



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 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. 999/06-09

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

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.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

# PHYSICIANS PRACTICE

Physicians Practice Inc.  
5523 Research Park Drive  
Suite 210  
Baltimore, MD 21228  
Tel.: 800-781-2211  
Fax: (443) 543-5170  
[www.physicianspractice.com](http://www.physicianspractice.com)  
[info@physicianspractice.com](mailto:info@physicianspractice.com)

Official Publication of: None  
Established: 1989  
Issues Per Year: 10

**FIELD SERVED**

PHYSICIANS PRACTICE serves community based physicians of all specialties in both solo and group practices.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are practicing physicians with those specialties outlined in paragraph 3a. Also qualified are a limited number of medical students, hospitals and firms allied to the medical profession.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	921
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	442
Electronic _____	-
All Other _____	3,179
<b>TOTAL</b>	<b>4,542</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	960	0.4	424	0.2	536	0.2
Sponsored Individually Addressed _____	244,029	97.2	-	-	244,029	97.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	6,082	2.4	-	-	6,082	2.4
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>251,071</b>	<b>100.0</b>	<b>424</b>	<b>0.2</b>	<b>250,647</b>	<b>99.8</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 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____			826	249,003	249,829	April _____			-	250,014	250,014
February _____			-	247,760	247,760	May _____			841	251,042	251,883
March _____			879	255,629	256,508	June _____			-	250,428	250,428
						<b>TOTAL</b>					

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**  
**This issue is 0.4% or 975 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Allergy & Immunology Specialties _____	1,261	0.5	-	1,261
Anesthesiology Specialties _____	9,527	3.8	-	9,527
Cardiology Specialties _____	8,240	3.3	-	8,240
Dermatology Specialties _____	3,218	1.3	-	3,218
Emergency Medicine Specialties _____	9,456	3.8	-	9,456
Endocrinology/Diabetes/Metabolism Specialties _____	1,630	0.6	-	1,630
Family/General Practice Specialties _____	35,031	13.9	-	35,031
Geriatrics Specialties _____	1,485	0.6	-	1,485
Internal Medicine Specialties _____	51,347	20.6	-	51,347
Medical Genetics Specialties _____	142	0.1	-	142
Neurological Surgery Specialties _____	1,621	0.6	-	1,621
Neurology Specialties _____	4,637	1.8	-	4,637
Obstetrics/Gynecology Specialties _____	12,947	5.1	-	12,947
Oncology (Cancer) Specialties _____	3,964	1.6	-	3,964
Ophthalmology Specialties _____	5,691	2.3	-	5,691
Orthopedics Specialties _____	7,612	3.0	-	7,612
Other Specialties _____	5,365	2.1	-	5,365
Otolaryngology Specialties _____	3,038	1.2	-	3,038
Pathology Specialties _____	3,377	1.3	-	3,377
Pediatrics Specialties _____	18,661	7.4	-	18,661
Physical Medicine & Rehabilitation Specialties _____	2,943	1.2	-	2,943
Plastic Surgery Specialties _____	1,826	0.7	-	1,826
Preventative Medicine Specialties _____	1,633	0.6	-	1,633
Psychiatry Specialties _____	9,339	3.7	-	9,339
Radiology Specialties _____	9,694	3.8	-	9,694
Surgery Specialties _____	12,690	5.0	-	12,690
Urology Specialties _____	3,267	1.3	-	3,267
Combined Residency Specialty Programs _____	219	0.1	-	219
No Specialty _____	16,374	6.5	841	15,533
Bulk Copies _____	5,648	2.2	-	5,648
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>251,883</b>	<b>100.0</b>	<b>841</b>	<b>251,042</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	416	126	24	-	566	566	0.2
II. Request from recipient's company: _____	8	1	-	-	9	9	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	2,275	3,373	-	-	5,648	5,648	2.2
V. <b>TOTAL - Sources other than above (listed alphabetically):</b> _____	<b>245,660</b>	-	-	<b>841</b>	<b>244,819</b>	<b>245,660</b>	<b>97.6</b>
*Association rosters and directories _____	229,861	-	-	-	229,861	229,861	91.3
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	15,799	-	-	841	14,958	15,799	6.3
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>248,359</b>	<b>3,500</b>	<b>24</b>	<b>841</b>	<b>251,042</b>	<b>251,883</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>98.6</b>	<b>1.4</b>	<b>-</b>	<b>0.3</b>	<b>99.7</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	797	231,435	232,232	92.3
Individuals by name only _____	44	13,935	13,979	5.5
Titles or functions only _____	-	4	4	-
Company names only _____	-	20	20	-
Multi-Copy Same Addressee copies _____	-	5,648	5,648	2.2
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>841</b>	<b>251,042</b>	<b>251,883</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	1	1,289	1,290		400-427 Kentucky _____	65	517	582	
030-038 New Hampshire _____	-	154	154		370-385 Tennessee _____	25	3,284	3,309	
050-059 Vermont _____	-	2	2		350-369 Alabama _____	39	11	50	
010-027 Massachusetts _____	6	97	103		386-397 Mississippi _____	-	4,902	4,902	
028-029 Rhode Island _____	-	4	4		<b>EAST SO. CENTRAL</b>	<b>129</b>	<b>8,714</b>	<b>8,843</b>	<b>3.5</b>
060-069 Connecticut _____	2	1,118	1,120		716-729 Arkansas _____	10	326	336	
<b>NEW ENGLAND</b>	<b>9</b>	<b>2,664</b>	<b>2,673</b>	<b>1.1</b>	700-714 Louisiana _____	31	7	38	
100-149 New York _____	115	23,963	24,078		730-749 Oklahoma _____	18	8	26	
070-089 New Jersey _____	115	5,806	5,921		750-799 Texas _____	38	10,808	10,846	
150-196 Pennsylvania _____	77	7,254	7,331		<b>WEST SO. CENTRAL</b>	<b>97</b>	<b>11,149</b>	<b>11,246</b>	<b>4.5</b>
<b>MIDDLE ATLANTIC</b>	<b>307</b>	<b>37,023</b>	<b>37,330</b>	<b>14.8</b>	590-599 Montana _____	5	1	6	
430-459 Ohio _____	20	8,651	8,671		832-838 Idaho _____	-	3	3	
460-479 Indiana _____	2	12,360	12,362		820-831 Wyoming _____	-	1	1	
600-629 Illinois _____	22	23,280	23,302		800-816 Colorado _____	13	6,725	6,738	
480-499 Michigan _____	12	3,402	3,414		870-884 New Mexico _____	4	378	382	
530-549 Wisconsin _____	21	3,440	3,461		850-865 Arizona _____	1	3,540	3,541	
<b>EAST NO. CENTRAL</b>	<b>77</b>	<b>51,133</b>	<b>51,210</b>	<b>20.3</b>	840-847 Utah _____	5	281	286	
550-567 Minnesota _____	24	6	30		889-898 Nevada _____	2	5,240	5,242	
500-528 Iowa _____	10	2,209	2,219		<b>MOUNTAIN</b>	<b>30</b>	<b>16,169</b>	<b>16,199</b>	<b>6.4</b>
630-658 Missouri _____	10	5,970	5,980		995-999 Alaska _____	-	1,667	1,667	
580-588 North Dakota _____	4	1	5		980-994 Washington _____	-	12,146	12,146	
570-577 South Dakota _____	16	-	16		970-979 Oregon _____	-	10	10	
680-693 Nebraska _____	-	3	3		900-961 California _____	64	22,005	22,069	
660-679 Kansas _____	4	3,555	3,559		967-968 Hawaii _____	10	2	12	
<b>WEST NO. CENTRAL</b>	<b>68</b>	<b>11,744</b>	<b>11,812</b>	<b>4.7</b>	<b>PACIFIC</b>	<b>74</b>	<b>35,830</b>	<b>35,904</b>	<b>14.3</b>
197-199 Delaware _____	-	2,670	2,670		<b>UNITED STATES</b>	<b>841</b>	<b>251,040</b>	<b>251,881</b>	<b>100.0</b>
206-219 Maryland _____	17	4,037	4,054		969 & 004-009 U.S. Territories _____	-	2	2	
200-205 Washington, DC _____	6	3,112	3,118		Canada _____	-	-	-	
220-246 Virginia _____	-	19,155	19,155		Mexico _____	-	-	-	
247-268 West Virginia _____	1	5	6		Other International _____	-	-	-	
270-289 North Carolina _____	-	11,375	11,375		APQ/FPO _____	-	-	-	
290-299 South Carolina _____	-	6,480	6,480		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>841</b>	<b>251,042</b>	<b>251,883</b>	<b>100.0</b>
300-319 Georgia _____	26	9,979	10,005						
320-349 Florida _____	-	19,801	19,801						
<b>SOUTH ATLANTIC</b>	<b>50</b>	<b>76,614</b>	<b>76,664</b>	<b>30.4</b>					

