

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: Haymarket Media Group
Established: 1966
Issues Per Year: 12



FIELD SERVED

MEDICAL MARKETING & MEDIA serves healthcare manufacturers including pharmaceutical, device, diagnostic, equipment and product companies, healthcare/marketing communication firms (including advertising agencies and continuing medical education), publishers, market research firms, creative/design/DM firms, consultants, service suppliers, 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 and agency account management, sales management, media, market research, R & D management, creative/production/traffic, public relations and regulatory affairs, other functions, library copies, functions not available and company copies.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | - |
| Advertiser and Agency _____ | 41 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | - |
| Digital _____ | - |
| All Other _____ | 322 |
| TOTAL | 363 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 13,500 | 96.2 | 12,914 | 92.1 | 586 | 4.1 |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | 529 | 3.8 | - | - | 529 | 3.8 |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 14,029 | 100.0 | 12,914 | 92.1 | 1,115 | 7.9 |

| 2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD | |
|--|-----------------|
| 2011 Issue | Total Qualified |
| January _____ | 14,024 |
| February _____ | 14,026 |
| March _____ | 14,039 |
| April _____ | 14,036 |
| May _____ | 14,024 |
| June _____ | 14,024 |

| 2b. WEBSITE ACTIVITY BY MONTH | | | | | | |
|-------------------------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| Month | Page Impressions | User Sessions | Unique Browsers | Unique Browser Frequency | Page Duration | User Session Duration |
| January _____ | 80,961 | 41,562 | 31,693 | 1.31 | 01:13 | 02:23 |
| February _____ | 72,586 | 37,644 | 28,804 | 1.31 | 01:13 | 02:21 |
| March _____ | 102,190 | 46,763 | 35,666 | 1.31 | 01:02 | 02:15 |
| April _____ | 74,359 | 40,828 | 31,741 | 1.29 | 01:11 | 02:08 |
| May _____ | 81,875 | 46,775 | 36,029 | 1.30 | 01:08 | 01:58 |
| June _____ | 73,666 | 41,114 | 32,029 | 1.28 | 01:05 | 01:57 |
| AVERAGE: | 80,940 | 42,448 | 32,660 | 1.30 | 01:09 | 02:10 |

*See Additional Data

| 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 2008 | January - June 2009 | July - December 2009 | January - June 2010 | July - December 2010* | January - June 2011* |
| Total Audit Average Qualified: _____ | 14,725 | 14,750 | 14,750 | 14,750 | 14,265 | 14,029 |
| Qualified Non-Paid: ____ | 14,333 | 14,293 | 14,288 | 14,256 | 13,232 | 12,914 |
| Qualified Paid: _____ | 392 | 457 | 462 | 494 | 1,033 | 1,115 |
| 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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3B:

Other sources include 1 source of circulation for a quantity of 2,100 copies or 15.0%, including Pharmaceutical Marketers Directory.

AVERAGE ANNUAL SUBSCRIPTION ORDER PRICE:

This figure is not available and, therefore, has not been reported herein.

| WEBSITE GLOSSARY: |
|---|
| Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness |
| Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period |
| User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session |
| Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period |
| User Session Duration: The average time a browser remained on the site per session |
| Page Duration: The average time a browser spent viewing any page(s) on the site |

| PUBLISHER'S AFFIDAVIT | | |
|---|---------------------------|---------------|
| We hereby make oath and say that all data set forth in this statement are true. | Date signed | July 19, 2011 |
| Sherry Oommen, Group Circulation Manager | City | New York |
| John Crewe, VP Audience Development | State | New York |
| (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) | Received by BPA Worldwide | July 19, 2011 |
| IMPORTANT NOTE: | Type | PJ |
| This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide. | ID Number | M041POJ1 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is -% or 6 copies below the average of the other 5 issues reported in Paragraph two.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | CLASSIFICATION BY FUNCTION | | | | | | | | | | |
|---|-----------------|------------------|----------------------------|--------------------------------------|--|----------------------|----------------------|------------|---------------------|--------------|----------------------------------|------------------------|--|
| | | | 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) _____ | 10,028 | 71.5 | 3,811 | 1,684 | 1,504 | 780 | 32 | 55 | 115 | 1,291 | 39 | 217 | 500 |
| 2. Advertising/Marketing/ Communications/Medical Agencies _____ | 2,541 | 18.1 | 1,375 | 608 | 327 | 22 | 3 | 73 | 5 | 8 | 10 | 2 | 108 |
| 3. Media Companies _____ | 567 | 4.0 | 170 | 88 | 31 | 150 | 2 | 79 | 7 | 3 | 13 | 1 | 23 |
| 4. Service/Support Companies including Market Research, Creative/DM firms Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc. _____ | 151 | 1.1 | 49 | 14 | 10 | 11 | - | - | 5 | - | 3 | 2 | 57 |
| 5. Others Allied to the Field _____ | 737 | 5.3 | 13 | 16 | 3 | 8 | - | - | 2 | - | 1 | 2 | 692 |
| TOTAL QUALIFIED CIRCULATION | 14,024 | 100.0 | 5,418 | 2,410 | 1,875 | 971 | 37 | 207 | 134 | 1,302 | 66 | 224 | 1,380 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

