

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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Elsevier/Elsevier Society News Group
5635 Fishers Lane, Suite 6000
Rockville, MD 20852
Tel. No.: (240) 221-4500
Fax No.:(240) 221-2543

Official Publication of: American Medical Directors Association (AMDA)
Established: 2000
Issues Per Year: 12

FIELD SERVED

CARING FOR THE AGES serves long-term care practitioners.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are long-term care medical directors, assisted living facility directors, directors of nursing, nursing supervisors, pharmacists in long-term care facilities, consultant pharmacists, family practice and geriatric family practice physicians, internal medicine and geriatric internal medicine physicians, long-term care attending physicians, psychiatrists, geriatric psychiatrists, and geriatric nurse practitioners/physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	288
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	67
All Other _____	439
TOTAL	793

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	37,747	91.7	37,747	91.7	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	1,326	3.2	1,326	3.2	-	-
Multi-Copy Same Addressee _____	2,109	5.1	2,109	5.1	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,182	100.0	41,182	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	-	358			40,304	April _____	1,318	3,027			42,013
February _____	-	-			40,304	May _____	16,790	16,841			42,064
March _____	-	-			40,304	June _____	86	126			42,104
						TOTAL	18,194	20,352			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is 2.6% or 1,058 copies above the average of the other 5 issues reported in Paragraph two.

JOB FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
Long-Term Care Medical Directors _____	16,344	39.0
Directors of Nursing/Nursing Supervisors _____	8,031	19.1
Pharmacists/Consultant Pharmacists/Pharmacists in LTC Facility _____	4,588	10.9
Internal Medicine/Internal Medicine-Geriatrics _____	2,850	6.8
Long-Term Care Attending Physicians _____	2,745	6.5
Psychiatry/Geriatric Psychiatry _____	2,128	5.1
Others Allied To The Field _____	1,812	4.3
Assisted Living Facility Director _____	1,984	4.7
Family Practice/Family Practice Geriatric Medicine _____	1,102	2.6
Geriatric Nurse Practitioners/Geriatric Physician Assistants _____	480	1.0
TOTAL QUALIFIED CIRCULATION	42,064	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient:	4,923	3,106	4,376			12,405	29.5
a. Written	3,905	2,755	1,677			8,337	19.9
b. Telecommunication	976	-	2,404			3,380	8.0
c. Electronic	42	351	295			688	1.6
II. TOTAL – Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. TOTAL – Membership Benefit:	5,498	-	-			5,498	13.1
a. Individual	5,498	-	-			5,498	13.1
b. Organizational	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	8	-	-			8	-
a. Written	8	-	-			8	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically):	24,153	-	-			24,153	57.4
*Association rosters and directories	18,972	-	-			18,972	45.1
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenses – National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	5,181	-	-			5,181	12.3
VI. TOTAL – Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	34,582	3,106	4,376			42,064	100.0
*See Paragraph 11	PERCENT	82.2	7.4	10.4		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			39,625	94.2
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			2,439	5.8
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			42,064	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007									
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			344		400-427 Kentucky			652	
030-038 New Hampshire			306		370-385 Tennessee			927	
050-059 Vermont			128		350-369 Alabama			580	
010-027 Massachusetts			1,403		386-397 Mississippi			405	
028-029 Rhode Island			232		EAST SO. CENTRAL			2,564	6.1
060-069 Connecticut			713		716-729 Arkansas			476	
NEW ENGLAND			3,126	7.4	700-714 Louisiana			475	
100-149 New York			2,521		730-749 Oklahoma			550	
070-089 New Jersey			1,318		750-799 Texas			2,349	
150-196 Pennsylvania			2,471		WEST SO. CENTRAL			3,850	9.2
MIDDLE ATLANTIC			6,310	15.0	590-599 Montana			201	
430-459 Ohio			2,080		832-838 Idaho			199	
460-479 Indiana			1,073		820-831 Wyoming			103	
600-629 Illinois			1,719		800-816 Colorado			618	
480-499 Michigan			1,326		870-884 New Mexico			274	
530-549 Wisconsin			995		850-865 Arizona			645	
EAST NO. CENTRAL			7,193	17.1	840-847 Utah			196	
550-567 Minnesota			952		889-898 Nevada			214	
500-528 Iowa			757		MOUNTAIN			2,450	5.8
630-658 Missouri			1,075		995-999 Alaska			47	
580-588 North Dakota			216		980-994 Washington			796	
570-577 South Dakota			273		970-979 Oregon			383	
680-693 Nebraska			521		900-961 California			3,211	
660-679 Kansas			672		967-968 Hawaii			193	
WEST NO. CENTRAL			4,466	10.6	PACIFIC			4,630	11.0
197-199 Delaware			142		UNITED STATES			42,000	99.8
206-219 Maryland			1,054		969 & 004-009 U.S. Territories			61	
200-205 Washington, DC			94		Canada			-	
220-246 Virginia			883		Other International			3	
247-268 West Virginia			316		AP0/FPO			-	
270-289 North Carolina			1,150		TOTAL QUALIFIED CIRCULATION			42,064	100.0
290-299 South Carolina			490						
300-319 Georgia			911						
320-349 Florida			2,371						
SOUTH ATLANTIC			7,411	17.6					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2003	2004	2005	*2006	**2007
Total Audit Average Qualified:	47,985	47,145	46,968	44,426	41,182
Qualified Non-Paid: _____	47,985	47,145	46,968	44,426	41,182
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: ___	***NC	***NC	***NC	***NC	***NC

***NOTE: The audited average qualified circulation for February-July 2006 = 46,077. The unaudited average qualified circulation for August 2006-January 2007 = 42,775. Yielding an average qualified circulation of 44,426.**

**2007 data is unaudited.

***NC = None Claimed.

10. PAID CIRCULATION DATA	
***NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 4 sources of circulation for quantities of 1,942 copies or 4.6% to 6,281 copies or 14.9%, including American Medical Directors Association (AMDA), National Association Directors of Nursing Administration (NADONA), American Society of Health-System Pharmacists (ASHP), American Medical Association (AMA).

Other sources include 1 source of circulation for a quantity of 5,181 copies or 12.3%, including Medical Marketing Services- Mailing Clearing House- Nursing Home Professionals.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Alan J. Imhoff, President, IMNG

Yvonne Evans, Director, Manufacturing and Production

(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 August 13, 2007

State Maryland

County Montgomery

Received by BPA Worldwide August 13, 2007

Type PJ

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