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD Includes gross subscription sales/orders with unpaid invoices pending.			
Average Annual Order Price: <b>5. PRICES (SEE PARAGRAPH 9)</b>		Total	Percent
Offers (≥ 5% of Total Orders)			
All Others _____			
<b>TOTAL</b>			

6. USE OF FREE PROMOTIONAL INCENTIVES (SEE PARAGRAPH 9)		
	Total	Percent
Ordered without promotional incentive _____		
Ordered with editorial promotional incentive including reprints _____		
Ordered with other promotional incentive _____		
<b>TOTAL</b>		

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS (SEE PARAGRAPH 9)						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	283,288	279,690	271,067	257,282	255,359	251,071
Qualified Non-Paid: _____	18,978	3,411	1,521	933	335	424
Qualified Paid: _____	264,310	276,279	269,546	256,349	255,024	250,647
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

8. PAID CIRCULATION DATA (SEE PARAGRAPH 9)	
**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

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

\*\*NC = None Claimed.

**9. ADDITIONAL DATA:**

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Association rosters and directories include 3 source of circulation for a quantity of 841 copies or -% to 229861 copies or 91.3%, including the American Medical Association. Other Sources include 44 sources of circulation for quantities of 1 copy or -% to 12,247 copies or 4.9%.

**PARAGRAPHS 5 AND 6:**

The figures for these paragraphs are not available and therefore not reported.

**PARAGRAPHS 7 and 8:**

The Average Annual Subscription Order Prices are not available and are not reported.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 20, 2009
Colleen Tricarico, Circulation Manager	State	Connecticut
Eric Temple-Morris, Associate Publisher	County	Fairfield
(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	August 20, 2009
<b>IMPORTANT NOTE:</b>	Type	PJ
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	P438P0J9