



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JANUARY 2010**

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. 999/04/10

Two Corporate Drive, Ninth Floor  
Shelton, CT USA 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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**THE AMERICAN JOURNAL OF  
MANAGED CARE**

Managed Care & Healthcare Communications, LLC  
(See Paragraph 9)  
666 Plainsboro Rd.  
Plainsboro, NJ 08536  
Tel.: (609) 716-7777  
[www.ajmc.com](http://www.ajmc.com)

Official Publication of: None  
Established: 1995  
Issues Per Year: 12

**FIELD SERVED**

THE AMERICAN JOURNAL OF MANAGED CARE serves pharmacy and therapeutic committee members as well as physicians and pharmacists throughout the managed healthcare industry. The various managed healthcare segments served include health maintenance organizations, medical group practices, hospitals, VA, DOD, and all other facilities related to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include managed care organization directors; group practice medical directors; hospital and HMO/PPO/IHO formulary committee members, directors, chairpersons and pharmacy services directors; oncology pharmacists; pharmacy benefits managers at Fortune 1000 companies; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	400
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	200
Digital _____	-
All Other _____	620
<b>TOTAL</b>	<b>1,220</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,528	100.0	48,528	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,528</b>	<b>100.0</b>	<b>48,528</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009/2010 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____					48,578	November _____					48,552
September _____					48,574	December _____					48,552
October _____					48,562	January _____					48,350
						<b>TOTAL</b>					

\*See Paragraph 9

THE AMERICAN JOURNAL OF MANAGED CARE / January 2010

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2010</b>		
<b>This issue is 0.4% or 214 copies below the average of the other 5 issues reported in Paragraph two.</b>		
<b>BUSINESS AND INDUSTRY</b>	<b>TOTAL QUALIFIED</b>	<b>PERCENT OF TOTAL</b>
<b>HMO/PPO/IHO/PBM:</b>		
President/CEO, CFO, and COO/Operations Directors _____	3,068	6.3
Medical Director/Chief Medical Officer _____	281	0.6
Managed Care Director _____	38	0.1
Medicare/Medicaid Director _____	12	-
Formulary Director _____	198	0.4
Pharmacy Directors & Managers _____	1,312	2.7
Pharmacists _____	2,728	5.6
Director of Nursing _____	4	-
Case Manager _____	26	0.1
Utilization Review _____	24	-
Director of Quality Assurance _____	641	1.3
MIS Director _____	969	2.0
Marketing/Publications Manager _____	1,234	2.6
Administrators _____	1,166	2.4
<b>HMO/PPO/IHO/PMB Total:</b>	<b>11,701</b>	<b>24.2</b>
<b>Hospital:</b>		
CFOs and COO/Operations Directors _____	3,135	6.5
Formulary Chair, and Formulary Committee Members _____	1,910	4.0
Managed Care Director _____	2,944	6.1
Medical Director/Chief Medical Officer _____	3,588	7.4
Pharmacy Director _____	5,038	10.4
Pharmacy Manager _____	58	0.1
Clinical Pharmacist _____	2,958	6.1
Utilization Review _____	841	1.7
Director of Nursing _____	2,641	5.5
Director of Quality Assurance _____	551	1.1
Hospitalist _____	191	0.4
Administrator _____	200	0.4
<b>Hospital Total:</b>	<b>24,055</b>	<b>49.8</b>
<b>VA/DOD/Government:</b>		
CFOs and COO/Operations Directors _____	400	0.8
Formulary Chair _____	46	0.1
Managed Care Director _____	90	0.2
Medical Director/Chief Medical Officer _____	135	0.3
Pharmacy Director _____	178	0.4
Utilization Review _____	58	0.1
Director of Nursing _____	699	1.4
Case Manager _____	106	0.2
Director of Quality Assurance _____	160	0.3
Marketing/Publications Manager _____	176	0.4
MIS Director _____	134	0.3
Administrator _____	804	1.7
Other (unspecified) _____	20	-
<b>VA/DOD/Government Total:</b>	<b>3,006</b>	<b>6.2</b>
<b>Long-Term Care:</b>		
Managed Care Director _____	389	0.8
Medical Director/Chief Medical Officer _____	5,067	10.5
Pharmacy Directors & Managers _____	248	0.5
Pharmacists _____	288	0.6
<b>Long-Term Care Total:</b>	<b>5,992</b>	<b>12.4</b>
Medical Directors/Chief Medical Officers at Group Medical Practices _____	1,697	3.5
Benefits Managers at Fortune 1000 Companies _____	1,032	2.1
Oncology Pharmacists _____	618	1.3
Other (unspecified) _____	249	0.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,350</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF CIRCULATION FOR ISSUE OF JANUARY 2010**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	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>48,350</b>	-	-			<b>48,350</b>	<b>100.0</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	48,350	-	-			48,350	100.0
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,350</b>	-	-			<b>48,350</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-			<b>100.0</b>	

