

*For Immediate Release*

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### **BioPortfolio's Website Traffic Increases Over 500%**

BioPortfolio ([www.bioportfolio.com](http://www.bioportfolio.com)), the leading careers, news and information resource for the life sciences and pharmaceutical industries, experienced dramatic growth in website traffic in 2008. According to Compete™ Inc., a website that offers competitive website traffic metrics, BioPortfolio's traffic increased 568% during the past year (November 2008 Compete analysis). A recent survey performed by Red Bridge Marketing ([www.redbridgemarketing.com](http://www.redbridgemarketing.com)) profiled BioPortfolio visitors and found them to be primarily research scientists (34%) and others who work in the biotechnology (15%) and pharmaceutical fields (24%).

Over the last twelve years, BioPortfolio has become a major resource for scientific news, and jobs and events postings within the life sciences community. BioPortfolio's website offers advertising opportunities for recruitment, product, and event communications targeting scientists and managers.

### **About BioPortfolio**

BioPortfolio ([www.bioportfolio.com](http://www.bioportfolio.com)) is the leading careers, news, and information resource for the life sciences and pharmaceutical industries. It is one of the most popular websites in this space with over 12,000 unique visitors per day. BioPortfolio's website offers advertising opportunities targeting scientists and managers for recruitments, product, and event communications.

