

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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THE AMERICAN JOURNAL OF MANAGED CARE

Ascend Media Healthcare
103 College Road East
Princeton, NJ 08540
Tel.: (609) 524-9500
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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 throughout the managed healthcare industry. The various managed healthcare segments served include health maintenance organizations, medical group practices, hospitals, nursing homes, home healthcare, and all other facilities related to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include managed care organization directors; group practice medical directors; nursing home medical directors; hospital formulary committee chairpersons and directors of pharmacy; consultant pharmacists; staff model physicians; primary care physicians and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	888
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,145
TOTAL	2,033

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,171	100.0	48,171	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,171	100.0	48,171	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007/2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	2,231	2,946			48,569	November _____	385	248			48,071
September _____	736	281			48,114	December _____	30	7			48,048
October _____	1,349	1,443			48,208	January _____	7,126	7,096			48,018
						TOTAL	11,857	12,021			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008												
This issue is 0.4% or 184 copies below the average of the other 5 issues reported in Paragraph two.												
TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	HMO/PPO/IHO	Pharmacy	Long-Term Care Facilities	Hospital	Group Medical Practice	VA/DOD/GOVT	PBM	Employer Based Groups	Pharmaceutical Company	Other
Corporate Benefits Manager _____	119	0.2	15	1	4	12	1	5	6	19	2	54
C-Suite _____	119	0.2	15	1	4	12	1	5	6	19	2	54
President/CEO _____	1,220	2.5	457	132	90	235	63	19	9	30	16	169
CFO _____	123	0.3	22	3	14	53	9	4	1	2	2	13
COO/Operations Director _____	170	0.4	32	11	22	67	9	-	3	2	5	19
Case Manager _____	549	1.1	77	17	29	341	15	5	-	6	1	58
Director of Quality Assurance _____	726	1.5	96	-	322	258	13	11	-	1	1	24
Formulary Managers _____	2,788	5.8	684	163	477	954	109	39	13	41	25	283
Formulary Chair _____	1,836	3.8	16	2	17	1,747	14	1	-	4	1	34
Formulary Committee Members _____	72	0.1	5	5	1	48	1	4	-	2	-	6
Formulary Director _____	74	0.2	10	7	6	28	10	3	2	-	1	7
Managed Care Director _____	291	0.6	38	10	31	131	9	9	3	8	12	40
Medicare/Medicaid Director _____	54	0.1	20	2	4	16	3	-	1	-	-	8
Medical Director/Chief Medical Officer _____	12,461	26.0	436	14	1,243	3,758	6,172	93	6	19	10	710
Pharmacy _____	14,788	30.8	525	40	1,302	5,728	6,209	110	12	33	24	805
Clinical Pharmacist _____	4,021	8.4	133	1,963	97	1,381	37	98	61	5	55	191
Pharmacy Consultant _____	595	1.2	24	236	70	108	6	10	9	7	30	95
Director of Pharmacy _____	2,015	4.2	50	329	45	1,472	16	28	5	1	10	59
Pharmacy Director _____	1,043	2.2	105	335	50	422	19	26	10	3	21	52
Pharmacy Manager _____	1,542	3.2	32	878	56	357	13	50	23	6	62	65
Pharmacy Services Director _____	3,773	7.9	6	49	80	3,613	3	4	-	-	7	11
Staff Pharmacist _____	1,494	3.1	50	483	94	692	19	27	5	6	81	37
Utilization Review _____	3,563	7.4	30	4	10	3,486	4	6	3	2	-	18
Others Allied to the Field _____	18,046	37.6	430	4,277	502	11,531	117	249	116	30	266	528
Administrator _____	1,742	3.6	256	53	145	796	76	43	8	23	20	322
Department Director _____	766	1.6	94	13	72	403	40	15	4	27	12	86
Director of Nursing _____	287	0.6	18	1	68	153	12	9	-	2	-	24
Hospitalist _____	749	1.6	22	4	24	612	11	4	-	1	-	71
Marketing/Publications Manager _____	79	0.2	13	5	1	17	2	4	1	6	7	23
MIS Director _____	158	0.3	27	5	11	88	8	-	-	2	-	17
Outcomes Researcher _____	84	0.2	7	7	1	21	4	6	2	1	8	27
Physician _____	8,003	16.7	641	62	678	3,883	1,197	166	4	137	25	1,210
Other _____	409	0.9	32	50	34	67	18	8	1	1	11	187
TOTAL QUALIFIED CIRCULATION	48,018	100.0	2,764	4,681	3,319	24,265	7,804	658	167	323	400	3,637

