



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JULY 2011**

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.

No. 903/07-11  
Comparable

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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# Clinical Endocrinology News

International Medical News Group LLC  
60 Columbia Rd., Bldg B  
Morristown, NJ 07960  
Tel.: (973) 290-8200  
Fax: (973) 290-8245  
[www.clinicalendocrinologynews.com](http://www.clinicalendocrinologynews.com)  
[www.imng.com](http://www.imng.com)

Official Publication of: None  
Established: 2006  
Issues Per Year: 12

**FIELD SERVED**

Clinical Endocrinology News serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are professionals in the field of diabetes education and management.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are diabetologists, endocrinologists, pediatric endocrinologists, diabetes educators, certified diabetes educators and professionals in diabetes management and education. Also included are members of the American Society of Endocrine Physician Assistants.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	226
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	83
Digital _____	-
All Other _____	190
<b>TOTAL</b>	<b>499</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,480	99.4	13,480	99.4	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	77	0.6	77	0.6	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,557</b>	<b>100.0</b>	<b>13,557</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February _____	13,631
March _____	13,558
April _____	13,544
May _____	13,499
June _____	13,483
July _____	13,629

CLINICAL ENDOCRINOLOGY NEWS / JULY 2011

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011**  
**This issue is 0.6% or 86 copies above the average of the other 5 issues reported in Paragraph two.**

PROFESSIONAL CLASSIFICATION		TOTAL QUALIFIED	PERCENT OF TOTAL	Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Total Patient Care	Total (Other Professional Activity)	Osteopaths
DIA	Diabetes _____	158	1.2	135	-	19	19	154	4	-
END	Endocrinology _____	6,013	44.1	3,583	555	388	943	4,526	1,222	265
PDE	Pediatrics, Endocrinology _____	1,189	8.7	488	225	130	355	843	308	38
<b>Total Copies to Physicians</b>		7,360	54.0	4,206	780	537	1,317	5,523	1,534	303
<b>Percent To Physicians</b>		54.0	-	30.9	5.7	3.9	9.6	40.5	11.3	2.2
	AADE-American Association of Diabetes Educators _____	6,187	45.4							
	American Society of Endocrine Physician Assistants _____	82	0.6							
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>13,629</b>	<b>100.0</b>							

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	-	-	-	-	-
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	82	-	-	82	0.6
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	13,547	-	-	13,547	99.4
*Association rosters and directories _____	13,547	-	-	13,547	99.4
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,629</b>	-	-	<b>13,629</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 JULY 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	13,629	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,629</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	62		Kentucky _____	152	
New Hampshire _____	66		Tennessee _____	302	
Vermont _____	32		Alabama _____	121	
Massachusetts _____	596		Mississippi _____	77	
Rhode Island _____	61		<b>EAST SO. CENTRAL</b>	<b>652</b>	<b>4.8</b>
Connecticut _____	208		Arkansas _____	72	
<b>NEW ENGLAND</b>	<b>1,025</b>	<b>7.5</b>	Louisiana _____	138	
New York _____	1,187		Oklahoma _____	99	
New Jersey _____	497		Texas _____	996	
Pennsylvania _____	732		<b>WEST SO. CENTRAL</b>	<b>1,305</b>	<b>9.6</b>
<b>MIDDLE ATLANTIC</b>	<b>2,416</b>	<b>17.7</b>	Montana _____	28	
Ohio _____	479		Idaho _____	39	
Indiana _____	234		Wyoming _____	16	
Illinois _____	693		Colorado _____	182	
Michigan _____	476		New Mexico _____	85	
Wisconsin _____	330		Arizona _____	189	
<b>EAST NO. CENTRAL</b>	<b>2,212</b>	<b>16.2</b>	Utah _____	63	
Minnesota _____	267		Nevada _____	54	
Iowa _____	99		<b>MOUNTAIN</b>	<b>656</b>	<b>4.8</b>
Missouri _____	254		Alaska _____	24	
North Dakota _____	21		Washington _____	217	
South Dakota _____	28		Oregon _____	200	
Nebraska _____	78		California _____	1,470	
Kansas _____	86		Hawaii _____	59	
<b>WEST NO. CENTRAL</b>	<b>833</b>	<b>6.1</b>	<b>PACIFIC</b>	<b>1,970</b>	<b>14.5</b>
Delaware _____	27		<b>UNITED STATES</b>	<b>13,629</b>	<b>100.0</b>
Maryland _____	393		U.S. Territories _____	-	
Washington, DC _____	60		Canada _____	-	
Virginia _____	443		Mexico _____	-	
West Virginia _____	76		Other International _____	-	
North Carolina _____	335		APO/FPO _____	-	
South Carolina _____	149		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,629</b>	<b>100.0</b>
Georgia _____	281				
Florida _____	796				
<b>SOUTH ATLANTIC</b>	<b>2,560</b>	<b>18.8</b>			

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2008 - January 2009	February - July 2009	August 2009 - January 2010	February - July 2010	August 2010 - January 2011*	February - July 2011*
Total Audit Average Qualified: _____	12,929	14,055	13,929	13,668	14,555	13,557
Qualified Non-Paid: _____	12,929	14,055	13,929	13,668	14,555	13,557
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: August 2010 - July 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA****PARAGRAPH 3b:**

Association rosters and directories include 3 sources of circulation for quantities of 303 copies or 2.2% to 7,057 copies or 51.8%, including the American Osteopathic Association, the American Association of Diabetes Education and the American Medical Association.

**PUBLISHER'S AFFIDAVIT**

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

Alan Imhoff, President, International Medical News Group LLC

Barbara Cavallaro, Audience Development Manager, International Medical News Group LLC

(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 9, 2011

State New Jersey

County Morris

Received by BPA Worldwide August 9, 2011

Type PJ

ID Number C729P0J1