

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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**DRUG TOPICS** is a B2B brand intended for individuals within the drug trade. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**FIELD SERVED**

**DRUG TOPICS** serves the distributing and dispensing drug trade including retail drug stores, chain drug stores, hospital pharmacies, and supermarkets, discount/department stores operating prescription departments, wholesalers, HMOs/PPOs, as well as pharmacy schools, pharmacy associations and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are pharmacists, chief pharmacists, pharmacy directors, pharmacy managers, staff pharmacists, clinical pharmacists, consultant pharmacists, board certified specialty pharmacists, nuclear pharmacists, pharmacotherapist, nutrition support, psychopharmacist, oncology pharmacists, store owner/partner, store manager/supervisor/assistant manager, CEO/president/chairman, director of pharmacy services, other executives, buyers, pharmacy technicians, and others allied to the field.

**CHANNELS**

**DRUG TOPICS  
MAGAZINE**



6 Issues in the period  
155,374 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>DRUG TOPICS MAGAZINE</b> (6 issues in the period)	155,122	252	155,374
a. Print	131,934	250	132,184
b. Digital	23,188	2	23,190
1. Requested	21,216	2	21,218
2. Non-Requested	1,972	-	1,972

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED	
Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	280
	222
All Other	374
<b>TOTAL</b>	<b>876</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	155,374	100.0	155,122	99.8	252	0.2
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>155,374</b>	<b>100.0</b>	<b>155,122</b>	<b>99.8</b>	<b>252</b>	<b>0.2</b>

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

2017 Issue	Print	Digital	Total Qualified
January	132,996	22,610	155,606
February	130,807	24,586	155,393
March	130,586	25,913	156,499
April	133,155	21,840	154,995
May	134,659	20,341	155,000
June	130,898	23,851	154,749

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

This issue is 0.3% or 448 copies below the average of the other 5 issues reported in Paragraph 2.

This publication conforms to the uniform business breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Pharmacy Market in June 1974, revised June 1975 and October 1989, requiring participating publications to report their circulation on a comparable basis by June 1991. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	TITLES						
					Owner/Chief Pharmacist	Owner/Pharmacist	Manager/Supervisor	Staff Pharmacist	Associate/Assistant	Pharmacy Service Manager	Others Allied to the Field
<b>1. Retail</b>											
Independent Pharmacy (1-3 stores)	47,021	30.3	41,939	5,082	10,609	1,798	4,381	26,509	511	2,916	297
Chain Pharmacy (4 or more stores)	83,419	53.8	75,520	7,899	1,980	1,678	10,914	52,469	606	14,853	919
Other Retail Facility	5,466	3.5	4,113	1,353	132	50	1,427	3,642	36	45	134
<b>Sub-Total Retail</b>	<b>135,906</b>	<b>87.6</b>	<b>121,572</b>	<b>14,334</b>	<b>12,721</b>	<b>3,526</b>	<b>16,722</b>	<b>82,620</b>	<b>1,153</b>	<b>17,814</b>	<b>1,350</b>
<b>2. Healthcare</b>											
Hospital Operating an Rx Department	13,475	8.7	9,409	4,066	622	223	2,761	7,499	285	1,712	373
Nursing Home Operating an Rx Department	438	0.3	253	185	38	34	111	210	9	15	21
Other Healthcare Facility	4,055	2.6	2,745	1,310	382	101	759	2,340	95	186	192
<b>Sub-Total Healthcare</b>	<b>17,968</b>	<b>11.6</b>	<b>12,407</b>	<b>5,561</b>	<b>1,042</b>	<b>358</b>	<b>3,631</b>	<b>10,049</b>	<b>389</b>	<b>1,913</b>	<b>586</b>
<b>3. Other</b>											
Others Allied to the Field	888	0.6	443	445	51	33	145	232	14	23	390
<b>Sub-Total Other</b>	<b>888</b>	<b>0.6</b>	<b>443</b>	<b>445</b>	<b>51</b>	<b>33</b>	<b>145</b>	<b>232</b>	<b>14</b>	<b>23</b>	<b>390</b>
Other Paid Circulation	238	0.2	237	1	-	-	-	-	-	-	238
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>155,000</b>	<b>100.0</b>	<b>134,659</b>	<b>20,341</b>	<b>13,814</b>	<b>3,917</b>	<b>20,498</b>	<b>92,901</b>	<b>1,556</b>	<b>19,750</b>	<b>2,564</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.9</b>	<b>13.1</b>	<b>8.9</b>	<b>2.5</b>	<b>13.2</b>	<b>59.9</b>	<b>1.0</b>	<b>12.8</b>	<b>1.7</b>

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 years	3 years				
<b>I. TOTAL – Direct Request:</b>	<b>30,954</b>	<b>17,552</b>	<b>15,811</b>	<b>45,454</b>	<b>18,863</b>	<b>64,317</b>	<b>41.5</b>
a. Written	197	1,923	1,190	1,759	1,551	3,310	2.1
b. Telecommunication	22,061	13,148	11,084	37,996	8,297	46,293	29.9
c. Electronic	8,696	2,481	3,537	5,699	9,015	14,714	9.5
<b>II. TOTAL – Request from recipient's company:</b>	<b>16,892</b>	<b>4,879</b>	<b>1,707</b>	<b>22,002</b>	<b>1,476</b>	<b>23,478</b>	<b>15.1</b>
a. Written	16,892	4,879	1,707	22,002	1,476	23,478	15.1
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL – Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL – Communication from recipient or recipient's company (other than request):</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	<b>67,205</b>	<b>-</b>	<b>-</b>	<b>67,203</b>	<b>2</b>	<b>67,205</b>	<b>43.4</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	67,205	-	-	67,203	2	67,205	43.4
<b>VI. TOTAL – Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>115,051</b>	<b>22,431</b>	<b>17,518</b>	<b>134,659</b>	<b>20,341</b>	<b>155,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.2</b>	<b>14.5</b>	<b>11.3</b>	<b>86.9</b>	<b>13.1</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
NEW ENGLAND	6,375	914	7,289	4.7	UNITED STATES	134,462	20,028	154,490	99.7
MIDDLE ATLANTIC	19,204	3,095	22,299	14.4	U.S. Territories	174	177	351	0.2
EAST NO. CENTRAL	19,964	3,282	23,246	15.0	Canada	10	34	44	-
WEST NO. CENTRAL	10,445	1,686	12,131	7.8	Mexico	-	1	1	-
SOUTH ATLANTIC	28,132	3,800	31,932	20.6	Other International	9	99	108	0.1
EAST SO. CENTRAL	10,692	1,441	12,133	7.8	APO/FPO	4	2	6	-
WEST SO. CENTRAL	15,440	2,147	17,587	11.4					
MOUNTAIN	9,012	1,302	10,314	6.7	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>134,659</b>	<b>20,341</b>	<b>155,000</b>	<b>100.0</b>
PACIFIC	15,198	2,361	17,559	11.3					

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Copies are distributed via the US Postal Service under a Periodicals class permit for the print version. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 67,205 copies or 43.4%, including SK&A List.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Kelly Kemper, Audience Development Manager

Christine Shappell, Audience Development Director

(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 August 3, 2017

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County St. Louis

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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.