

- American Men & Women of Science**
- Bioscience Technology**
- Chemical Equipment**
- DecisionMaker® Research/Laboratory Marketplace Database**
- Laboratory Equipment**
- Lasers & Optronics (Former Subscribers)**
- Pharmaceutical Laboratory (Former Subscribers)**
- Research & Development**
- Scientific Computing & Instrumentation**

State	ZIP Code	Individuals
ME	039-049	86
NH	030-038	131
VT	050-059	47
MA	010-027	2,254
RI	028-029	77
CT	060-069	1,058
New England		9.1% 3,653
NY	100-149	2,136
NJ	070-089	3,717
PA	150-196	2,266
Middle Atlantic		20.3% 8,119
OH	430-458	963
IN	460-479	861
IL	600-629	2,060
MI	480-499	967
WI	530-549	490
East North Central		13.3% 5,341
MN	550-567	510
IA	500-528	299
MO	630-658	788
ND	580-588	26
SD	570-577	30
NE	680-693	204
KS	660-679	167
West North Central		5.1% 2,024
DE	197-199	322
MD	206-219	1,220
DC	200-205	76
VA	220-246	405
WV	247-268	80
NC	270-289	1,121
SC	290-299	172
GA	300-319	470
FL	320-349	961
South Atlantic		12.1% 4,827
KY	400-427	171
TN	370-385	338
AL	350-369	228
MS	386-397	64
East South Central		2.0% 801
AR	716-729	81
LA	700-714	168
OK	730-749	126
TX	750-799	1,322
West South Central		4.2% 1,697
MT	590-599	44
ID	832-838	51
WY	820-831	18
CO	800-816	386
NM	870-884	100
AZ	850-865	222
UT	840-847	285
NV	889-898	58
Mountain		2.9% 1,164
AK	995-999	4
WA	980-994	405
OR	970-979	162
CA	900-961	5,283
HI	967-968	24
Pacific		14.7% 5,878
United States		83.7% 33,504
U.S. Territories		0.2% 81
Canada		0.8% 339
Mexico		0.1% 28
Other International		15.2% 6,096
APO/FPO		0.0% 2
Unknown		—
Total		100.0% 40,050

Minimum Order: 5,000 Names
1 year unlimited usage available
Prices subject to change without notice
Call for any additional costs, conditions and terms.

<u>Business Type</u>		<u>Technologies Employed*</u>		<u>Field/Discipline in Work*</u>	
Biopharmaceutical Company	3,440	2D Gel	2,289	Analytical Chemistry	
Biotechnology Company	7,862	ADME/Tox	2,020	Assay Development & Optimization	475
Contract Research Organization	1,457	Assays	692	Bioanalytical Chemistry	379
Government Laboratory	889	Automated Workstations	355	Biochemistry	3,186
Hospital/Medical Center	810	Bioinformatics	4,163	Bioengineering	5,480
Instrument/System Manufacturer	2,689	Capillary Electrophoresis	243	Biology	134
Pharmaceutical Company	19,856	Cell Cultures	5,190	Cellular Biology	161
University/Academic	3,009	Cheminformatics	182	Chemical Engineering	3,946
		Combinatorial Chemistry	2,533	Clinical Diagnostics	146
		Data Acquisition Software	4,468	Combinational Chemistry	1,640
		ELISA	3,924	Computational Chemistry	1,564
		Electrophoresis	4,969	Genomics	1,407
		FTIR	135	Immunology	3,375
		Fermentation	1,852	Informatics	2,378
		Filtration	4,103	Information Science	2,439
		Fluorescence	435	Medicinal Chemistry	130
		GC/GC-MS	351	Microbiology	262
		Gene Transfer	1,911	Molecular Biology	2,679
		Genomics	347	Organic Chemistry	4,842
		HPLC	7,465	Pharmacokinetics	307
		High-Throughput Screening	4,076	Pharmacology	183
		LC-MS	448	Process/Methods Development	3,910
		LIMS Systems	2,776	Process/Methods Optimization	4,013
		Lead Validation	2,194	Protein Chemistry	260
		Liquid Handling Systems	4,275	Proteomics	261
		Luminescence	2,424	Quality Assurance/Quality Control	204
		Mass Spectrometry	4,982	Toxicology	244
		Microscopy	4,880	Validation	2,053
		Molecular Modeling Software	222	Virology	283
		NMR	284		69
		Nucleic Acid	2,828		
		Parallel Synthesis	1,234		
		Particle Analysis	251		
		Protein Expression	3,568		
		Protein/Drug Design	3,196		
		Proteomics	283		
		Purification Systems	367		
		Reaction Calorimetry	83		
		Reagents	528		
		Robotic Systems	3,347		
		SNP Analysis	1,508		
		Sequence Analysis	2,528		
		Solid Phase Extraction	2,146		
		Thermal Analysis	182		
		Vacuum Concentrators	158		
		Western Blotting	3,193		

Source: Publisher's own data

* Multiple Response