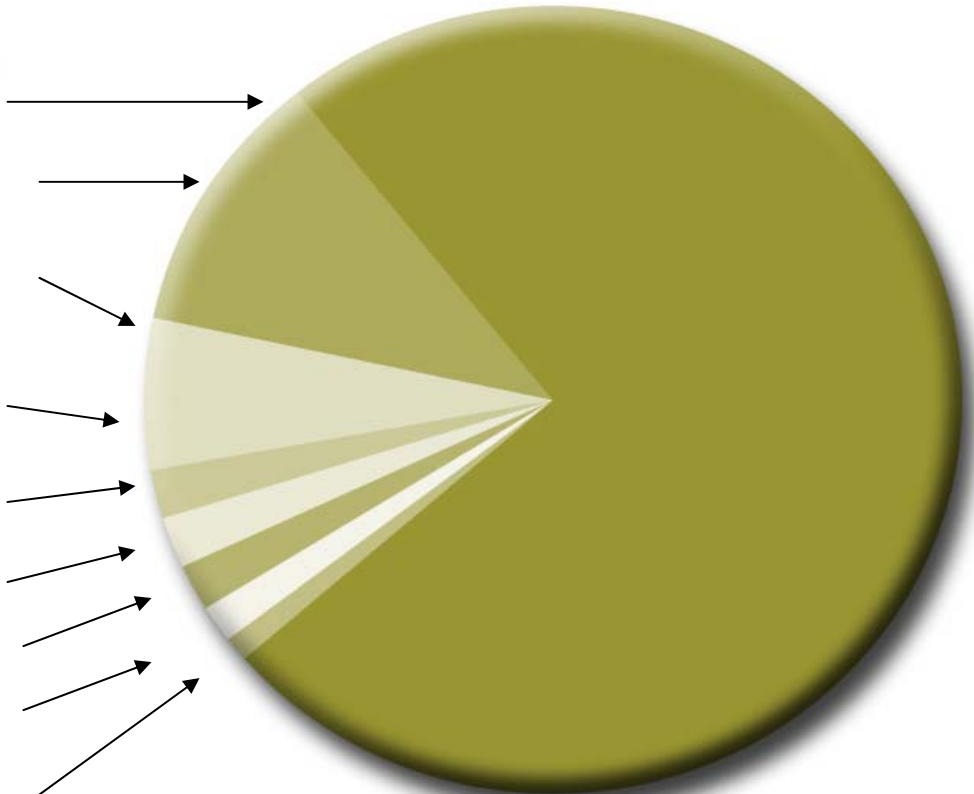


Targeted Market Coverage

Caring *for the Ages*
A Monthly Newspaper for Long-Term Care Practitioners

Long-term Care	16,344
Directors of Nursing	8,031
Pharmacists, Consultant Pharmacists, Pharmacists LTC	4,588
Internal Medicine, IM-Geriatrics	2,850
Psychiatry/Geriatric Psychiatry	2,218
Assisted Living Facility Director	1,984
Others Allied to Field	1,812
Family Practice/FP-Geriatric Medicine	1,102
Geriatric NPs/Geriatric PAs	480
TOTAL MONTHLY CIRCULATION	42,064



Based on June 2007 BPA.

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Covering the World of Medicine