



**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

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# Rheumatology News

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[www.rheumatologynews.com](http://www.rheumatologynews.com)  
[www.imng.com](http://www.imng.com)

Official Publication of: None  
Established: 2002  
Issues Per Year: 12

**FIELD SERVED**

RHEUMATOLOGY NEWS serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are rheumatologists, pediatric rheumatologists, internists and internists with a secondary in rheumatology.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	774
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	33
Digital _____	-
All Other _____	457
<b>TOTAL</b>	<b>1,264</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	8,857	100.0	8,857	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,857</b>	<b>100.0</b>	<b>8,857</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February _____	8,942
March _____	8,908
April _____	8,919
May _____	8,840
June _____	8,814
July _____	8,721

RHEUMATOLOGY NEWS / July 2011

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011**  
**This issue is 1.8% or 164 copies below the average of the other 5 issues reported in Paragraph two.**

	PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Office Based Practice (A)	Hospital-Based Practice				TOTAL (OTHER PROFESSIONAL ACTIVITY)	Osteopaths
					Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Total (Patient Care) (F)		
RHU	Rheumatology _____	4,597	52.7	3,270	184	292	476	3,746	693	158
PPR	Pediatrics, Rheumatology _____	241	2.8	67	75	17	92	159	79	3
IM	Internal Medicine _____	3,420	39.2	3,244	-	167	167	3,411	9	-
IM	Internal Medicine, Secondary in Rheumatology __	463	5.3	355	-	34	34	389	74	-
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>8,721</b>	<b>100.0</b>	<b>6,936</b>	<b>259</b>	<b>510</b>	<b>769</b>	<b>7,705</b>	<b>855</b>	<b>161</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>8,721</b>	-	-	<b>8,721</b>	<b>100.0</b>
*Association rosters and directories _____	8,721	-	-	8,721	100.0
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,721</b>	-	-	<b>8,721</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 _____	8,721	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>8,721</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 _____	26		Kentucky _____	154	
New Hampshire _____	34		Tennessee _____	236	
Vermont _____	14		Alabama _____	221	
Massachusetts _____	312		Mississippi _____	81	
Rhode Island _____	40		<b>EAST SO. CENTRAL</b>	<b>692</b>	<b>7.9</b>
Connecticut _____	138		Arkansas _____	67	
<b>NEW ENGLAND</b>	<b>564</b>	<b>6.5</b>	Louisiana _____	132	
New York _____	661		Oklahoma _____	73	
New Jersey _____	277		Texas _____	484	
Pennsylvania _____	438		<b>WEST SO. CENTRAL</b>	<b>756</b>	<b>8.7</b>
<b>MIDDLE ATLANTIC</b>	<b>1,376</b>	<b>15.8</b>	Montana _____	17	
Ohio _____	344		Idaho _____	17	
Indiana _____	150		Wyoming _____	11	
Illinois _____	429		Colorado _____	97	
Michigan _____	252		New Mexico _____	38	
Wisconsin _____	160		Arizona _____	121	
<b>EAST NO. CENTRAL</b>	<b>1,335</b>	<b>15.3</b>	Utah _____	61	
Minnesota _____	98		Nevada _____	53	
Iowa _____	48		<b>MOUNTAIN</b>	<b>415</b>	<b>4.7</b>
Missouri _____	259		Alaska _____	6	
North Dakota _____	7		Washington _____	145	
South Dakota _____	15		Oregon _____	67	
Nebraska _____	35		California _____	1,006	
Kansas _____	62		Hawaii _____	40	
<b>WEST NO. CENTRAL</b>	<b>524</b>	<b>6.0</b>	<b>PACIFIC</b>	<b>1,264</b>	<b>14.5</b>
Delaware _____	27		<b>UNITED STATES</b>	<b>8,721</b>	<b>100.0</b>
Maryland _____	253		U.S. Territories _____	-	
Washington, DC _____	46		Canada _____	-	
Virginia _____	179		Mexico _____	-	
West Virginia _____	55		Other International _____	-	
North Carolina _____	271		APO/FPO _____	-	
South Carolina _____	142		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,721</b>	<b>100.0</b>
Georgia _____	271				
Florida _____	551				
<b>SOUTH ATLANTIC</b>	<b>1,795</b>	<b>20.6</b>			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
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 2009 - January 2011	February - July 2011*
Total Audit Average Qualified: _____	9,043	8,372	8,381	8,312	8,326	8,857
Qualified Non-Paid: ___	9,043	8,372	8,381	8,312	8,326	8,857
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: 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 3b:

Association rosters and directories include 2 sources of circulation for quantities of 161 copies or 1.8% to 8,560 copies or 98.2%, 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 24, 2011

State New Jersey

County Morris

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