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.

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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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Pediatric 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.pediatricnews.com
www.imng.com

Official Publication of: None
Established: 1967
Issues Per Year: 12

FIELD SERVED
PEDIATRIC NEWS serves the pediatric physician, pediatric infectious disease physician and pediatric nurse practitioners.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	301
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	42
Digital	-
All Other	167
TOTAL	**510**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	50,479	100.0	50,479	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**50,479**	**100.0**	**50,479**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Total Qualified
February	50,465
March	50,377
April	50,268
May	50,726
June	50,701
July	50,337

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011
This issue is 0.3% or 170 copies below the average of the other 5 issues reported in Paragraph two.

PROFESSIONAL CLASSIFICATION		TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & POSSESSIONS INCLUDING APO & FPO						
				PATIENT CARE					TOTAL (OTHER PROFESS-IONAL ACTIVITY) (L)	Osteopaths Patient Care
				Office Based Practice (A)	Hospital Based Practice			Total (Patient Care) (F)		
					Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)			
PD	Pediatrics	47,334	94.0	39,187	2,267	4,090	6,357	45,544	-	1,790
	Pediatrics, Infectious Disease	295	0.6	191	58	42	100	291	-	4
	Total Copies to Physicians	47,629	94.6	39,378	2,325	4,132	6,457	45,835	-	1,794
	Percent to Physicians	94.6	-	78.2	4.6	8.2	12.8	91.1	-	3.6
	Pediatric Nurse Practitioners	2,708	5.4							
	TOTAL QUALIFIED CIRCULATION	**50,337**	**100.0**							

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

QUALIFICATION SOURCE	Qualified Within 1 Year	Qualified Within 2 Years	Qualified Within 3 Years	Total Qualified	Percent
I. Direct Request:	**1,626**	**800**	**282**	**2,708**	**5.4**
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):	**47,629**	**-**	**-**	**47,629**	**94.6**
*Association rosters and directories	47,629	-	-	47,629	94.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**49,255**	**800**	**282**	**50,337**	**100.0**
PERCENT	**97.9**	**1.6**	**0.6**	**100.0**	**-**

***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	50,337	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**50,337**	**100.0**

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

State	Total Qualified	Percent
Maine	197	
New Hampshire	235	
Vermont	141	
Massachusetts	1,795	
Rhode Island	246	
Connecticut	812	
NEW ENGLAND	3,426	6.8
New York	4,640	
New Jersey	2,220	
Pennsylvania	2,056	
MIDDLE ATLANTIC	8,916	17.7
Ohio	1,914	
Indiana	798	
Illinois	2,129	
Michigan	1,461	
Wisconsin	797	
EAST NO. CENTRAL	7,099	14.1
Minnesota	762	
Iowa	317	
Missouri	940	
North Dakota	70	
South Dakota	71	
Nebraska	241	
Kansas	337	
WEST NO. CENTRAL	2,738	5.4
Delaware	162	
Maryland	1,426	
Washington, DC	247	
Virginia	1,452	
West Virginia	205	
North Carolina	1,466	
South Carolina	645	
Georgia	1,491	
Florida	2,829	
SOUTH ATLANTIC	9,923	19.7

State	Total Qualified	Percent
Kentucky	599	
Tennessee	966	
Alabama	606	
Mississippi	299	
EAST SO. CENTRAL	2,470	4.9
Arkansas	322	
Louisiana	731	
Oklahoma	382	
Texas	3,431	
WEST SO. CENTRAL	4,866	9.7
Montana	87	
Idaho	112	
Wyoming	51	
Colorado	748	
New Mexico	290	
Arizona	876	
Utah	401	
Nevada	252	
MOUNTAIN	2,817	5.6
Alaska	88	
Washington	917	
Oregon	546	
California	6,268	
Hawaii	262	
PACIFIC	8,081	16.1
UNITED STATES	50,336	100.0
U.S. Territories	1	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**50,337**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data **August - January 2008/ 2009**	Audited Data **February- July 2009**	Audited Data **August - January 2009/ 2010**	Audited Data **February- July 2010**	Circulation Claim **August - January 2010/ 2011***	Circulation Claim **February- July 2011***
Total Audit Average Qualified: _____	54,386	49,486	49,994	51,110	50,374	50,479
Qualified Non-Paid: _	54,386	49,486	49,994	51,110	50,374	50,479
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 2 sources of circulation for quantities of 1,794 copies or 3.6% to 45,835 copies or 91.1%, 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 22, 2011
State	New Jersey
County	Passaic
Received by BPA Worldwide	August 22, 2011
Type	PD
ID Number	P031P0J1

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