



(See Additional Data)

# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 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

### MM&M MAGAZINE



6 Issues in the period  
16,412 average circulation

### MM&M WEBSITE



62,674 average users

## EXECUTIVE SUMMARY

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

|  | Non-Paid | Paid | Average |
|--|----------|------|---------|
| <b>MM&amp;M MAGAZINE</b> (6 issues in the period)                      | 16,109   | 303  | 16,412  |
| <b>MM&amp;M WEBSITE</b> (Monthly Users with 174,036 average Pageviews) | 62,674   | -    | 62,674  |

### 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 functions.

### AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED<br>Not Included Elsewhere      | Copies     |
|--|------------|
| Other Paid Circulation                       | -          |
| Advertiser and Agency                        | 182        |
| Allocated for Trade Shows<br>and Conventions | -          |
| All Other                                    | -          |
| <b>TOTAL</b>                                 | <b>182</b> |

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| QUALIFIED<br>CIRCULATION                   | Total<br>Qualified |              | Qualified<br>Non-Paid |             | Qualified<br>Paid |            |
|--|--------------------|--------------|-----------------------|-------------|-------------------|------------|
|  | Copies             | Percent      | Copies                | Percent     | Copies            | Percent    |
| Individual                                 | 16,410             | 100.0        | 16,109                | 98.2        | 301               | 1.8        |
| Sponsored<br>Individually<br>Addressed     | -                  | -            | -                     | -           | -                 | -          |
| Membership<br>Benefit                      | -                  | -            | -                     | -           | -                 | -          |
| Multi-Copy Same<br>Addressee               | 2                  | -            | -                     | -           | 2                 | -          |
| Single Copy Sales                          | -                  | -            | -                     | -           | -                 | -          |
| <b>TOTAL<br/>QUALIFIED<br/>CIRCULATION</b> | <b>16,412</b>      | <b>100.0</b> | <b>16,109</b>         | <b>98.2</b> | <b>303</b>        | <b>1.8</b> |

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017 Issue | Total<br>Qualified |
|------------|--------------------|
| July       | 16,412             |
| August     | 16,412             |
| September  | 16,412             |
| October    | 16,412             |
| November   | 16,412             |
| December   | 16,412             |

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

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

#### CLASSIFICATION BY FUNCTION

| BUSINESS AND INDUSTRY   | TOTAL<br>QUALIFIED | PER-<br>CENT<br>OF TOTAL | Execu-<br>tive<br>Manag-<br>ment<br>(A) | Market-<br>ing/<br>Advertis-<br>ing<br>Manag-<br>ment<br>(B) | Product/<br>Brand/<br>Therapeutic<br>Manag-<br>ment<br>(C) | Sales<br>Manag-<br>ment<br>(D) | Medical<br>Director<br>(E) | Media<br>(F) | Market<br>Research<br>(G) | R & D<br>(H) | Creative/<br>Production/<br>Traffic<br>(I) | Regulatory<br>Affairs<br>(J) | CME,<br>Managed<br>Care,<br>Public<br>Relations<br>and<br>Consult-<br>ing<br>(K) | Technology<br>(L) | Other<br>Functions<br>(M) |
|---|--------------------|--------------------------|---|--|--|--------------------------------|----------------------------|--------------|---------------------------|--------------|--|------------------------------|--|-------------------|---------------------------|
| 1. Healthcare Manufacturers<br>(including Pharmaceutical,<br>Device, Diagnostic,<br>Equipment and Product<br>Companies)/ Biotechnology                                    | 11,304             | 68.8                     | 3,117                                   | 3,643  | 2,078  | 664                            | 123                        | 41           | 157                       | 695          | 62   | 162                          | 322  | 124               | 116                       |
| 2. Advertising/Marketing/<br>Communications/Medical<br>Agencies   | 3,588              | 21.9                     | 1,166                                   | 1,109  | 305  | 232                            | 56                         | 90           | 31                        | 25           | 212  | 9                            | 232  | 69                | 52                        |
| 3. Media Companies  | 420                | 2.6                      | 118                                     | 77   | 31   | 99                             | 1                          | 59           | 10                        | 2            | 2  | 1                            | 12   | 4                 | 4                         |
| 4. Service/Support Companies<br>including Market Research,<br>Creative/Design firms,<br>Consultants, Government<br>Agencies, Law Firms, Trade<br>Associations, CROs, etc. | 808                | 4.9                      | 367                                     | 70   | 54   | 65                             | 4                          | 8            | 54                        | 17           | 11   | 5                            | 126  | 8                 | 19                        |
| 5. Others Allied to the Field   | 292                | 1.8                      | 40                                      | 44   | 14   | 24                             | -                          | 2            | 3                         | 3            | 5  | 2                            | 32   | -                 | 123                       |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b>  | <b>16,412</b>      | <b>100.0</b>             | <b>4,808</b>                            | <b>4,943</b>   | <b>2,482</b>   | <b>1,084</b>                   | <b>184</b>                 | <b>200</b>   | <b>255</b>                | <b>742</b>   | <b>292</b>                                 | <b>179</b>                   | <b>724</b>   | <b>205</b>        | <b>314</b>                |

