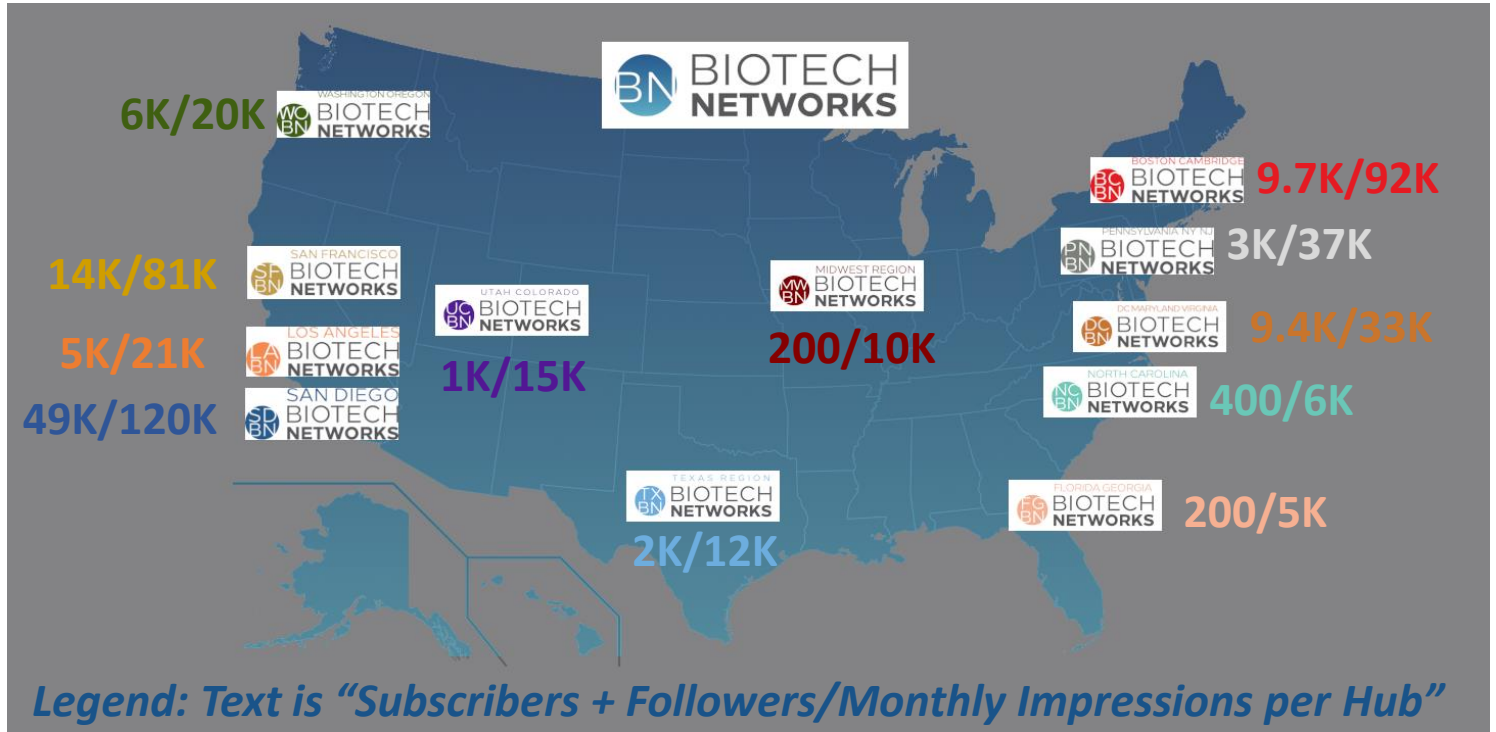


Biotech Networks

Subscriber/Follower Demographics

Geographical Distribution of:
 110K Subscribers + Followers / 465K Monthly Impressions

