



**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. 999/07-11

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)

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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

# Internal Medicine News

International Medical News Group LLC  
60 B Columbia Road  
Bldg B  
Morristown, NJ 07960  
Tel. No.: (973) 290-8200  
FAX No.: (973) 290-8245  
[www.internalmedicineneeds.com](http://www.internalmedicineneeds.com)  
[www.imng.com](http://www.imng.com)

Official Publication of: None  
Established: 1968  
Issues Per Year: 20

**FIELD SERVED**

INTERNAL MEDICINE NEWS serves Internal Medicine, Cardiology, Gastroenterology, IM-Geriatrics and patient-care specialists in Diabetology, Endocrinology, Infectious Disease, Nephrology, Pulmonary Disease, and Rheumatology.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are internists, cardiologists, gastroenterologists, IM-geriatrics and specialists in diabetology, endocrinology, infectious disease, nephrology, pulmonary disease and rheumatology in office and hospital based practice as well as residents and others as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	673
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	23
Digital _____	-
All Other _____	196
<b>TOTAL</b>	<b>892</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	105,172	100.0	105,172	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,172</b>	<b>100.0</b>	<b>105,172</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February 1 _____	106,101
February 15 _____	106,083
March 1 _____	105,694
March 15 _____	105,599
April 1 _____	105,454
April 15 _____	104,335
May 1 _____	103,872
May 15 _____	103,765
<b>* June 1 _____</b>	<b>103,734</b>
June 15 _____	106,459
July _____	105,797

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011**

This issue is 0.7% or 687 copies above the average of the other 10 issues reported in Paragraph two.

PROFESSIONAL CLASSIFICATION		TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & PROFESSIONS INCLUDING APO & FPO					TOTAL (Other Professional Activity) (L)	Osteopaths
				Patient Care						
				Office Based Practice (A)	Hospital Based			Total (Patient Care) (F)		
					Residents (C)	Full-Time Hospital Staff	Total (Hospital Based) (E)			
CD	Cardiovascular Diseases _____	2,898	2.7	2,590	48	201	249	2,839	26	33
DIA	Diabetes _____	45	-	38	-	5	5	43	2	-
END	Endocrinology _____	420	0.4	387	15	8	23	410	8	2
GE	Gastroenterology _____	1,238	1.2	1,095	35	70	105	1,200	14	24
ID	Infectious Diseases _____	626	0.6	497	16	92	108	605	21	-
IM	Internal Medicine _____	95,581	90.3	68,309	12,675	9,422	22,097	90,406	-	5,175
IMG	Internal Medicine, Geriatrics _____	2,910	2.8	2,109	254	463	717	2,826	10	74
NEP	Nephrology _____	702	0.7	599	30	52	82	681	19	2
PUD	Pulmonary Diseases _____	560	0.5	470	3	76	79	549	10	1
RHU	Rheumatology _____	817	0.8	737	15	51	66	803	13	1
<b>Total Copies to Physicians</b>		105,797	100.0	76,831	13,091	10,440	23,531	100,362	123	5,312
<b>Percent to Physicians</b>		100.0	-	72.6	12.4	9.9	22.3	94.9	0.1	5.0
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>105,797</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: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>105,797</b>	-	-	<b>105,797</b>	<b>100.0</b>
*Association rosters and directories _____	105,797	-	-	105,797	100.0
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,797</b>	-	-	<b>105,797</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 _____	105,797	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>105,797</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 _____	438		Kentucky _____	1,124	
New Hampshire _____	474		Tennessee _____	2,075	
Vermont _____	226		Alabama _____	1,317	
Massachusetts _____	4,371		Mississippi _____	587	
Rhode Island _____	633		<b>EAST SO. CENTRAL</b>	<b>5,103</b>	<b>4.8</b>
Connecticut _____	2,114		Arkansas _____	508	
<b>NEW ENGLAND</b>	<b>8,256</b>	<b>7.8</b>	Louisiana _____	1,325	
New York _____	11,104		Oklahoma _____	800	
New Jersey _____	4,463		Texas _____	5,717	
Pennsylvania _____	5,129		<b>WEST SO. CENTRAL</b>	<b>8,350</b>	<b>7.9</b>
<b>MIDDLE ATLANTIC</b>	<b>20,696</b>	<b>19.6</b>	Montana _____	184	
Ohio _____	4,065		Idaho _____	211	
Indiana _____	1,442		Wyoming _____	86	
Illinois _____	5,295		Colorado _____	1,292	
Michigan _____	3,689		New Mexico _____	480	
Wisconsin _____	1,630		Arizona _____	1,827	
<b>EAST NO. CENTRAL</b>	<b>16,121</b>	<b>15.2</b>	Utah _____	449	
Minnesota _____	1,525		Nevada _____	757	
Iowa _____	554		<b>MOUNTAIN</b>	<b>5,286</b>	<b>5.0</b>
Missouri _____	1,870		Alaska _____	116	
North Dakota _____	178		Washington _____	1,708	
South Dakota _____	186		Oregon _____	1,347	
Nebraska _____	418		California _____	12,733	
Kansas _____	616		Hawaii _____	595	
<b>WEST NO. CENTRAL</b>	<b>5,347</b>	<b>5.1</b>	<b>PACIFIC</b>	<b>16,499</b>	<b>15.6</b>
Delaware _____	252		<b>UNITED STATES</b>	<b>105,797</b>	<b>100.0</b>
Maryland _____	3,039		U.S. Territories _____	-	
Washington, DC _____	575		Canada _____	-	
Virginia _____	2,572		Mexico _____	-	
West Virginia _____	531		Other International _____	-	
North Carolina _____	2,783		APO/FPO _____	-	
South Carolina _____	1,130		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>105,797</b>	<b>100.0</b>
Georgia _____	2,797				
Florida _____	6,460				
<b>SOUTH ATLANTIC</b>	<b>20,139</b>	<b>19.0</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	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:	114,430	109,910	109,318	108,392	105,351	105,172
Qualified Non-Paid: _____	114,430	109,910	109,318	108,392	105,351	105,172
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: February - 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 2: LATE MAILING

30,949 copies or 29.6% of the June 1 issue were mailed June 15, 2011.

##### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 5,312 copies or 5.0% to 100,485 copies or 95.0%, including the American Osteopathic Association 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, IMNG

Barbara Cavallaro, Audience Development Manager, IMNG

(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 18, 2011

State New Jersey

County Morris

Received by BPA Worldwide August 18, 2011

Type PD

ID Number I070P0J1