

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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**ABOUT MEDICAL MARKETING & MEDIA**

**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 arm readers with the tools they need to make crucial decisions in the dynamic and complex healthcare market. Its readership represents 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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

**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 Table 4.

**Channels Include:**



**Medical Marketing & Media Magazine**  
6 issues in period  
14,581 average circulation  
Page 3



**Medical Marketing & Media Website**  
37,737 average unique browsers  
Page 4

**1 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) _____	13,598	983	14,581
Medical Marketing & Media Website (Unique Browsers) (Note 1) _____	37,737	-	37,737
<b>SIX-MONTH AVERAGE TOTAL</b>	<b>51,335</b>	<b>983</b>	<b>52,318</b>

Note 1: Unique Browsers: See Website Glossary in Table 4.

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**2 CHANNEL FREQUENCY FOR PERIOD**

	Medical Marketing & Media Magazine	Medical Marketing & Media Website
	Total	Unique Browsers*
January _____	14,567	39,346
February _____	14,550	40,539
March _____	14,750	39,947
April _____	14,750	36,017
May _____	14,489	35,527
June _____	14,378	35,046
<b>AVERAGE</b>	<b>14,581</b>	<b>37,737</b>

\*Unique Browsers: See Website Glossary in Table 4.

**3 GEOGRAPHIC DISTRIBUTION\***

State	Medical Marketing & Media Magazine for Issue of May 2012		State	Medical Marketing & Media Magazine for Issue of May 2012	
	Total	Percent		Total	Percent
Maine _____	24		Kentucky _____	38	
New Hampshire _____	40		Tennessee _____	122	
Vermont _____	17		Alabama _____	48	
Massachusetts _____	900		Mississippi _____	16	
Rhode Island _____	31		<b>EAST SO. CENTRAL</b>	<b>224</b>	<b>1.5</b>
Connecticut _____	384		Arkansas _____	9	
<b>NEW ENGLAND</b>	<b>1,396</b>	<b>9.6</b>	Louisiana _____	33	
New York _____	1,767		Oklahoma _____	21	
New Jersey _____	2,641		Texas _____	426	
Pennsylvania _____	1,433		<b>WEST SO. CENTRAL</b>	<b>489</b>	<b>3.4</b>
<b>MIDDLE ATLANTIC</b>	<b>5,841</b>	<b>40.3</b>	Montana _____	7	
Ohio _____	318		Idaho _____	9	
Indiana _____	293		Wyoming _____	-	
Illinois _____	895		Colorado _____	95	
Michigan _____	178		New Mexico _____	17	
Wisconsin _____	149		Arizona _____	103	
<b>EAST NO. CENTRAL</b>	<b>1,833</b>	<b>12.7</b>	Utah _____	58	
Minnesota _____	267		Nevada _____	21	
Iowa _____	41		<b>MOUNTAIN</b>	<b>310</b>	<b>2.1</b>
Missouri _____	197		Alaska _____	1	
North Dakota _____	8		Washington _____	128	
South Dakota _____	5		Oregon _____	27	
Nebraska _____	29		California _____	1,746	
Kansas _____	70		Hawaii _____	-	
<b>WEST NO. CENTRAL</b>	<b>617</b>	<b>4.3</b>	<b>PACIFIC</b>	<b>1,902</b>	<b>13.1</b>
Delaware _____	141		<b>UNITED STATES</b>	<b>14,260</b>	<b>98.4</b>
Maryland _____	262		U.S. Territories _____	24	
Washington, DC _____	29		Canada _____	25	
Virginia _____	132		Mexico _____	4	
West Virginia _____	17		Other International _____	176	
North Carolina _____	420		APO/FPO _____	-	
South Carolina _____	60		<b>TOTAL</b>	<b>14,489</b>	<b>100.0</b>
Georgia _____	186				
Florida _____	401				
<b>SOUTH ATLANTIC</b>	<b>1,648</b>	<b>11.4</b>			

