



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



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 MM&M BRAND** first published in 1966, has evolved beyond it's 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 healthcare 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

### M&MM MAGAZINE



6 Issues in the period  
16,412 average circulation

### MM&M WEBSITE



56,236 average  
unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MM&amp;M MAGAZINE</b> (6 issues in the period)	16,063	349	16,412
<b>MM&amp;M WEBSITE</b> (Monthly Unique Browsers with 160,222 average Page Impressions)	56,236	-	56,236

### FIELD SERVED

MM&M serves healthcare manufacturers, including pharmaceutical, biotechnology and medical device/diagnostic companies, as well as healthcare/marketing communication firms (including advertising agencies and accredited CME), media companies, market research firms, creative/design firms, consultants, service suppliers, 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, technology and other paid copies as reported in paragraph 3a.

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	193
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>195</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,410	100.0	16,063	97.9	347	2.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,412</b>	<b>100.0</b>	<b>16,063</b>	<b>97.9</b>	<b>349</b>	<b>2.1</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
July	16,412
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 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)	Market Media Research (F)	R & D (G)	Creative/ Production/ Traffic (H)	Regulatory Affairs (I)	CME, Managed Care, Public Relations Consulting including other paid copies (J)	
1. Healthcare Manufacturers (including Pharmaceutical, Device, Diagnostic, Equipment and Product Companies)/ Biotechnology	11,531	70.2	4,230	2,575	2,103	673	40	45	114	1,077	55	200	419
2. Advertising/Marketing/ Communications/Medical Agencies	3,459	21.1	1,166	1,099	392	223	20	64	18	35	185	11	246
3. Media Companies	390	2.4	134	74	29	68	-	52	1	6	4	1	21
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc.	787	4.8	321	77	64	55	11	5	38	12	10	3	191
5. Others Allied to the Field including paid subscriptions	245	1.5	40	35	14	21	-	1	4	4	6	-	120
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,412</b>	<b>100.0</b>	<b>5,891</b>	<b>3,860</b>	<b>2,602</b>	<b>1,040</b>	<b>71</b>	<b>167</b>	<b>175</b>	<b>1,134</b>	<b>260</b>	<b>215</b>	<b>997</b>

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>13,912</b>	-	-	<b>13,912</b>	<b>84.8</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,500</b>	-	-	<b>2,500</b>	<b>15.2</b>
Association rosters and directories	-	-	-	-	-
*Business directories	2,500	-	-	2,500	15.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,412</b>	-	-	<b>16,412</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	16,350	99.6
Individuals by name only	28	0.2
Titles or functions only	3	-
Company names only	29	0.2
Multi-Copy Same Addressee copies	2	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,412</b>	<b>100.0</b>

**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 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Total Audit Average Qualified:	14,100	14,100	14,100	16,471	16,412	16,412
Qualified Non-Paid:	13,638	13,682	13,714	16,115	16,056	16,063
Qualified Paid:	462	418	386	356	356	349
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 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 NOVEMBER 2016\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	24		Kentucky	67	
New Hampshire	61		Tennessee	195	
Vermont	28		Alabama	43	
Massachusetts	916		Mississippi	30	
Rhode Island	56		EAST SO. CENTRAL	335	2.0
Connecticut	420		Arkansas	25	
NEW ENGLAND	1,505	9.2	Louisiana	56	
New York	1,752		Oklahoma	48	
New Jersey	2,265		Texas	584	
Pennsylvania	1,409		WEST SO. CENTRAL	713	4.3
MIDDLE ATLANTIC	5,426	33.1	Montana	16	
Ohio	515		Idaho	17	
Indiana	281		Wyoming	2	
Illinois	1,112		Colorado	176	
Michigan	260		New Mexico	18	
Wisconsin	272		Arizona	165	
EAST NO. CENTRAL	2,440	14.9	Utah	99	
Minnesota	398		Nevada	37	
Iowa	69		MOUNTAIN	530	3.2
Missouri	262		Alaska	1	
North Dakota	19		Washington	168	
South Dakota	11		Oregon	65	
Nebraska	55		California	2,104	
Kansas	117		Hawaii	6	
WEST NO. CENTRAL	931	5.7	PACIFIC	2,344	14.3
Delaware	84		UNITED STATES	16,340	99.6
Maryland	311		U.S. Territories	14	
Washington, DC	45		Canada	21	
Virginia	196		Mexico	1	
West Virginia	27		Other International	36	
North Carolina	421		APO/FPO	-	
South Carolina	113				
Georgia	302				
Florida	617				
SOUTH ATLANTIC	2,116	12.9			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,412</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

## WWW.MMM-ONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	164,526	85,176	58,378	1.46	01:52	01:44
August	159,366	86,221	58,836	1.47	01:59	01:41
September	140,806	78,779	53,758	1.47	02:05	01:38
October	205,471	90,887	61,522	1.48	01:40	02:06
November	156,154	80,453	55,255	1.46	02:16	02:08
December	135,009	72,114	49,671	1.45	02:15	01:58
<b>AVERAGE:</b>	<b>160,222</b>	<b>82,271</b>	<b>56,236</b>	<b>1.47</b>	<b>02:01</b>	<b>01:52</b>

July - December 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](http://www.adicompli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### CHANGE IN PUBLICATION NAME:

Effective with the January 2017 issue, Medical Marketing & Media changed its name to MM&M.

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,500 copies or 15.2%, 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

January 19, 2017

State

New York

County

New York

Received by BPA Worldwide

January 19, 2017

Type

BJ

ID Number

M041B0D6

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.