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

| QUALIFICATION SOURCE   | Qualified Within |         |         | Total<br>Qualified | Percent      |
|--|------------------|---------|---------|--------------------|--------------|
|  | 1 Year           | 2 Years | 3 Years |                    |              |
| I. Direct Request:   | <b>13,912</b>    | -       | -       | <b>13,912</b>      | <b>84.8</b>  |
| II. Request from recipient's company:  | -                | -       | -       | -                  | -            |
| III. Membership Benefit:   | -                | -       | -       | -                  | -            |
| IV. Communication from recipient or recipient's company<br>(other than request): | -                | -       | -       | -                  | -            |
| V. <b>TOTAL</b> - Sources other than above (listed alphabetically):              | <b>2,500</b>     | -       | -       | <b>2,500</b>       | <b>15.2</b>  |
| Association rosters and directories  | -                | -       | -       | -                  | -            |
| *Business directories  | 2,500            | -       | -       | 2,500              | 15.2         |
| Manufacturer's, distributor's, and wholesaler's lists                            | -                | -       | -       | -                  | -            |
| Other sources  | -                | -       | -       | -                  | -            |
| VI. Single Copy Sales:   | -                | -       | -       | -                  | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>16,412</b>    | -       | -       | <b>16,412</b>      | <b>100.0</b> |
| <b>PERCENT</b>   | <b>100.0</b>     | -       | -       | <b>100.0</b>       |              |

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

| MAILING ADDRESS                               | Total Qualified | Percent      |
|---|-----------------|--------------|
| Individuals by name and title and/or function | 16,358          | 99.7         |
| Individuals by name only                      | 23              | 0.1          |
| Titles or functions only                      | 3               | -            |
| Company names only                            | 26              | 0.2          |
| Multi-Copy Same Addressee copies              | 2               | -            |
| Single Copy Sales                             | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>            | <b>16,412</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         | Audited Data        | Circulation Claim     |
|---|---------------------|----------------------|---------------------|----------------------|---------------------|-----------------------|
|   | January - June 2015 | July - December 2015 | January - June 2016 | July - December 2016 | January - June 2017 | July - December 2017* |
| Total Audit Average Qualified:                              | 14,100              | 16,471               | 16,412              | 16,412               | 16,412              | 16,412                |
| Qualified Non-Paid:   | 13,714              | 16,115               | 16,056              | 16,063               | 16,074              | 16,109                |
| Qualified Paid:   | 386                 | 356                  | 356                 | 349                  | 338                 | 303                   |
| Post Expire Copies included in Total Qualified Circulation: | **NC                | **NC                 | **NC                | **NC                 | **NC                | **NC                  |
| Average Annual Order Price:                                 | **NC                | **NC                 | **NC                | \$144.41             | \$141.30            | \$141.54              |

