

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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# PHYSICIANS PRACTICE

YOUR PRACTICE YOUR WAY

UBM Media  
535 Connecticut Avenue, Suite 300  
Norwalk, CT 06854  
Tel: (800) 781-2211  
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[physicianspractice-info@cmpmedica.com](http://physicianspractice-info@cmpmedica.com)

Official Publication of: None  
Established: 1989  
Issues Per Year: 11  
(See Additional Data)



**FIELD SERVED**

PHYSICIANS PRACTICE serves community based physicians of all specialties in both solo and group practices.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are practicing physicians with those specialties outlined in paragraph 3a. Also qualified are a limited number of clinicians, medical students, hospitals and firms allied to the medical profession.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,002
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	150
Digital _____	-
All Other _____	1,964
<b>TOTAL</b>	<b>3,116</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	832	0.4	305	0.2	527	0.3
Sponsored Individually Addressed _____	193,816	97.3	-	-	193,816	97.3
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	4,501	2.3	-	-	4,501	2.3
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>199,149</b>	<b>100.0</b>	<b>305</b>	<b>0.2</b>	<b>198,844</b>	<b>99.8</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	515	204,823	205,338
September _____	507	203,147	203,654
October _____	-	189,097	189,097
November _____	505	199,554	200,059
Buyers Guide _____	-	197,597	197,597

