

B2B Media

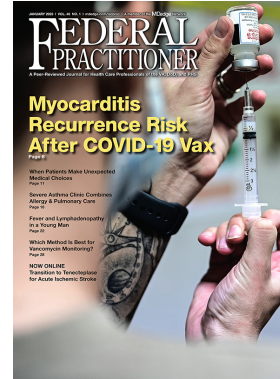
Publisher's Statement

6 months ended June 30, 2023

Subject to Audit

Field Served:

FEDERAL PRACTITIONER serves medical professionals of VA Centers, AVAHO, the Department of Veterans Affairs, Department of Defense, U.S. Public Health Service and Others Allied to the Field.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		35,887
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		35,887
Total Average Qualified Nonpaid Circulation		35,887

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		8
Nonqualified Miscellaneous, Including Staff Copies - Print		324
Total Average Nonqualified Circulation		332

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan		35,834	144	105
Feb		35,869	168	203
Mar		35,817	167	115
Apr		36,011	282	476
May		35,926	8,103	8,018
Jun		35,862	66	2

BUSINESS/OCCUPATIONAL ANALYSIS											
Classification by Business & Industry				Classification by Title							
				Qualified Nonpaid - Print	Physician	Resident	Pharmacist	Medical Center Administrator (1)	Nurse Practitioner and Nurses	Physician Assistant	Other
	Department of Veterans Affairs										
1.	VA Centers	28,955	80.6	28,955	19,389	9	6,965	142	2,000	414	36
2.	AVAHO	982	2.7	982	160		51		183	10	578
	Department of Veterans Affairs Subtotal:	29,937	83.3	29,937	19,549	9	7,016	142	2,183	424	614
	Department of Defence										
3.	Army	1,896	5.3	1,896	1,867		13	1	10	3	2
4.	Navy	1,623	4.5	1,623	1,601		5	4	5	6	2
5.	Air Force	1,175	3.3	1,175	1,163		3	2	3	2	2
	Department of Defence Subtotal:	4,694	13.1	4,694	4,631		21	7	18	11	6
	U.S. Public Health Services Subtotal:										
6.	Office of the Secretary	26	0.1	26	16		5	1	2	2	
7.	Centers for Medicare and Medicaid Services	15	0.0	15	3		10	1	1		
8.	Health Resources Service Administration										
	a. Office of the Administrator	4	0.0	4	1		3				
	b. Bureau of Primary Health Care	7	0.0	7			5			2	
	c. Maternal and Child Health Bureau	1	0.0	1			1				
	d. Bureau of Health Workforce	11	0.0	11	4		3		1	3	
9.	Centers For Disease Control And Prevention	156	0.4	156	131	1	15	5	2	1	1
10.	Food And Drug Administration	200	0.6	200	21		177			2	
11.	Indian Health Service	538	1.5	538	43		470	2		23	
12.	Substance Abuse & Mental Health Services Admin	7	0.0	7	1		5				1
13.	National Institutes Of Health	38	0.1	38	23		9			6	
14.	Agency For Healthcare Research And Quality	3	0.0	3	1		1	1			
15.	Coast Guard	12	0.0	12	5		7				
16.	Bureau Of Prisons	164	0.5	164	11		113	3	2	34	1
	U.S. Public Health Services Subtotal:	1,182	3.3	1,182	260	1	824	13	8	73	3
	Unclassified	55	0.2	55	34		6		2	4	9
	Others Allied To The Field	58	0.2	58	34		9		11	1	3
	Total Qualified Circulation	35,926	100.0	35,926	24,508	10	7,876	162	2,222	513	635
	Percent	100.0		100.0	68.2	0.0	21.9	0.5	6.2	1.4	1.8

Note 1: Medical Center Administrators includes directors, assistant or associate directors, and chiefs of staff.

AGE OF SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	1,128	669	980	2,777	7.7
Written	331	543	19	893	2.5
Telecommunication	782	114	958	1,854	5.2
Internet and Email	15	12	3	30	0.1
Total Direct Request From Recipient's Company	27,468	41		27,509	76.6
Written	27,468	41		27,509	76.6
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists	4,541			4,541	12.6
Acquired Circulation					
Other Sources		1,099		1,099	3.1
Total Qualified Subscriptions	33,137	1,809	980	35,926	100.0
Percent	92.2	5.0	2.7	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	35,920	100.0
Individual by Name Only	6	0.0
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	35,926	100.0
Total Qualified Circulation	35,926	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	502
Arizona	741
Arkansas	401
California	2,280
Colorado	415
Connecticut	493
Delaware	141
District of Columbia	670
Florida	3,650
Georgia	1,310
Idaho	162
Illinois	728
Indiana	582
Iowa	361
Kansas	228
Kentucky	485
Louisiana	385
Maine	237
Maryland	919
Massachusetts	757
Michigan	833
Minnesota	604
Mississippi	462
Missouri	621
Montana	127
Nebraska	249
Nevada	299
New Hampshire	108
New Jersey	369
New Mexico	332
New York	1,541
North Carolina	1,732
North Dakota	99
Ohio	1,424
Oklahoma	555
Oregon	110
Pennsylvania	1,681
Rhode Island	221
South Carolina	748
South Dakota	191
Tennessee	1,150
Texas	2,317
Utah	438
Vermont	163
Virginia	1,465
Washington	546
West Virginia	471
Wisconsin	775
Wyoming	113
TOTAL 48 CONTERMINOUS STATES	35,191
Alaska	93
Hawaii	107
TOTAL ALASKA & HAWAII	200
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	35,391
Poss. & Other Areas	535
U.S. & POSS., etc.	35,926
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	35,926

NOTES

Definition of Recipient Qualification:

Qualified recipients are physicians, residents, pharmacists, medical center administrators (directors, assistant or associate directors, chiefs of staff), nurses and nurse practitioners, and physician assistants and other titled and non-titled personnel in the field served.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Lists: Represent copies served to subscribers obtained from American Medical Association.

Other Sources: Represent copies served to subscribers obtained from US Public Health Services.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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