\*See Paragraph 9

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2010**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			48,350	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>48,350</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2010**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	288		400-427 Kentucky _____	934	
030-038 New Hampshire _____	219		370-385 Tennessee _____	1,174	
050-059 Vermont _____	123		350-369 Alabama _____	929	
010-027 Massachusetts _____	1,215		386-397 Mississippi _____	620	
028-029 Rhode Island _____	224		<b>EAST SO. CENTRAL</b>	<b>3,657</b>	<b>7.6</b>
060-069 Connecticut _____	573		716-729 Arkansas _____	747	
<b>NEW ENGLAND</b>	<b>2,642</b>	<b>5.5</b>	700-714 Louisiana _____	866	
100-149 New York _____	2,716		730-749 Oklahoma _____	785	
070-089 New Jersey _____	1,084		750-799 Texas _____	3,049	
150-196 Pennsylvania _____	2,317		<b>WEST SO. CENTRAL</b>	<b>5,447</b>	<b>11.3</b>
<b>MIDDLE ATLANTIC</b>	<b>6,117</b>	<b>12.7</b>	590-599 Montana _____	322	
430-459 Ohio _____	2,071		832-838 Idaho _____	273	
460-479 Indiana _____	1,037		820-831 Wyoming _____	151	
600-629 Illinois _____	2,089		800-816 Colorado _____	774	
480-499 Michigan _____	1,398		870-884 New Mexico _____	242	
530-549 Wisconsin _____	1,107		850-865 Arizona _____	836	
<b>EAST NO. CENTRAL</b>	<b>7,702</b>	<b>15.9</b>	840-847 Utah _____	407	
550-567 Minnesota _____	1,155		889-898 Nevada _____	279	
500-528 Iowa _____	838		<b>MOUNTAIN</b>	<b>3,284</b>	<b>6.8</b>
630-658 Missouri _____	1,236		995-999 Alaska _____	95	
580-588 North Dakota _____	261		980-994 Washington _____	1,024	
570-577 South Dakota _____	332		970-979 Oregon _____	522	
680-693 Nebraska _____	469		900-961 California _____	4,382	
660-679 Kansas _____	751		967-968 Hawaii _____	215	
<b>WEST NO. CENTRAL</b>	<b>5,042</b>	<b>10.4</b>	<b>PACIFIC</b>	<b>6,238</b>	<b>12.9</b>
197-199 Delaware _____	129		<b>UNITED STATES</b>	<b>48,324</b>	<b>99.9</b>
206-219 Maryland _____	828		969 & 004-009 U.S. Territories _____	15	
200-205 Washington, DC _____	179		Canada _____	-	
220-246 Virginia _____	1,031		Mexico _____	-	
247-268 West Virginia _____	398		Other International _____	-	
270-289 North Carolina _____	1,269		APQ/FPO _____	11	
290-299 South Carolina _____	622		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,350</b>	<b>100.0</b>
300-319 Georgia _____	1,303				
320-349 Florida _____	2,436				
<b>SOUTH ATLANTIC</b>	<b>8,195</b>	<b>16.9</b>			

**7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	48,366	48,080	48,298	48,131	48,411	48,528
Qualified Non-Paid: _	48,366	48,080	48,298	48,131	48,411	48,528
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: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA**

**PARAGRAPH 2:**

Due to a computer conversion, additions and removals for August 2009 - January 2010 are not available and as a result are not reported herein.

**PARAGRAPH 3b:**

Other sources include 3 sources of circulation for quantities of 618 or 1.3% to 45,877 copies or 94.9%, including SK&A.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

John Burke, Circulation Director

JC Landry, Publisher

(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 March 12, 2010

State New Jersey

County Middlesex

Received by BPA Worldwide March 12, 2010

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