

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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THE MEDICAL MARKETING & MEDIA BRAND first published in 1966, has evolved beyond its flagship monthly print publication to also include a comprehensive website, e-newsletters, events, social media channels, an awards program and more. With coverage provided by a seasoned editorial staff as well as industry experts, the focus is on producing a mix of news, analysis, commentary, features and special reports to provide the tools needed to make crucial decisions in the dynamic and complex healthcare market. It reaches an executive audience of leaders, thinkers, and decision-makers in pharmaceutical marketing including marketers from all the top healthcare manufacturers as well as their partner agencies, vendors and media outlets.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

MEDICAL MARKETING & MEDIA MAGAZINE



6 Issues in the period
16,471 average circulation

MEDICAL MARKETING & MEDIA WEBSITE



63,710 average
unique browsers

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
MEDICAL MARKETING & MEDIA MAGAZINE (6 issues in the period)	16,115	356	16,471
MEDICAL MARKETING & MEDIA WEBSITE (Monthly Unique Browsers with 150,181 average Page Impressions)	63,710	-	63,710

FIELD SERVED

MEDICAL MARKETING & MEDIA serves healthcare manufacturers, including pharmaceutical, device, diagnostic, biotechnology, healthcare/marketing communication firms (including advertising agencies and accredited CME), media companies, market research firms, creative/design firms, consultants, service suppliers including government agencies, law firms, trade associations, CRO's and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel involved in executive management, marketing/advertising management, product/brand/ therapeutic management, sales management, medical director, media, market research, R & D management, creative/production/ traffic, public relations, regulatory affairs, consulting, managed care, and other paid copies as reported in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	194
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	194

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,471	100.0	16,115	97.8	356	2.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,471	100.0	16,115	97.8	356	2.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
July	16,767
August	16,412
September	16,412
October	16,412
November	16,412
December	16,412

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015 This issue is 0.4% or 71 copies below the average of the other 5 issues reported in Paragraph 2.

CLASSIFICATION BY FUNCTION

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Management (A)	Marketing/ Advertising Management (B)	Product/ Brand/ Therapeutic Management (C)	Sales Management (D)	Medical Director (E)	Media (F)	Market Research (G)	R & D (H)	Creative/ Production/ Traffic (I)	Regulatory Affairs (J)	CME, Managed Care, Public Relations Consulting including other paid copies (K)
1. Healthcare Manufacturers (including Pharmaceutical, Device, Diagnostic, Equipment and Product Companies)/ Biotechnology	12,358	75.3	3,896	4,018	2,098	670	22	38	112	839	54	193	418
2. Advertising/Marketing/ Communications/Medical Agencies	3,040	18.5	1,042	933	344	226	14	56	21	33	128	14	229
3. Media Companies	356	2.2	116	87	31	66	-	37	2	1	1	1	14
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc.	455	2.8	198	53	20	27	2	3	23	4	9	4	112
5. Others Allied to the Field including paid subscriptions	203	1.2	36	32	12	17	2	2	5	2	4	-	91
TOTAL QUALIFIED CIRCULATION	16,412	100.0	5,288	5,123	2,505	1,006	40	136	163	879	196	212	864

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	14,316	-	-	14,316	87.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,096	-	-	2,096	12.8
Association rosters and directories	-	-	-	-	-
*Business directories	2,096	-	-	2,096	12.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,412	-	-	16,412	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	16,412	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,412	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*
Total Audit Average Qualified:	14,082	14,100	14,100	14,100	14,100	16,471
Qualified Non-Paid:	13,561	13,606	13,638	13,682	13,714	16,115
Qualified Paid:	521	494	462	418	386	356
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	23		Kentucky	54	
New Hampshire	59		Tennessee	181	
Vermont	27		Alabama	49	
Massachusetts	1,194		Mississippi	23	
Rhode Island	44		EAST SO. CENTRAL	307	1.9
Connecticut	426		Arkansas	22	
NEW ENGLAND	1,773	10.8	Louisiana	43	
New York	1,752		Oklahoma	35	
New Jersey	2,573		Texas	544	
Pennsylvania	1,433		WEST SO. CENTRAL	644	3.9
MIDDLE ATLANTIC	5,758	35.1	Montana	12	
Ohio	438		Idaho	16	
Indiana	297		Wyoming	1	
Illinois	1,035		Colorado	154	
Michigan	207		New Mexico	19	
Wisconsin	225		Arizona	128	
EAST NO. CENTRAL	2,202	13.4	Utah	81	
Minnesota	372		Nevada	36	
Iowa	62		MOUNTAIN	447	2.7
Missouri	237		Alaska	1	
North Dakota	12		Washington	159	
South Dakota	6		Oregon	43	
Nebraska	52		California	1,961	
Kansas	121		Hawaii	4	
WEST NO. CENTRAL	862	5.3	PACIFIC	2,168	13.2
Delaware	119		UNITED STATES	16,290	99.3
Maryland	340		U.S. Territories	28	
Washington, DC	43		Canada	13	
Virginia	185		Mexico	3	
West Virginia	22		Other International	78	
North Carolina	480		APO/FPO	-	
South Carolina	103				
Georgia	299				
Florida	538				
SOUTH ATLANTIC	2,129	13.0			
			TOTAL QUALIFIED CIRCULATION	16,412	100.0

WEBSITE CHANNEL

WWW.MMM-ONLINE.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	176,556	93,615	66,763	1.40	01:37	01:26
August	138,189	81,223	58,717	1.38	01:46	01:14
September	131,608	81,276	60,897	1.33	01:47	01:07
October	190,180	93,885	70,984	1.32	01:16	01:18
November	131,986	81,474	61,852	1.32	01:50	01:08
December	132,568	81,813	63,047	1.30	01:51	01:09
AVERAGE:	150,181	85,547	63,710	1.34	01:41	01:13

July - December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 2,096 copies or 12.8%, including Pharmaceutical Marketers Directory.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Tracey Harilall, Circulation Marketing Manager

John Crewe, Chief Operator

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 8, 2016

State

New York

County

New York

Received by BPA Worldwide

January 8, 2016

Type

BJ

ID Number

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.