



(See Additional Data)

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



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 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 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



64,600 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MM&M MAGAZINE (6 issues in the period)	16,074	338	16,412
MM&M WEBSITE (Monthly Users with 177,805 average Pageviews)	64,600	-	64,600

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	190
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	192

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,412	100.0	16,074	97.9	338	2.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,412	100.0	16,074	97.9	338	2.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	16,412
February	16,412
March	16,412
April	16,413
May	16,412
June	16,412

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

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	11,597	70.7	3,149	3,913	2,103	630	117	41	167	692	64	162	559
2. Advertising/Marketing/ Communications/Medical Agencies	3,368	20.5	1,058	1,081	285	222	42	90	33	19	210	8	320
3. Media Companies	426	2.6	111	80	31	102	2	63	11	2	2	1	21
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc.	733	4.5	321	63	52	62	3	8	54	12	10	4	144
5. Others Allied to the Field including paid subscriptions	288	1.7	36	44	16	23	-	2	4	2	4	2	155
TOTAL QUALIFIED CIRCULATION	16,412	100.0	4,675	5,181	2,487	1,039	164	204	269	727	290	177	1,199

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	13,514	-	-	13,514	82.3
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):	2,898	-	-	2,898	17.7
Association rosters and directories	-	-	-	-	-
*Business directories	2,898	-	-	2,898	17.7
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 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	16,355	99.6
Individuals by name only	29	0.2
Titles or functions only	3	-
Company names only	25	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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	14,100	14,100	16,471	16,412	16,412	16,412
Qualified Non-Paid:	13,682	13,714	16,115	16,056	16,063	16,074
Qualified Paid:	418	386	356	356	349	338
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	\$144.41	\$141.30

*NOTE: July 2016 - June 2017 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 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	13		Kentucky	54	
New Hampshire	55		Tennessee	194	
Vermont	22		Alabama	64	
Massachusetts	1,036		Mississippi	26	
Rhode Island	44		EAST SO. CENTRAL	338	2.1
Connecticut	373		Arkansas	22	
NEW ENGLAND	1,543	9.4	Louisiana	34	
New York	1,890		Oklahoma	39	
New Jersey	2,325		Texas	561	
Pennsylvania	1,397		WEST SO. CENTRAL	656	4.0
MIDDLE ATLANTIC	5,612	34.2	Montana	12	
Ohio	511		Idaho	20	
Indiana	287		Wyoming	4	
Illinois	1,113		Colorado	197	
Michigan	229		New Mexico	17	
Wisconsin	258		Arizona	145	
EAST NO. CENTRAL	2,398	14.6	Utah	107	
Minnesota	398		Nevada	40	
Iowa	55		MOUNTAIN	542	3.3
Missouri	232		Alaska	2	
North Dakota	18		Washington	169	
South Dakota	11		Oregon	54	
Nebraska	41		California	2,128	
Kansas	106		Hawaii	2	
WEST NO. CENTRAL	861	5.2	PACIFIC	2,355	14.3
Delaware	78		UNITED STATES	16,365	99.7
Maryland	269		U.S. Territories	16	
Washington, DC	47		Canada	13	
Virginia	191		Mexico	-	
West Virginia	27		Other International	18	
North Carolina	467		APO/FPO	-	
South Carolina	95				
Georgia	307				
Florida	579				
SOUTH ATLANTIC	2,060	12.6			
			TOTAL QUALIFIED CIRCULATION	16,412	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MMM-ONLINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	175,905	94,155	64,222	2:31
February	178,936	99,693	67,819	2:16
March	186,309	98,727	66,930	2:23
April	187,480	96,777	67,117	2:30
May	175,277	92,429	61,890	1:50
June	162,928	89,765	59,624	2:05
AVERAGE:	177,805	95,257	64,600	2:15

January – April 2017 data was provided by Omniture. May – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

Sessions: A single continuous set of activity attributable to a cookie 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.

Users: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The 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

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 2,898 copies or 17.7%, 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.

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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.