| QUALIFICATION SOURCE | Qualified Within | | | Total Qualified | Percent |
|---|------------------|----------|----------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: _____ | 10,732 | - | - | 10,732 | 76.5 |
| II. Request from recipient's company: _____ | 1,192 | - | - | 1,192 | 8.5 |
| III. Membership Benefit: _____ | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): _____ | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): _____ | 2,100 | - | - | 2,100 | 15.0 |
| Association rosters and directories _____ | - | - | - | - | - |
| Business directories _____ | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists _____ | - | - | - | - | - |
| *Other sources _____ | 2,100 | - | - | 2,100 | 15.0 |
| VI. Single Copy Sales: _____ | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 14,024 | - | - | 14,024 | 100.0 |
| PERCENT | 100.0 | - | - | 100.0 | - |

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

| MAILING ADDRESS | Total Qualified | Percent |
|---|-----------------|--------------|
| Individuals by name and title and/or function _____ | 13,495 | 96.2 |
| Individuals by name only _____ | - | - |
| Titles or functions only _____ | - | - |
| Company names only _____ | - | - |
| Multi-Copy Same Addressee copies _____ | 529 | 3.8 |
| Single Copy Sales _____ | - | - |
| TOTAL QUALIFIED CIRCULATION | 14,024 | 100.0 |

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

| State | Total Qualified | Percent |
|------------------------------------|-----------------|--------------|
| Maine _____ | 16 | |
| New Hampshire _____ | 35 | |
| Vermont _____ | 11 | |
| Massachusetts _____ | 852 | |
| Rhode Island _____ | 36 | |
| Connecticut _____ | 356 | |
| NEW ENGLAND | 1,306 | 9.3 |
| New York _____ | 1,543 | |
| New Jersey _____ | 2,255 | |
| Pennsylvania _____ | 1,336 | |
| MIDDLE ATLANTIC | 5,134 | 36.6 |
| Ohio _____ | 311 | |
| Indiana _____ | 210 | |
| Illinois _____ | 785 | |
| Michigan _____ | 197 | |
| Wisconsin _____ | 133 | |
| EAST NO. CENTRAL | 1,636 | 11.7 |
| Minnesota _____ | 276 | |
| Iowa _____ | 39 | |
| Missouri _____ | 193 | |
| North Dakota _____ | 10 | |
| South Dakota _____ | 7 | |
| Nebraska _____ | 25 | |
| Kansas _____ | 73 | |
| WEST NO. CENTRAL | 623 | 4.4 |
| Delaware _____ | 99 | |
| Maryland _____ | 294 | |
| Washington, DC _____ | 31 | |
| Virginia _____ | 136 | |
| West Virginia _____ | 19 | |
| North Carolina _____ | 450 | |
| South Carolina _____ | 59 | |
| Georgia _____ | 218 | |
| Florida _____ | 404 | |
| SOUTH ATLANTIC | 1,710 | 12.2 |
| Kentucky _____ | 41 | |
| Tennessee _____ | 102 | |
| Alabama _____ | 54 | |
| Mississippi _____ | 17 | |
| EAST SO. CENTRAL | 214 | 1.5 |
| Arkansas _____ | 14 | |
| Louisiana _____ | 36 | |
| Oklahoma _____ | 21 | |
| Texas _____ | 415 | |
| WEST SO. CENTRAL | 486 | 3.5 |
| Montana _____ | 7 | |
| Idaho _____ | 13 | |
| Wyoming _____ | - | |
| Colorado _____ | 132 | |
| New Mexico _____ | 15 | |
| Arizona _____ | 121 | |
| Utah _____ | 75 | |
| Nevada _____ | 19 | |
| MOUNTAIN | 382 | 2.7 |
| Alaska _____ | 1 | |
| Washington _____ | 132 | |
| Oregon _____ | 30 | |
| California _____ | 1,723 | |
| Hawaii _____ | 3 | |
| PACIFIC | 1,889 | 13.5 |
| UNITED STATES | 13,380 | 95.4 |
| U.S. Territories _____ | 21 | |
| Canada _____ | 31 | |
| Mexico _____ | 4 | |
| Other International _____ | 588 | |
| APO/FPO _____ | - | |
| TOTAL QUALIFIED CIRCULATION | 14,024 | 100.0 |