



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

NEC/07-11

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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Skin & Allergy News

International Medical News Group LLC
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www.skinandallergynews.com
www.imng.com

Official Publication of: None
Established: 1970
Issues Per Year: 12

FIELD SERVED

SKIN & ALLERGY NEWS serves the physician specialist in dermatology, dermatologic surgery, internal medicine/dermatology, pediatric dermatology and procedural dermatology. Also served are dermatological nurse practitioners, physician assistants and other clinical and office support staff.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital-based dermatologists, dermatologic surgeons, internal medicine/dermatologists, pediatric dermatologists, procedural dermatologists, requesting healthcare professionals, dermatologic nurse practitioners, physician assistants and clinical office support staff.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	583
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	150
Digital _____	-
All Other _____	180
TOTAL	913

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,374	100.0	12,374	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,374	100.0	12,374	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February _____	12,330
March _____	12,338
April _____	12,351
May _____	12,361
June _____	12,442
July _____	12,420

SKIN & ALLERGY NEWS / July 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011
This issue is 0.5% or 56 copies above the average of the other 5 issues reported in Paragraph two.

PROFESSIONAL CLASSIFICATION		TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & PROFESSIONS INCLUDING APO & FPO						
				PATIENT CARE				TOTAL (PATIENT CARE) (F)	Total (Other Professional Activity) (L)	Osteopaths Patient Care
				Office Based Practice (A)	Hospital Based Practice					
					Residents (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)			
DS	Dermatologic Surgery _____	146	1.2	143	-	3	3	146	-	-
D	Dermatology _____	10,525	89.8	8,558	392	324	716	9,274	721	530
IMD	Internal Medicine/Dermatology __	1	-	-	1	-	1	1	-	-
PMD	Pediatric Dermatology _____	15	0.1	11	2	1	3	14	-	1
PD	Procedural Dermatology _____	55	0.4	50	2	-	2	52	-	3
TOTAL QUALIFIED COPIES TO PHYSICIANS		10,742	86.5	8,762	397	328	725	9,487	721	534
PERCENT TO PHYSICIANS		86.5	-	70.6	3.2	2.6	5.8	76.4	5.8	4.3
	Clinical Office/Support Staff ____	150	1.2							
	Dermatology Nurse Practitioner __	195	1.6							
	Dermatology Physician Assistant _	1,333	10.7							
TOTAL QUALIFIED CIRCULATION		12,420	100.0							

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: _____	434	14	80	528	4.3
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	87	-	1	88	0.7
V. TOTAL - Sources other than above (listed alphabetically): _____	11,804	-	-	11,804	95.0
*Association rosters and directories _____	11,657	-	-	11,657	93.8
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	147	-	-	147	1.2
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,325	14	81	12,420	100.0
PERCENT	99.2	0.1	0.7	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 _____	12,420	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	12,420	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	27		Kentucky _____	146	
New Hampshire _____	47		Tennessee _____	208	
Vermont _____	23		Alabama _____	130	
Massachusetts _____	427		Mississippi _____	49	
Rhode Island _____	67		EAST SO. CENTRAL	533	4.3
Connecticut _____	204		Arkansas _____	73	
NEW ENGLAND	795	6.4	Louisiana _____	166	
New York _____	1,039		Oklahoma _____	77	
New Jersey _____	386		Texas _____	812	
Pennsylvania _____	548		WEST SO. CENTRAL	1,128	9.1
MIDDLE ATLANTIC	1,973	15.9	Montana _____	32	
Ohio _____	401		Idaho _____	53	
Indiana _____	162		Wyoming _____	17	
Illinois _____	491		Colorado _____	196	
Michigan _____	379		New Mexico _____	49	
Wisconsin _____	210		Arizona _____	267	
EAST NO. CENTRAL	1,643	13.2	Utah _____	117	
Minnesota _____	218		Nevada _____	72	
Iowa _____	97		MOUNTAIN	803	6.5
Missouri _____	198		Alaska _____	22	
North Dakota _____	21		Washington _____	273	
South Dakota _____	30		Oregon _____	159	
Nebraska _____	49		California _____	1,735	
Kansas _____	88		Hawaii _____	56	
WEST NO. CENTRAL	701	5.6	PACIFIC	2,245	18.1
Delaware _____	21		UNITED STATES	12,420	100.0
Maryland _____	311		U.S. Territories _____	-	
Washington, DC _____	53		Canada _____	-	
Virginia _____	295		Mexico _____	-	
West Virginia _____	45		Other International _____	-	
North Carolina _____	416		APO/FPO _____	-	
South Carolina _____	136		TOTAL QUALIFIED CIRCULATION	12,420	100.0
Georgia _____	331				
Florida _____	991				
SOUTH ATLANTIC	2,599	20.9			

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 2010	February - July 2009	August 2009 - January 2010	February - July 2010	August 2010 - January 2011*	February - July 2011*
Total Audit Average Qualified: _____	13,323	13,084	13,344	13,504	13,141	12,374
Qualified Non-Paid: ___	13,323	13,084	13,344	13,504	13,141	12,374
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 534 copies or 4.3% to 10,208 copies or 82.2%, including the American Osteopathic Association, the American Medical Association and the Society for Dermatology Physican Assistants.

Other sources include 1 source of circulation for a quantity of 147 copies or 1.2%, including the MMS Mailing List House Dermatology Nurse Practitioners.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 15, 2011
Alan Imhoff, President, International Medical News Group LLC	State	New Jersey
Barbara Cavallaro, Audience Development Manager, International Medical News Group LLC	County	Morris
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 15, 2011
IMPORTANT NOTE:	Type	PJu
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S230P0J1