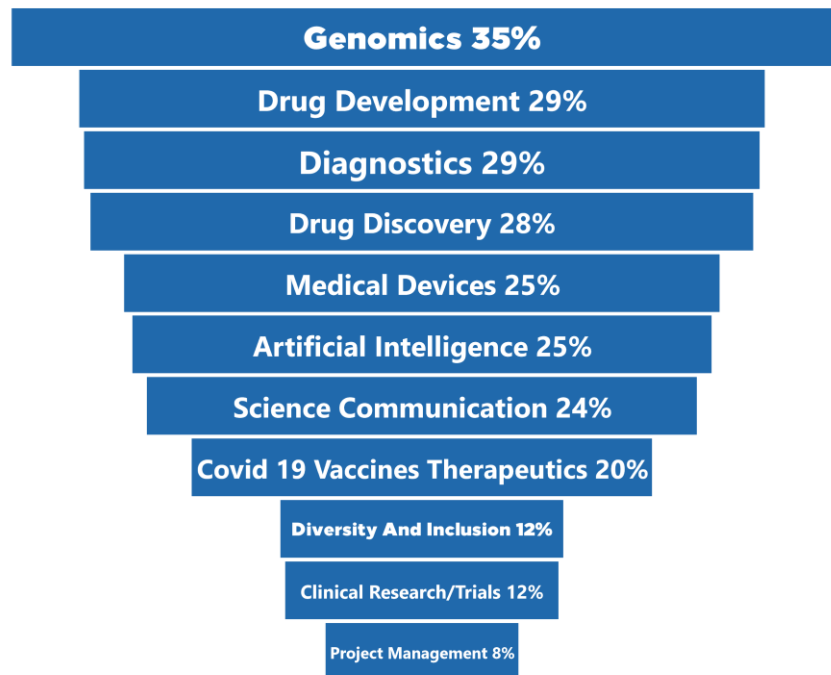


Followers, Subscribers & Monthly Impressions

Channel	Value	Unit
Hubs	13*	Websites/ Social Media
Social Media	67,000	Followers
Email	42,000	Subscribers
Email	170,000	Emails Sent per Month
Websites	50,000	Page Views per Month
Social Media	366,000	Impressions per Month

*12 Hubs + Biotech Networks parent/trending news site + accounts

Event Attendee Interests*

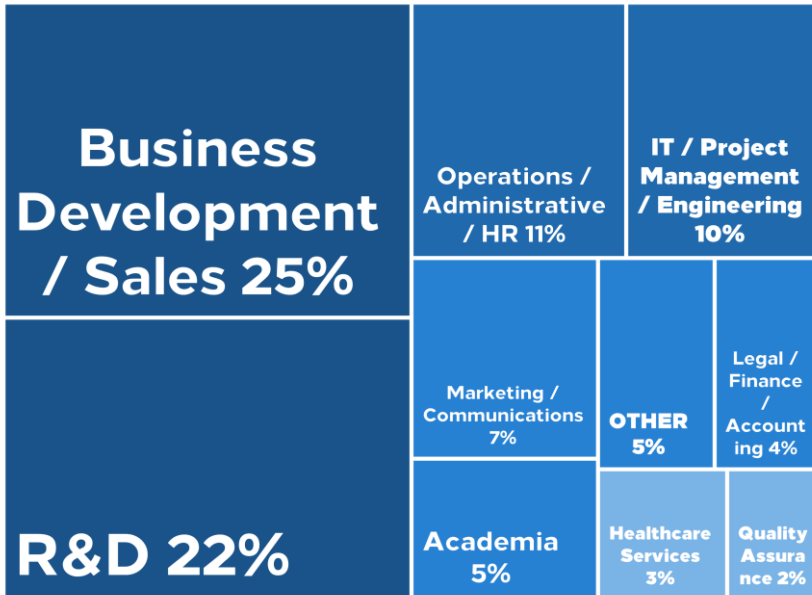


*Interests are broader than this list, registrants are asked to select from a list

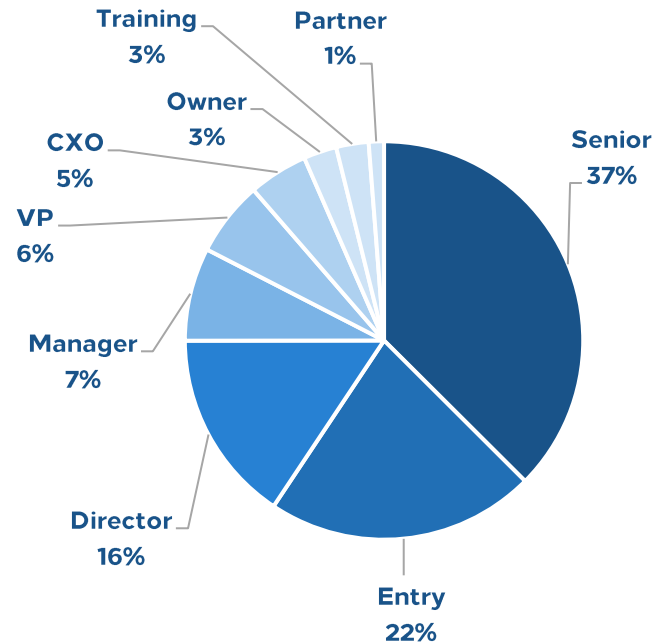
Biotech Networks

Subscriber/Follower Demographics

Job Functions: LinkedIn



Seniority: LinkedIn



Follower & Subscriber Engagement

Channel	Value	Unit (Source)
Email	30-50%	Open Rate (Constant Contact, Feedblitz)
Email	4%	Click-to-open rate (Constant Contact)
LinkedIn	4%	Clickthrough Rate (LinkedIn Page Analytics)
Twitter	2%	Engagement Rate (Twitter Analytics)
Website	65%	Engagement Rate (Google Analytics)
Website	2%	Banner Ad Clickthrough Rate (Web statistics)

Age Distribution (Web Users, Quantcast)