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	11,018	11,956	4,599			27,573	57.4
a. Written _____	699	1,779	432			2,910	6.1
b. Telecommunication _____	6,818	9,982	3,790			20,590	42.9
c. Internet and E-Mail _____	3,501	195	377			4,073	8.5
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	4	5	-			9	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	4	5	-			9	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	20,436	-	-			20,436	42.6
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	20,436	-	-			20,436	42.6
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	31,458	11,961	4,599			48,018	100.0
*See Paragraph 11 PERCENT	65.5	24.9	9.6			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			47,998	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			20	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			48,018	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	326		400-427 Kentucky _____	829	
030-038 New Hampshire _____	268		370-385 Tennessee _____	1,047	
050-059 Vermont _____	153		350-369 Alabama _____	843	
010-027 Massachusetts _____	1,377		386-397 Mississippi _____	541	
028-029 Rhode Island _____	255		EAST SO. CENTRAL	3,260	6.8
060-069 Connecticut _____	650		716-729 Arkansas _____	550	
NEW ENGLAND	3,029	6.3	700-714 Louisiana _____	864	
100-149 New York _____	3,174		730-749 Oklahoma _____	713	
070-089 New Jersey _____	1,220		750-799 Texas _____	2,950	
150-196 Pennsylvania _____	2,498		WEST SO. CENTRAL	5,077	10.6
MIDDLE ATLANTIC	6,892	14.4	590-599 Montana _____	290	
430-459 Ohio _____	1,979		832-838 Idaho _____	220	
460-479 Indiana _____	1,027		820-831 Wyoming _____	139	
600-629 Illinois _____	1,975		800-816 Colorado _____	629	
480-499 Michigan _____	1,572		870-884 New Mexico _____	286	
530-549 Wisconsin _____	1,017		850-865 Arizona _____	707	
EAST NO. CENTRAL	7,570	15.8	840-847 Utah _____	403	
550-567 Minnesota _____	868		889-898 Nevada _____	308	
500-528 Iowa _____	688		MOUNTAIN	2,982	6.2
630-658 Missouri _____	1,070		995-999 Alaska _____	105	
580-588 North Dakota _____	233		980-994 Washington _____	916	
570-577 South Dakota _____	291		970-979 Oregon _____	462	
680-693 Nebraska _____	519		900-961 California _____	4,482	
660-679 Kansas _____	734		967-968 Hawaii _____	187	
WEST NO. CENTRAL	4,403	9.2	PACIFIC	6,152	12.8
197-199 Delaware _____	140		UNITED STATES	47,914	99.8
206-219 Maryland _____	850		969 & 004-009 U.S. Territories _____	75	
200-205 Washington, DC _____	184		Canada _____	6	
220-246 Virginia _____	962		Mexico _____	-	
247-268 West Virginia _____	445		Other International _____	18	
270-289 North Carolina _____	1,358		AP0/FPO _____	5	
290-299 South Carolina _____	651		TOTAL QUALIFIED CIRCULATION	48,018	100.0
300-319 Georgia _____	1,310				
320-349 Florida _____	2,649				
SOUTH ATLANTIC	8,549	17.8			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified: _	52,331	51,534	49,758	48,366	48,080
Qualified Non-Paid: _____	52,331	51,534	49,758	48,366	48,080
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

***NOTE: 2007 data is unaudited.**

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 20,436 copies or 42.6%, including SK & A.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Susi Cordill, VP Circulation

Tom Lorge, Circulation Director

(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 February 27, 2008

State New Jersey

County Mercer

Received by BPA Worldwide February 27, 2008

Type PD

ID Number A287POD7