

Bio-IT World E-mail Subscriber List

Universe/Base Rate Count: 17,409/Price: \$500/M

Source: Controlled Circulation
Updated: Bi-annually
Minimum Order: 5,000 Names

List Type: E-mail
Last Updated: February 2007

LIST PROFILE

Bio-IT World is the first publication to focus on the convergence of technology and the life sciences, including the biotechnology, pharmaceutical, biochemical, healthcare and agricultural industries.

Bio-IT World provides high-quality, focused information products designed to: advance biotech and pharmaceutical industry business success through effective utilization of bio-IT – including information technology, informatics and data-generating life sciences equipment/tools – through the life sciences R&D value chain.

Bio-IT World subscribers are life science professionals qualified by BPA, a third-party auditing firm, to receive the magazine. With this highly targeted publication, you can connect with more individuals, working on substantial projects, with the authority and resources to recommend or buy your products and services. The Bio-IT World list includes subscribers at the top 100 Biotechnology and Pharmaceutical companies. And all subscribers have given permission to receive third party e-mailed product and information offers.

Only with the Bio-IT World E-mail Subscriber List can you tap into the strongest audience of life science professionals.

SELECTION CHARGES

Primary Job Function	\$15/M
Job Function	\$15/M
Primary Business/Industry	\$15/M
Business/Industry	\$15/M
Field/Discipline	\$15/M
Hotline	\$15/M
Geographic	\$15/M
Plan to Buy, Evaluate, Specify, Recommend or Approve	\$35/M

TERMS AND CONDITIONS

Sample text/HTML required. Allow 3-5 working days to process order. List Rental Agreement must be signed and returned before order is transmitted. The "From" line will be from the List Owner. Prepayment is required on all first orders. 20% commission paid to recognized brokers on base rate. Payment is due 30 days from transmission date. Cancelled orders are subject to charges. All e-mail orders will be transmitted by Cambridge Healthtech Institute (CHI). Reproducing or retaining header/footer information is subject to payment and future use penalties.

For more information, contact:
Mike Handy, Marketing Services Manager,
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E-mail: mhandy@healthtech.com

Postal, telemarketing, and email matching is available.
For inquiries or questions, contact Mike Handy.



Cambridge Healthtech Institute

250 First Avenue, Suite 300
Needham, MA 02494
781-972-5400
www.healthtech.com/Lists

Bio-IT World Subscriber List

Primary Job Functions	
Information Technology/Information System Management	3,240
Scientific/Research & Development Management	4,774
Organization/Executive Management	2,290
Regulatory/Government Affairs	334
Academic Head/Professor/Faculty	1,851
Technology/Business/Legal Consultant	1,166
Clinical Trials Management	760
Other	2,371

Primary Business/Industry	
Biopharm/Chemicals	3,847
Biotech/Bioinformatics	3,561
Academic/Government	3,613
Clinical Trial Research/CRO	763
Hospital Lab/Healthcare	1,442
Other	3,659

Plan to Buy, Evaluate, Specify, Recommend or Approve The Following Products or Services	
Informatics Tools/Software	
Bioinformatics	4,436
Cheminformatics	921
Data Analysis Tools	2,111
Discovery Informatics	3,871
Pathway Analysis/Modeling	946
Computing	
Enterprise Software (ERP, SCM, CRM)	3,255
High Performance Computing, Supercomputers	1,864
Mobile Communications, PDAs, Handhelds	3,221
Networking Infrastructure	3,215
Servers, Storage, PCs, Clusters	4,261
Lab Equipment	
High Content Screening	1,615
DNA Sequencers	1,177
Genomic Instrumentation	1,076
Imaging	1,604
Lab Automation/Robotics	1,372
LIMS	2,145
Preclinical/Animal Models	90
Mass Spectrometry	2,774
Microarray Platforms/Software	1,053
Collaborations, Compliance and Document Management	
Data Management Platforms	4,751
EDC/Data Management Systems	858
eLab Notebooks	4,085
Electronic Clinical Trial Software, Technologies	1,370
Document/Knowledge Management/Collaboration	2,950
Regulatory Compliance	2,343
Professional Services	
Business/Financial Services	838
Legal Services (IP, Patient, etc.)	1,316
Systems Integration Services	2,789
Contract Lab Services (CROs)	1,297

Subscriber/Field Discipline	
Basic Research	4,733
Clinical Research	2,584
Computational Biology	750
Discovery Informatics	651
Drug Development	1,139
Drug Discovery	1,154
IT Infrastructure	1,195
Other	2,423

Bio-IT World Subscriber List

Universe/Base Rate Count: 65,025/Price: \$250/M

Source: Controlled Circulation
Updated: Bi-annually
Minimum Order: 5,000 Names

List Type: Postal
Last Updated: February 2007

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SELECTION CHARGES

Primary Job Function	\$15/M
Job Function	\$15/M
Primary Business/Industry	\$15/M
Business/Industry	\$15/M
Field/Discipline	\$15/M
Hotline	\$15/M
Geographic	\$15/M
Plan to Buy, Evaluate, Specify, Recommend or Approve	\$35/M

Net name not available.

All cancelled orders will incur a \$50/F cancellation fee, \$10/M new changes, plus media fees. No cancellations will be accepted after the mail date.

For more information, contact:
Mike Handy, Marketing Services Manager,
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E-mail: mhandy@healthtech.com

email matching is available.
For inquiries or questions, contact Mike Handy.

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Bio-IT World Subscriber List

Primary Job Functions	
Information Technology/Information System Management	11,383
Scientific/Research & Development Management	16,407
Organization/Executive Management	9,929
Regulatory/Government Affairs	1,183
Academic Head/Professor/Faculty	5,429
Technology/Business/Legal Consultant	4,193
Clinical Trials Management	2,075
Other	8,547

Primary Business/Industry	
Biopharm/Chemicals	16,381
Biotech/Bioinformatics	12,521
Academic/Government	11,537
Clinical Trial Research/CRO	2,698
Hospital Lab/Healthcare	4,414
Other	12,573

Plan to Buy, Evaluate, Specify, Recommend or Approve The Following Products or Services	
Informatics Tools/Software	
Bioinformatics	14,682
Cheminformatics	2,870
Data Analysis Tools	6,653
Discovery Informatics	12,619
Pathway Analysis/Modeling	3,036
Computing	
Enterprise Software (ERP, SCM, CRM)	11,277
High Performance Computing, Supercomputers	6,212
Mobile Communications, PDAs, Handhelds	10,797
Networking Infrastructure	11,079
Servers, Storage, PCs, Clusters	14,665
Lab Equipment	
High Content Screening	4,760
DNA Sequencers	3,375
Genomic Instrumentation	3,234
Imaging	4,802
Lab Automation/Robotics	4,442
LIMS	7,794
Preclinical/Animal Models	306
Mass Spectrometry	9,402
Microarray Platforms/Software	3,311
Collaborations, Compliance and Document Management	
Data Management Platforms	16,633
EDC/Data Management Systems	2,746
eLab Notebooks	14,170
Electronic Clinical Trial Software, Technologies	4,209
Document/Knowledge Management/Collaboration	10,639
Patient Diaries	1,540
Regulatory Compliance	8,431
Professional Services	
Business/Financial Services	2,538
Legal Services (IP, Patient, etc.)	4,776
Systems Integration Services	9,644
Contract Lab Services (CROs)	3,878

Subscriber/Field Discipline	
Basic Research	14,342
Clinical Research	8,057
Computational Biology	2,281
Discovery Informatics	2,079
Drug Development	3,623
Drug Discovery	3,591
IT Infrastructure	3,598
Other	9,140