

## BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2013

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 paragraph 3a.

### Channels Include:



**Medical Marketing & Media Magazine**  
6 issues in period  
14,090 average circulation  
Pages 2 & 3



**Medical Marketing & Media Website**  
44,139 average unique browsers  
Page 3

## 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)	13,561	529	14,090
Medical Marketing & Media Website (Monthly Unique Browsers with 99,517 average Page Impressions - Note 1)	44,139	-	44,139

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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.

# 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 _____	105
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	-
<b>TOTAL</b>	<b>105</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,090	100.0	13,561	96.2	529	3.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,090</b>	<b>100.0</b>	<b>13,561</b>	<b>96.2</b>	<b>529</b>	<b>3.8</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Total Qualified
January _____	14,025
February _____	14,024
March _____	14,025
April _____	14,267
May _____	14,100
June _____	14,100

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

This issue is 0.1% or 12 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY FUNCTION										CME, Managed Care, Public Relations Consulting including other paid copies (K)
			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)	
1. Healthcare Manufacturers (including Pharmaceutical, Device, Diagnostic, Equipment and Product Companies) / Biotechnology _____	9,339	66.2	1,658	4,038	1,371	619	24	50	104	954	33	131	357
2. Advertising/Marketing/ Communications/Medical Agencies _____	3,809	27.0	1,168	1,343	369	303	20	123	13	36	184	11	239
3. Media Companies _____	473	3.4	156	86	41	100	1	49	4	3	4	-	29
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc. _____	328	2.3	108	37	18	27	3	4	10	14	8	4	95
5. Others Allied to the Field including paid subscriptions _____	151	1.1	15	7	2	9	-	1	1	-	1	1	114
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,100</b>	<b>100.0</b>	<b>3,105</b>	<b>5,511</b>	<b>1,801</b>	<b>1,058</b>	<b>48</b>	<b>227</b>	<b>132</b>	<b>1,007</b>	<b>230</b>	<b>147</b>	<b>834</b>

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.

## CHANNEL PROFILE (CONTINUED)

### MAGAZINE (CONTINUED)

#### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,312	-	-	11,312	80.2
II. Request from recipient's company: _____	238	-	-	238	1.7
III. Membership Benefit: _____	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	2,550	-	-	2,550	18.1
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>14,100</b>	<b>-</b>	<b>-</b>	<b>14,100</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

\*See Additional Data

#### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	14,100	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,100</b>	<b>100.0</b>

#### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data July - December 2010	Audited Data January-June 2011	Audited Data July - December 2011	Audited Data January-June 2012	Circulation Claim July - December 2012*	Circulation Claim January-June 2013*
Total Audit Average Qualified _____	14,265	14,029	14,094	14,581	14,156	14,082
Qualified Non-Paid: _____	13,232	12,914	13,126	13,598	13,557	13,561
Qualified Paid: _____	1,033	1,115	968	983	599	521
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 2012- June 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

\*\*NC = None Claimed.

## WEBSITE\*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	100,665	59,753	41,996	1.42	01:53	01:17
February _____	84,871	50,904	35,633	1.43	01:56	01:18
March _____	98,081	60,158	42,509	1.42	02:02	01:17
April _____	103,574	62,869	44,883	1.40	01:53	01:13
May _____	128,441	84,464	65,797	1.28	02:00	01:03
June _____	81,470	48,051	34,015	1.41	02:02	01:25
<b>AVERAGE:</b>	<b>99,517</b>	<b>61,033</b>	<b>44,139</b>	<b>1.39</b>	<b>01:58</b>	<b>01:16</b>

\*See Additional Data

#### WEBSITE GLOSSARY:

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**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 browser resulting in one or more pulled text and/or graphics downloads from a site.

**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.

**User Session Duration:** The average time visitors remain on a site per session.

**Page Duration:** The average time spent viewing any page on a web site.

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**GEOGRAPHIC DISTRIBUTION\***

Medical Marketing & Media Magazine for Issue of May 2013			Medical Marketing & Media Magazine for Issue of May 2013		
State	Total	Percent	State	Total	Percent
Maine _____	32		Kentucky _____	47	
New Hampshire _____	40		Tennessee _____	138	
Vermont _____	20		Alabama _____	62	
Massachusetts _____	939		Mississippi _____	14	
Rhode Island _____	41		<b>EAST SO. CENTRAL</b>	<b>261</b>	<b>1.9</b>
Connecticut _____	396		Arkansas _____	16	
<b>NEW ENGLAND</b>	<b>1,468</b>	<b>10.4</b>	Louisiana _____	40	
New York _____	1,877		Oklahoma _____	27	
New Jersey _____	2,473		Texas _____	401	
Pennsylvania _____	1,370		<b>WEST SO. CENTRAL</b>	<b>484</b>	<b>3.4</b>
<b>MIDDLE ATLANTIC</b>	<b>5,720</b>	<b>40.6</b>	Montana _____	15	
Ohio _____	358		Idaho _____	11	
Indiana _____	224		Wyoming _____	-	
Illinois _____	898		Colorado _____	92	
Michigan _____	211		New Mexico _____	16	
Wisconsin _____	152		Arizona _____	104	
<b>EAST NO. CENTRAL</b>	<b>1,843</b>	<b>13.1</b>	Utah _____	51	
Minnesota _____	256		Nevada _____	27	
Iowa _____	39		<b>MOUNTAIN</b>	<b>316</b>	<b>2.2</b>
Missouri _____	171		Alaska _____	-	
North Dakota _____	9		Washington _____	96	
South Dakota _____	6		Oregon _____	23	
Nebraska _____	28		California _____	1,416	
Kansas _____	87		Hawaii _____	2	
<b>WEST NO. CENTRAL</b>	<b>596</b>	<b>4.2</b>	<b>PACIFIC</b>	<b>1,537</b>	<b>10.9</b>
Delaware _____	116		<b>UNITED STATES</b>	<b>14,006</b>	<b>99.3</b>
Maryland _____	307		U.S. Territories _____	18	
Washington, DC _____	35		Canada _____	28	
Virginia _____	164		Mexico _____	1	
West Virginia _____	22		Other International _____	47	
North Carolina _____	411		APO/FPO _____	-	
South Carolina _____	68				
Georgia _____	228				
Florida _____	430				
<b>SOUTH ATLANTIC</b>	<b>1,781</b>	<b>12.6</b>	<b>TOTAL</b>	<b>14,100</b>	<b>100.0</b>

\*See Additional Data

**ADDITIONAL DATA****MAGAZINE:****PARAGRAPH 3b:**

Communication From Recipient or Recipient's Company (Other Than Request) include 1 source of circulation for a quantity of 2,550 copies or 18.1%, including Pharmaceutical Marketers. Directory.

**WEBSITE ACTIVITY:**

January - June 2013 data was provided by Google Analytics.  
All website activity is audited by BPA Worldwide.

**GEOGRAPHIC DISTRIBUTION:**

Geographical data not available for Website and therefore, is not reported herein.

**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 Operating 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 16, 2013

State New York

County New York

Received by BPA Worldwide July 16, 2013

Type BJ

ID Number M041B0J3

**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.