



## Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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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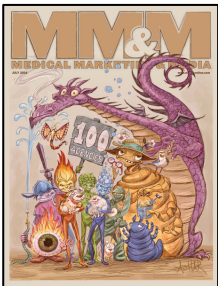
**MEDICAL MARKETING & MEDIA BRAND** first published in 1966, has evolved beyond its flagship monthly print publication to also include a comprehensive website, e-newsletters, events, social media channels, an awards program and more. With coverage provided by a seasoned editorial staff as well as industry 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. It's 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 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

### MEDICAL MARKETING & MEDIA MAGAZINE



6 Issues in the period  
14,100 average circulation

### MEDICAL MARKETING & MEDIA WEBSITE



55,020 average  
unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MEDICAL MARKETING &amp; MEDIA MAGAZINE</b> (6 issues in the period)	13,638	462	14,100
<b>MEDICAL MARKETING &amp; MEDIA WEBSITE</b> (Monthly Unique Browsers with 138,411 average Page Impressions)	55,020	-	55,020

**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.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	173
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>173</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,100	100.0	13,638	96.7	462	3.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,100</b>	<b>100.0</b>	<b>13,638</b>	<b>96.7</b>	<b>462</b>	<b>3.3</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Total Qualified
January	14,100
February	14,100
March	14,100
April	14,100
May	14,100
June	14,100

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**  
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 Research (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	9,838	69.7	2,493	2,431	2,609	678	27	23	94	930	43	196	314
2. Advertising/Marketing/ Communications/Medical Agencies	3,609	25.6	1,265	1,085	389	268	16	76	18	54	156	17	265
3. Media Companies	378	2.7	110	70	30	87	-	47	7	1	4	-	22
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc.	152	1.1	64	11	7	11	-	3	4	-	4	2	46
5. Others Allied to the Field including paid subscriptions	123	0.9	13	5	3	6	1	1	1	-	1	1	91
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,100</b>	<b>100.0</b>	<b>3,945</b>	<b>3,602</b>	<b>3,038</b>	<b>1,050</b>	<b>44</b>	<b>150</b>	<b>124</b>	<b>985</b>	<b>208</b>	<b>216</b>	<b>738</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>12,100</b>	-	-	<b>12,100</b>	<b>85.8</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>2,000</b>	-	-	<b>2,000</b>	<b>14.2</b>
V. <b>TOTAL</b> - 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>14,100</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

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	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	14,094	14,581	14,156	14,082	14,100	14,100
Qualified Non-Paid:	13,126	13,598	13,557	13,561	13,606	13,638
Qualified Paid:	968	983	599	521	494	462
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 2013 - June 2014 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 2014\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	27		Kentucky	55	
New Hampshire	51		Tennessee	135	
Vermont	18		Alabama	46	
Massachusetts	751		Mississippi	24	
Rhode Island	36		EAST SO. CENTRAL	260	1.8
Connecticut	362		Arkansas	22	
NEW ENGLAND	1,245	8.8	Louisiana	42	
New York	1,632		Oklahoma	37	
New Jersey	2,261		Texas	439	
Pennsylvania	1,350		WEST SO. CENTRAL	540	3.8
MIDDLE ATLANTIC	5,243	37.2	Montana	15	
Ohio	396		Idaho	18	
Indiana	270		Wyoming	1	
Illinois	881		Colorado	118	
Michigan	179		New Mexico	20	
Wisconsin	195		Arizona	110	
EAST NO. CENTRAL	1,921	13.6	Utah	67	
Minnesota	305		Nevada	39	
Iowa	62		MOUNTAIN	388	2.8
Missouri	197		Alaska	-	
North Dakota	10		Washington	108	
South Dakota	5		Oregon	38	
Nebraska	43		California	1,620	
Kansas	111		Hawaii	-	
WEST NO. CENTRAL	733	5.2	PACIFIC	1,766	12.5
Delaware	124		UNITED STATES	14,002	99.2
Maryland	276		U.S. Territories	21	
Washington, DC	44		Canada	21	
Virginia	175		Mexico	1	
West Virginia	24		Other International	55	
North Carolina	412		APO/FPO	-	
South Carolina	76				
Georgia	280				
Florida	495				
SOUTH ATLANTIC	1,906	13.5			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,100</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

WWW.MMM-ONLINE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	158,141	81,814	59,968	1.36	01:41	01:35
February	120,571	64,581	48,170	1.34	01:50	01:35
March	137,454	74,525	55,190	1.35	01:43	01:27
April	143,154	79,217	59,229	1.34	01:41	01:21
May	142,125	75,054	54,821	1.37	01:44	01:33
June	129,018	71,074	52,743	1.35	01:45	01:26
<b>AVERAGE:</b>	<b>138,411</b>	<b>74,378</b>	<b>55,020</b>	<b>1.35</b>	<b>01:44</b>	<b>01:30</b>

January - June 2014 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:

#### 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 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 15, 2014
State	New York
County	New York
Received by BPA Worldwide	July 15, 2014
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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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.