



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JANUARY 2009**

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. 999/01-09

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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**

Managed Care & Healthcare Communications, LLC
666 Plainsboro Rd.
Plainsboro, NJ 08536
Tel.: (609) 716-7777
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 _____	364
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	405
TOTAL	769

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	48,131	100.0	48,131	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,131	100.0	48,131	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008/2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____					48,248	November _____					48,966
September _____					47,608	December _____					47,758
October _____					47,796	January _____					48,410
						TOTAL					

*See Paragraph 11

THE AMERICAN JOURNAL OF MANAGED CARE / January 2009

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2009
This issue is 0.7% or 335 copies above the average of the other 5 issues reported in Paragraph two.

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL	HMO/PPO/IHO	Pharmacy	Hospital	Group Medical Practice	VA/DOD/GOVT	PBM	Unspecified
C-Suite	10,923	22.6	4,390	-	6,230	-	256	47	-
President/CEO	1,679	3.5	1,679	-	-	-	-	-	-
CFO	5,486	11.3	1,278	-	4,050	-	140	18	-
COO/Operations Director	3,205	6.6	897	-	2,175	-	107	26	-
Case Manager	29	0.1	28	-	-	-	-	1	-
Director of Quality Assurance	524	1.1	508	-	5	-	9	2	-
Formulary Managers	10,923	22.6	4,390	-	6,230	-	256	47	-
Formulary Chair	1,403	2.9	-	-	1,366	-	37	-	-
Formulary Committee Members	18	-	-	-	18	-	-	-	-
Formulary Director	34	0.1	34	-	-	-	-	-	-
Managed Care Director	107	0.2	40	-	-	-	67	-	-
Medicare/Medicaid Director	2,350	4.9	10	-	2,336	-	-	4	-
Medical Director/Chief Medical Officer	7,465	15.4	228	-	2,516	4,612	106	3	-
Pharmacy	11,377	23.5	312	-	6,236	4,612	210	7	-
Clinical Pharmacist	1,914	4.0	-	150	1,764	-	-	-	-
Pharmacy Consultant	11	-	-	8	3	-	-	-	-
Pharmacy Director	102	0.2	34	-	50	-	6	12	-
Pharmacy Manager	124	0.3	1	-	122	-	-	1	-
Pharmacy Services Director	2,640	5.5	6	-	2,509	-	120	5	-
Utilization Review	3,126	6.5	27	-	2,996	-	102	1	-
Others Allied to the Field	7,917	16.4	68	158	7,444	-	228	19	-
Administrator	2,819	5.8	-	-	2,685	-	134	-	-
Director of Nursing	5,070	10.5	4	-	4,891	-	145	30	-
Hospitalist	513	1.1	-	-	509	-	4	-	-
Marketing/Publications Manager	4,485	9.3	1,026	-	3,360	-	99	-	-
MIS Director	3,878	8.0	801	-	2,937	-	123	17	-
Corporate Benefits Manager	29	0.1	-	-	-	-	-	29	-
Benefits Managers at Fortune 1000 Companies	780	1.6	-	-	-	-	-	-	780
Oncology Pharmacists	619	1.3	-	-	-	-	-	-	619
TOTAL QUALIFIED CIRCULATION	48,410	100.0	6,601	158	34,292	4,612	1,199	149	1,399

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2009

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: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
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): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	48,410	-	-			48,410	100.0
*Association rosters and directories _____	619	-	-			619	1.3
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-			-	-
*Other sources _____	47,791	-	-			47,791	98.7
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	48,410	-	-			48,410	100.0
*See Paragraph 11 PERCENT	100.0	-	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			48,410	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			48,410	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	334		400-427 Kentucky _____	920	
030-038 New Hampshire _____	224		370-385 Tennessee _____	1,298	
050-059 Vermont _____	133		350-369 Alabama _____	880	
010-027 Massachusetts _____	1,244		386-397 Mississippi _____	687	
028-029 Rhode Island _____	194		EAST SO. CENTRAL	3,785	7.8
060-069 Connecticut _____	530		716-729 Arkansas _____	611	
NEW ENGLAND	2,659	5.5	700-714 Louisiana _____	1,012	
100-149 New York _____	2,712		730-749 Oklahoma _____	871	
070-089 New Jersey _____	1,010		750-799 Texas _____	3,553	
150-196 Pennsylvania _____	2,175		WEST SO. CENTRAL	6,047	12.5
MIDDLE ATLANTIC	5,897	12.2	590-599 Montana _____	385	
430-459 Ohio _____	1,876		832-838 Idaho _____	305	
460-479 Indiana _____	1,104		820-831 Wyoming _____	155	
600-629 Illinois _____	1,992		800-816 Colorado _____	718	
480-499 Michigan _____	1,421		870-884 New Mexico _____	333	
530-549 Wisconsin _____	1,105		850-865 Arizona _____	711	
EAST NO. CENTRAL	7,498	15.5	840-847 Utah _____	392	
550-567 Minnesota _____	1,108		889-898 Nevada _____	330	
500-528 Iowa _____	781		MOUNTAIN	3,329	6.9
630-658 Missouri _____	1,193		995-999 Alaska _____	142	
580-588 North Dakota _____	311		980-994 Washington _____	909	
570-577 South Dakota _____	326		970-979 Oregon _____	473	
680-693 Nebraska _____	603		900-961 California _____	4,149	
660-679 Kansas _____	897		967-968 Hawaii _____	242	
WEST NO. CENTRAL	5,219	10.8	PACIFIC	5,915	12.2
197-199 Delaware _____	134		UNITED STATES	48,405	100.0
206-219 Maryland _____	772		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	162		Canada _____	-	
220-246 Virginia _____	951		Mexico _____	-	
247-268 West Virginia _____	457		Other International _____	-	
270-289 North Carolina _____	1,118		AP0/FPO _____	5	
290-299 South Carolina _____	652		TOTAL QUALIFIED CIRCULATION	48,410	100.0
300-319 Georgia _____	1,392				
320-349 Florida _____	2,418				
SOUTH ATLANTIC	8,056	16.6			

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	February - July 2008*	August 2008 - January 2009*
Total Audit Average Qualified: _____	49,758	48,366	48,080	48,298	48,131
Qualified Non-Paid: _____	49,758	48,366	48,080	48,298	48,131
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

***NOTE: August 2008 – January 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed**

**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 2:

Due to a computer conversion, the additions and removals for August 2008 through January 2009 are not available.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for quantities of 619 copies or 1.3%, including the Board of Pharmaceutical Specialties. Other sources include 1 source of circulation for quantities of 47,791 copies or 98.7%, 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.		Date signed	March 15, 2009
John Burke, Circulation Director		State	New Jersey
JC Landry, Publisher		County	Middlesex
(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	March 15, 2009
IMPORTANT NOTE:		Type	PD
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	A287P0D8