

B2B Media

Publisher's Statement

6 months ended December 31, 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		35,855
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		35,855
Total Average Qualified Nonpaid Circulation		35,855

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	8
Nonqualified Miscellaneous, Including Staff Copies - Print	667
Total Average Nonqualified Circulation	675

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jul	35,830	115	147
Aug	35,813	512	529
Sep	35,868	411	356
Oct	35,805	507	570
Nov	35,967	969	807
Dec	35,849	7	125

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Classification by Title						
					Physician	Resident	Pharmacist	Medical Center Administrator (1)	Nurse Practitioner and Nurses	Physician Assistant	Other
Department of Veterans Affairs											
1.	VA Centers	29,183	81.1	29,183	20,047	8	6,612	134	1,935	404	43
2.	AVAHO	921	2.6	921	150		48		170	10	543
Department of Veterans Affairs Subtotal:		30,104	83.7	30,104	20,197	8	6,660	134	2,105	414	586
Department of Defence											
3.	Army	1,862	5.2	1,862	1,833		11	2	11	3	2
4.	Navy	1,596	4.4	1,596	1,574		6	4	5	5	2
5.	Air Force	1,155	3.2	1,155	1,143		4	1	3	2	2
Department of Defence Subtotal:		4,613	12.8	4,613	4,550		21	7	19	10	6
U.S. Public Health Services Subtotal:											
6.	Office of the Secretary	24	0.1	24	16		5		1	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	10	0.0	10	4		3			3	
9.	Centers For Disease Control And Prevention	149	0.4	149	124	1	15	5	2	1	1
10.	Food And Drug Administration	199	0.6	199	21		177			1	
11.	Indian Health Service	525	1.5	525	43		458	2		22	
12.	Substance Abuse & Mental Health Services Admin	8	0.0	8	1		5			1	1
13.	National Institutes Of Health	36	0.1	36	21		9			6	
14.	Agency For Healthcare Research And Quality	3	0.0	3	1		1	1			
15.	Coast Guard	13	0.0	13	5		7		1		
16.	Bureau Of Prisons	147	0.4	147	11		98	3	2	32	1
U.S. Public Health Services Subtotal:		1,141	3.2	1,141	251	1	797	12	7	70	3
	Unclassified	50	0.1	50	29		6		2	3	10
	Others Allied To The Field	59	0.2	59	35		8		10	2	4
Total Qualified Circulation		35,967	100.0	35,967	25,062	9	7,492	153	2,143	499	609
Percent		100.0		100.0	69.7	0.0	20.8	0.4	6.0	1.4	1.7

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

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	1,194	452	937	2,583	7.2
Written	448	436	113	997	2.8
Telecommunication	733		817	1,550	4.3
Internet and Email	13	16	7	36	0.1
Total Direct Request From Recipient's Company	26,962	870	36	27,868	77.5
Written	26,962	870	36	27,868	77.5
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists	4,456			4,456	12.4
Acquired Circulation					
Other Sources		1,060		1,060	3.0
Total Qualified Subscriptions	32,612	2,382	973	35,967	100.0
Percent	90.7	6.6	2.7	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	35,961	100.0
Individual by Name Only	6	0.0
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	35,967	100.0
Total Qualified Circulation	35,967	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	501
Arizona	705
Arkansas	389
California	2,236
Colorado	402
Connecticut	541
Delaware	156
District of Columbia	746
Florida	3,562
Georgia	1,404
Idaho	160
Illinois	709
Indiana	260
Iowa	359
Kansas	220
Kentucky	486
Louisiana	374
Maine	256
Maryland	1,078
Massachusetts	802
Michigan	823
Minnesota	595
Mississippi	445
Missouri	609
Montana	126
Nebraska	245
Nevada	184
New Hampshire	122
New Jersey	394
New Mexico	326
New York	1,600
North Carolina	1,821
North Dakota	96
Ohio	1,373
Oklahoma	551
Oregon	103
Pennsylvania	1,809
Rhode Island	238
South Carolina	813
South Dakota	186
Tennessee	1,147
Texas	2,279
Utah	345
Vermont	169
Virginia	1,528
Washington	528
West Virginia	515
Wisconsin	774
Wyoming	110
TOTAL 48 CONTERMINOUS STATES	35,200
Alaska	96
Hawaii	107
TOTAL ALASKA & HAWAII	203
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	35,403
Poss. & Other Areas	564
U.S. & POSS., etc.	35,967
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	35,967

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.

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