



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 ECONOMICS is a B2B brand intended for individuals with broad-based interest in the Medical field. 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

MEDICAL ECONOMICS serves medical and osteopathic physicians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are medical and osteopathic physicians actively engaged in office-based patient care and other professional activities in those specialties as described in Paragraph 3a.

CHANNELS

MEDICAL ECONOMICS MAGAZINE



12 Issues in the period
189,365 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MEDICAL ECONOMICS MAGAZINE (12 issues in the period)	188,482	883	189,365
a. Print	172,786	880	173,666
b. Digital	15,696	3	15,699
1. Requested	-	-	-
2. Non-Requested	15,696	3	15,699

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	320
	25
All Other	366
TOTAL	711

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	189,363	100.0	188,482	99.5	881	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	189,365	100.0	188,482	99.5	883	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
February 10	174,906	15,739	190,645
February 25	174,696	15,716	190,412
March 10	174,528	15,727	190,255
March 25	174,587	15,648	190,235
April 10	174,197	15,653	189,850
April 25	171,759	15,090	186,849
May 10	171,353	15,341	186,694
May 25	174,865	14,621	189,486
June 10	171,054	14,963	186,017
June 25	174,303	14,837	189,140
July 10	172,170	19,510	191,680
*July 25	175,576	15,549	191,125

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25, 2017
This issue is 1.0% or 1,919 copies above the average of the other 11 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION			TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
18	FP	Family Practice	85,261	44.5	79,998	5,263
27	IM	Internal Medicine	89,408	46.8	82,852	6,556
9	CD	Cardiovascular Diseases	9,698	5.1	7,877	1,821
21	GP	General Practice	150	0.1	65	85
Subtotal Primary Care Physicians			184,517	96.5	170,792	13,725
104	OS	Other Specialties	5,840	3.1	4,038	1,802
Total Physicians			190,357	99.6	174,830	15,527
PERCENT			99.6		91.5	8.1
Others Allied to the field/Paid Subscriptions			768	0.4	746	22
TOTAL QUALIFIED CIRCULATION			191,125	100.0	175,576	15,549
PERCENT			100.0		91.9	8.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25, 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	156,880	16,434	17,811	175,576	15,549	191,125	100.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	156,880	16,434	17,811	175,576	15,549	191,125	100.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	156,880	16,434	17,811	175,576	15,549	191,125	100.0
	82.1	8.6	9.3	91.9	8.1	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 25, 2017

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	11,299	1,019	12,318	6.4	UNITED STATES	174,356	15,295	189,651	99.3
MIDDLE ATLANTIC	26,094	2,296	28,390	14.9	U.S. TERRITORIES	1,165	60	1,225	0.6
EAST NO. CENTRAL	28,976	2,472	31,448	16.5	CANADA	24	-	24	-
WEST NO. CENTRAL	12,593	1,118	13,711	7.2	MEXICO	-	7	7	-
SOUTH ATLANTIC	32,629	3,160	35,789	18.7	OTHER INTERNATIONAL	-	181	181	0.1
EAST SO. CENTRAL	8,749	729	9,478	5.0	APO/FPO	31	6	37	-
WEST SO. CENTRAL	17,013	1,305	18,318	9.6					
MOUNTAIN	11,612	1,021	12,633	6.6	TOTAL QUALIFIED CIRCULATION	175,576	15,549	191,125	100.0
PACIFIC	25,391	2,175	27,566	14.4					

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. 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 191,125 copies or 100.0%, including MedData Group Healthcare Professional Database.

PUBLISHER'S AFFIDAVIT

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

Wendy Bong, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	September 8, 2017
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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 for the latest audit reports, membership information and publishing and advertising industry news.