\*See Additional Data

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**4 CHANNEL PROFILE MAGAZINE**



Official Publication of: None  
 Established: 1966  
 Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	61
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	622
<b>TOTAL</b>	<b>683</b>

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,202	97.4	13,598	93.3	604	4.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	379	2.6	-	-	379	2.6
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,581</b>	<b>100.0</b>	<b>13,598</b>	<b>93.3</b>	<b>983</b>	<b>6.7</b>

**BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**  
 This issue is 0.8% or 110 copies below the average of the other 5 issues reported in Table 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)/Biotechnology _____	10,950	75.6	2,217	3,180	2,275	645	29	49	104	1,779	33	184	455
2. Advertising/Marketing/Communications/Medical Agencies _____	2,691	18.6	915	833	320	174	20	71	11	37	146	12	152
3. Media Companies _____	397	2.7	115	60	36	107	1	50	4	1	6	-	17
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc. _____	137	0.9	49	14	6	11	1	-	4	-	2	2	48
5. Others Allied to the Field _____	314	2.2	14	14	4	10	-	-	1	-	-	1	270
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,489</b>	<b>100.0</b>	<b>3,310</b>	<b>4,101</b>	<b>2,641</b>	<b>947</b>	<b>51</b>	<b>170</b>	<b>124</b>	<b>1,817</b>	<b>187</b>	<b>199</b>	<b>942</b>

**QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,769	-	-	11,769	81.2
II. Request from recipient's company: _____	306	-	-	306	2.1
III. Membership Benefit: _____	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	2,414	-	-	2,414	16.7
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,489</b>	-	-	<b>14,489</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	-

\*See Additional Data

**MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	14,363	99.1
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	126	0.9
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,489</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	Circulation Claim	Circulation Claim
	July - December 2009	January-June 2010	July - December 2010	January-June 2011	July - December 2011*	January-June 2012*
Total Audit Average Qualified _____	14,750	14,750	14,265	14,029	14,094	14,581
Qualified Non-Paid: _____	14,288	14,272	13,232	12,914	13,126	13,598
Qualified Paid: _____	462	478	1,033	1,115	968	983
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 2011 - June 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

\*\*NC = None Claimed.

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**4 CHANNEL PROFILE (CONTINUED)**  
**WEBSITE\***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	89,628	51,229	39,346	1.30	01:51	01:23
February	92,723	53,743	40,539	1.33	01:56	01:24
March	90,539	53,415	39,947	1.34	01:54	01:19
April	83,096	48,505	36,017	1.35	01:55	01:22
May	85,314	48,958	35,527	1.38	01:57	01:27
June	82,324	49,164	35,046	1.40	01:57	01:19
<b>AVERAGE:</b>	<b>87,271</b>	<b>50,836</b>	<b>37,737</b>	<b>1.35</b>	<b>01:55</b>	<b>01:22</b>

\*See Additional Data

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookied Browser that accesses internet content during a measurement period.
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

**ADDITIONAL DATA**

**TABLE 3:**  
Geographical data not available for Website and therefore, is not reported herein.

**TABLE 4 – QUALIFICATION SOURCE:**  
Communication From Recipient or Recipient's Company (Other Than Request) include 1 source of circulation for a quantity of 2,414 copies or 16.7%, including Pharmaceutical Marketers Directory.

**TABLE 4 - AVERAGE ANNUAL ORDER PRICE:**  
This figure is unavailable and, therefore, has not been reported herein.

**WEBSITE ACTIVITY:**  
January - June data was provided by Google Analytics.  
All website activity is audited by BPA Worldwide.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 2, 2012
Sherry Oommen, Audience Development Director	State	New York
John Crewe, VP Audience Development & Operations	County	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	August 2, 2012
<b>IMPORTANT NOTE:</b>	Type	BJ
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	M041B0J2
<b>About BPA Worldwide:</b> 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 <a href="http://www.bpaww.com">www.bpaww.com</a> for the latest audit reports, membership information and publishing and advertising industry news.		