\*NOTE: July - December 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 NOVEMBER 2017\***

| State            | Total Qualified | Percent | State                              | Total Qualified | Percent      |
|------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| Maine            | 8               |         | Kentucky                           | 56              |              |
| New Hampshire    | 58              |         | Tennessee                          | 204             |              |
| Vermont          | 21              |         | Alabama                            | 73              |              |
| Massachusetts    | 983             |         | Mississippi                        | 28              |              |
| Rhode Island     | 46              |         | EAST SO. CENTRAL                   | 361             | 2.2          |
| Connecticut      | 355             |         | Arkansas                           | 24              |              |
| NEW ENGLAND      | 1,471           | 9.0     | Louisiana                          | 36              |              |
| New York         | 1,851           |         | Oklahoma                           | 41              |              |
| New Jersey       | 2,299           |         | Texas                              | 586             |              |
| Pennsylvania     | 1,392           |         | WEST SO. CENTRAL                   | 687             | 4.2          |
| MIDDLE ATLANTIC  | 5,542           | 33.7    | Montana                            | 12              |              |
| Ohio             | 524             |         | Idaho                              | 25              |              |
| Indiana          | 296             |         | Wyoming                            | 4               |              |
| Illinois         | 1,107           |         | Colorado                           | 196             |              |
| Michigan         | 236             |         | New Mexico                         | 18              |              |
| Wisconsin        | 260             |         | Arizona                            | 147             |              |
| EAST NO. CENTRAL | 2,423           | 14.8    | Utah                               | 111             |              |
| Minnesota        | 408             |         | Nevada                             | 42              |              |
| Iowa             | 56              |         | MOUNTAIN                           | 555             | 3.4          |
| Missouri         | 231             |         | Alaska                             | 2               |              |
| North Dakota     | 21              |         | Washington                         | 165             |              |
| South Dakota     | 12              |         | Oregon                             | 61              |              |
| Nebraska         | 49              |         | California                         | 2,141           |              |
| Kansas           | 114             |         | Hawaii                             | 2               |              |
| WEST NO. CENTRAL | 891             | 5.4     | PACIFIC                            | 2,371           | 14.4         |
| Delaware         | 77              |         | UNITED STATES                      | 16,384          | 99.8         |
| Maryland         | 255             |         | U.S. Territories                   | -               |              |
| Washington, DC   | 48              |         | Canada                             | 13              |              |
| Virginia         | 196             |         | Mexico                             | -               |              |
| West Virginia    | 26              |         | Other International                | 15              |              |
| North Carolina   | 474             |         | APO/FPO                            | -               |              |
| South Carolina   | 101             |         |                                    |                 |              |
| Georgia          | 315             |         |                                    |                 |              |
| Florida          | 591             |         |                                    |                 |              |
| SOUTH ATLANTIC   | 2,083           | 12.7    |                                    |                 |              |
|                  |                 |         | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>16,412</b>   | <b>100.0</b> |

\*See Additional Data

# WEBSITE CHANNEL

WWW.MMM-ONLINE.COM

| 2017            | PAGEVIEWS      | SESSIONS      | USERS         | AVERAGE SESSION DURATION |
|-----------------|----------------|---------------|---------------|--------------------------|
| July            | 223,655        | 96,719        | 65,918        | 2:16                     |
| August          | 187,585        | 112,741       | 78,269        | 1:29                     |
| September       | 136,406        | 85,809        | 58,795        | 1:37                     |
| October         | 200,237        | 102,220       | 70,575        | 1:44                     |
| November        | 139,310        | 85,996        | 56,207        | 1:37                     |
| December        | 157,027        | 72,312        | 46,285        | 2:06                     |
| <b>AVERAGE:</b> | <b>174,036</b> | <b>92,632</b> | <b>62,674</b> | <b>1:48</b>              |

July – December 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 Cookie 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](http://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 2,500 copies or 15.2%, 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 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 January 30, 2018

State New York

City New York

Received by BPA Worldwide January 30, 2018

Type BJ

ID Number M041B0D7

### 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.