

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.

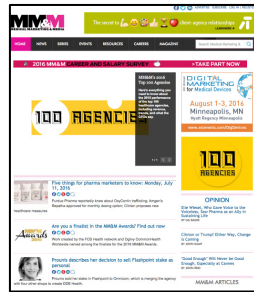
CHANNELS

MEDICAL MARKETING & MEDIA MAGAZINE



6 Issues in the period
16,412 average circulation

MEDICAL MARKETING & MEDIA WEBSITE



70,505 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)	16,056	356	16,412
MEDICAL MARKETING & MEDIA WEBSITE (Monthly Unique Browsers with 174,447 average Page Impressions)	70,505	-	70,505

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	3
Advertiser and Agency	199
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	203

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,412	100.0	16,056	97.8	356	2.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,412	100.0	16,056	97.8	356	2.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	16,412
February	16,412
March	16,412
April	16,412
May	16,412
June	16,412

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is equal to 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	11,574	70.5	4,266	2,593	1,925	809	25	48	117	1,097	57	212	425
2. Advertising/Marketing/ Communications/Medical Agencies	3,433	20.9	1,167	1,093	330	267	19	69	17	34	188	9	240
3. Media Companies	395	2.4	131	76	28	71	1	54	2	7	4	1	20
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc.	766	4.7	313	78	50	62	12	4	33	9	10	2	193
5. Others Allied to the Field including paid subscriptions	244	1.5	41	36	13	21	-	2	4	4	7	-	116
TOTAL QUALIFIED CIRCULATION	16,412	100.0	5,918	3,876	2,346	1,230	57	177	173	1,151	266	224	994

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	13,856	-	-	13,856	84.4
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):	2,556	-	-	2,556	15.6
Association rosters and directories	-	-	-	-	-
*Business directories	2,556	-	-	2,556	15.6
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 MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	16,351	99.6
Individuals by name only	25	0.2
Titles or functions only	4	-
Company names only	32	0.2
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	Circulation Claim	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	14,100	14,100	14,100	14,100	16,471	16,412
Qualified Non-Paid:	13,606	13,638	13,682	13,714	16,115	16,056
Qualified Paid:	494	462	418	386	356	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 2015 – June 2016 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 MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	27		Kentucky	66	
New Hampshire	60		Tennessee	198	
Vermont	29		Alabama	47	
Massachusetts	911		Mississippi	32	
Rhode Island	57		EAST SO. CENTRAL	343	2.1
Connecticut	417		Arkansas	25	
NEW ENGLAND	1,501	9.1	Louisiana	61	
New York	1,756		Oklahoma	51	
New Jersey	2,252		Texas	586	
Pennsylvania	1,391		WEST SO. CENTRAL	723	4.4
MIDDLE ATLANTIC	5,399	32.9	Montana	18	
Ohio	518		Idaho	17	
Indiana	272		Wyoming	2	
Illinois	1,112		Colorado	176	
Michigan	257		New Mexico	17	
Wisconsin	274		Arizona	165	
EAST NO. CENTRAL	2,433	14.8	Utah	95	
Minnesota	401		Nevada	39	
Iowa	71		MOUNTAIN	529	3.2
Missouri	261		Alaska	1	
North Dakota	19		Washington	168	
South Dakota	12		Oregon	65	
Nebraska	56		California	2,099	
Kansas	122		Hawaii	6	
WEST NO. CENTRAL	942	5.7	PACIFIC	2,339	14.3
Delaware	81		UNITED STATES	16,335	99.5
Maryland	305		U.S. Territories	15	
Washington, DC	46		Canada	20	
Virginia	192		Mexico	2	
West Virginia	27		Other International	40	
North Carolina	428		APO/FPO	-	
South Carolina	115				
Georgia	304				
Florida	628				
SOUTH ATLANTIC	2,126	13.0			
			TOTAL QUALIFIED CIRCULATION	16,412	100.0

WEBSITE CHANNEL

WWW.MMM-ONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	190,728	112,984	83,078	1.36	02:04	01:25
February	175,207	102,824	75,538	1.36	01:51	01:18
March	179,059	101,740	73,528	1.38	01:54	01:27
April	176,535	95,175	66,922	1.42	01:47	01:32
May	162,450	88,237	61,972	1.42	01:46	01:29
June	162,707	91,165	61,997	1.47	01:54	01:29
AVERAGE:	174,447	98,687	70,505	1.40	01:52	01:26

January – June 2016 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 2,556 copies or 15.6%, 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 Operations Officer

(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	July 25, 2016
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County	New York
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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.