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010**

This issue is 0.6% or 1,137 copies above the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Allergy & Immunology Specialties _____	804	0.4	-	804
Anesthesiology Specialties _____	9,777	4.9	-	9,777
Cardiology Specialties _____	6,144	3.1	-	6,144
Dermatology Specialties _____	2,780	1.4	-	2,780
Emergency Medicine Specialties _____	9,207	4.6	-	9,207
Endocrinology/Diabetes/Metabolism Specialties _____	1,171	0.6	-	1,171
Family/General Practice Specialties _____	30,221	15.1	-	30,221
Geriatrics Specialties _____	1,197	0.6	-	1,197
Internal Medicine Specialties _____	40,040	20.0	-	40,040
Medical Genetics Specialties _____	119	0.1	-	119
Neurological Surgery Specialties _____	1,243	0.6	-	1,243
Neurology Specialties _____	3,545	1.8	-	3,545
Obstetrics/Gynecology Specialties _____	10,366	5.2	-	10,366
Oncology (Cancer) Specialties _____	3,625	1.8	-	3,625
Ophthalmology Specialties _____	4,192	2.1	-	4,192
Orthopedics Specialties _____	5,774	2.9	-	5,774
Other Specialties _____	5,998	3.0	-	5,998
Otolaryngology Specialties _____	2,368	1.2	-	2,368
Pathology Specialties _____	2,783	1.4	-	2,783
Pediatrics Specialties _____	16,859	8.4	-	16,859
Physical Medicine & Rehabilitation Specialties _____	2,423	1.2	-	2,423
Plastic Surgery Specialties _____	1,470	0.7	-	1,470
Preventive Medicine Specialties _____	1,347	0.7	-	1,347
Psychiatry Specialties _____	7,902	3.9	-	7,902
Radiology Specialties _____	8,382	4.2	-	8,382
Surgery Specialties _____	9,426	4.7	-	9,426
Urology Specialties _____	2,338	1.2	-	2,338
Combined Residency Specialty Programs _____	293	0.1	-	293
No Specialty _____	3,125	1.6	505	2,620
Bulk Copies _____	5,140	2.6	-	5,140
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>200,059</b>	<b>100.0</b>	<b>505</b>	<b>199,554</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	355	134	12	-	501	501	0.3
II. Request from recipient's company: _____	3	3	-	-	6	6	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	3,085	1,705	350	-	5,140	5,140	2.6
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	194,412	-	-	505	193,907	194,412	97.2
*Association rosters and directories _____	191,794	-	-	-	191,794	191,794	95.9
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	2,618	-	-	505	2,113	2,618	1.3
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>197,855</b>	<b>1,842</b>	<b>362</b>	<b>505</b>	<b>199,554</b>	<b>200,059</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.9</b>	<b>0.9</b>	<b>0.2</b>	<b>0.3</b>	<b>99.7</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	342	194,200	194,542	97.2
Individuals by name only _____	163	208	371	0.2
Titles or functions only _____	-	-	-	-
Company names only _____	-	6	6	-
Multi-Copy Same Addressee copies _____	-	5,140	5,140	2.6
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>505</b>	<b>199,554</b>	<b>200,059</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2010									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	2	1,314	1,316		400-427 Kentucky _____	24	556	580	
030-038 New Hampshire _____	3	149	152		370-385 Tennessee _____	14	3,315	3,329	
050-059 Vermont _____	-	2	2		350-369 Alabama _____	13	7	20	
010-027 Massachusetts _____	17	94	111		386-397 Mississippi _____	-	8	8	
028-029 Rhode Island _____	3	2	5		<b>EAST SO. CENTRAL</b>	<b>51</b>	<b>3,886</b>	<b>3,937</b>	<b>2.0</b>
060-069 Connecticut _____	2	9	11		716-729 Arkansas _____	7	335	342	
<b>NEW ENGLAND</b>	<b>27</b>	<b>1,570</b>	<b>1,597</b>	<b>0.8</b>	700-714 Louisiana _____	9	5	14	
100-149 New York _____	53	12,696	12,749		730-749 Oklahoma _____	8	4	12	
070-089 New Jersey _____	72	5,868	5,940		750-799 Texas _____	16	10,127	10,143	
150-196 Pennsylvania _____	65	6,777	6,842		<b>WEST SO. CENTRAL</b>	<b>40</b>	<b>10,471</b>	<b>10,511</b>	<b>5.3</b>
<b>MIDDLE ATLANTIC</b>	<b>190</b>	<b>25,341</b>	<b>25,531</b>	<b>12.8</b>	590-599 Montana _____	1	2	3	
430-459 Ohio _____	18	1,734	1,752		832-838 Idaho _____	1	1	2	
460-479 Indiana _____	-	14,584	14,584		820-831 Wyoming _____	-	1	1	
600-629 Illinois _____	10	22,323	22,333		800-816 Colorado _____	9	1,647	1,656	
480-499 Michigan _____	14	2,207	2,221		870-884 New Mexico _____	-	5	5	
530-549 Wisconsin _____	7	2,477	2,484		850-865 Arizona _____	1	3,660	3,661	
<b>EAST NO. CENTRAL</b>	<b>49</b>	<b>43,325</b>	<b>43,374</b>	<b>21.7</b>	840-847 Utah _____	1	4	5	
550-567 Minnesota _____	18	5	23		889-898 Nevada _____	-	4	4	
500-528 Iowa _____	20	2,263	2,283		<b>MOUNTAIN</b>	<b>13</b>	<b>5,324</b>	<b>5,337</b>	<b>2.7</b>
630-658 Missouri _____	18	843	861		995-999 Alaska _____	-	1,738	1,738	
580-588 North Dakota _____	-	2	2		980-994 Washington _____	1	12,830	12,831	
570-577 South Dakota _____	2	-	2		970-979 Oregon _____	-	10,851	10,851	
680-693 Nebraska _____	2	13	15		900-961 California _____	30	22,449	22,479	
660-679 Kansas _____	3	822	825		967-968 Hawaii _____	-	1	1	
<b>WEST NO. CENTRAL</b>	<b>63</b>	<b>3,948</b>	<b>4,011</b>	<b>2.0</b>	<b>PACIFIC</b>	<b>31</b>	<b>47,869</b>	<b>47,900</b>	<b>23.9</b>
197-199 Delaware _____	1	2,711	2,712		<b>UNITED STATES</b>	<b>505</b>	<b>199,554</b>	<b>200,059</b>	<b>100.0</b>
206-219 Maryland _____	10	139	149		969 & 004-009 U.S. Territories _____	-	-	-	
200-205 Washington, DC _____	-	1,626	1,626		Canada _____	-	-	-	
220-246 Virginia _____	1	20,669	20,670		Mexico _____	-	-	-	
247-268 West Virginia _____	-	5	5		Other International _____	-	-	-	
270-289 North Carolina _____	9	11,359	11,368		APO/FPO _____	-	-	-	
290-299 South Carolina _____	5	7	12		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>505</b>	<b>199,554</b>	<b>200,059</b>	<b>100.0</b>
300-319 Georgia _____	7	10,017	10,024						
320-349 Florida _____	8	11,287	11,295						
<b>SOUTH ATLANTIC</b>	<b>41</b>	<b>57,820</b>	<b>57,861</b>	<b>28.9</b>					

**ADDITIONAL DATA**

**PARAGRAPH 2:**

Additions & Removals are not required since the circulation list is obtained from an American Medical Association franchise mailing list house each month. Additions and Removals are not required for paid circulation.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 191,794 copies or 95.9%. Other Sources include 3 sources of circulation for quantities of 505 copies or 0.3% to 1,217 copies or 0.6%.

**PUBLISHER'S AFFIDAVIT**

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

Wilhelmina Dingle, Circulation Manager

Eric Temple-Morris, Group Director, Business Development

(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	February 10, 2011
State	Connecticut
County	Fairfield
Received by BPA Worldwide	February 10, 2011
Type	PJ
ID Number	P438P0D0