

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Marathon Medical Communications Inc.
39 York St
Lambertville, NJ 08530-2017
Tel. No.: 609-397-5522
Fax No.: 609-397-4327
www.usmedicine.com

Official Publication of: None
Established: 1964
Issues Per Year: 12

FIELD SERVED

U.S. MEDICINE serves medical professionals of the Department of Veterans Affairs, Department of Defense, U.S. Public Health Service and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians, pharmacists, senior level administrators, nurse practitioners, physician assistants, medical residents and medical libraries.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	489
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	83
Digital _____	-
All Other _____	-
TOTAL	572

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,582	100.0	34,582	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,582	100.0	34,582	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
July _____	32,938
August _____	34,694
September _____	34,673
October _____	34,588
November _____	35,373
December _____	35,225

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

This issue is 2.8% or 949 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Physicians	Medical Residents	Pharmacists	Medical Center Administrators	Nurse Practitioners	Physician Assistants
Department of Veterans Affairs _____	26,450	74.8	16,709	296	5,708	43	2,389	1,305
Department of Defense: _____	7,720	21.8	6,005	189	723	417	164	222
Army _____	2,784	7.9	2,123	90	285	211	9	66
Navy _____	2,181	6.2	1,878	52	153	89	6	3
Air Force _____	2,755	7.8	2,004	47	285	117	149	153
U.S. Public Health Service: _____	1,175	3.3	428	-	633	15	68	31
Federal Bureau of Prisons _____	92	0.3	10	-	82	-	-	-
U.S. Coast Guard _____	112	0.3	73	-	12	15	3	9
Indian Health Service _____	670	1.9	152	-	431	-	65	22
U.S. Immigration and Customs Enforcement (ICE) _____	17	-	10	-	7	-	-	-
Office of the Secretary _____	31	0.1	19	-	12	-	-	-
Substance Abuse and Mental Health Services Administration (SAMHSA) _____	6	-	1	-	5	-	-	-
Health Resources and Services Administration (HRSA) _____	20	0.1	10	-	10	-	-	-
U.S. Food and Drug Administration (FDA) _____	82	0.2	33	-	49	-	-	-
Centers for Medicare & Medicaid Services (CMS) _____	10	-	6	-	4	-	-	-
Centers for Disease Control and Prevention (CDC) _____	57	0.2	51	-	6	-	-	-
Agency for Healthcare Research and Quality (AHRQ) _____	5	-	5	-	-	-	-	-
National Institutes of Health (NIH) _____	73	0.2	58	-	15	-	-	-
Miscellaneous Government Agencies _____	28	0.1	9	-	9	8	-	2
TOTAL QUALIFIED CIRCULATION	35,373	100.0	23,151	485	7,073	483	2,621	1,560

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 years		
I. Request: _____	34,453	29	-	34,482	97.5
II. Other Than Request: _____	-	890	1	891	2.5
III. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,453	919	1	35,373	100.0
PERCENT	97.4	2.6	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	35,373	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	35,373	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	1,505	4.2	PACIFIC	4,906	13.9
MIDDLE ATLANTIC	3,354	9.5	UNITED STATES	35,123	99.3
EAST NO. CENTRAL	3,868	10.9	969 & 004-009 U.S. Territories	180	0.5
WEST NO. CENTRAL	2,537	7.2	CANADA	-	-
SOUTH ATLANTIC	9,480	26.8	MEXICO	-	-
EAST SO. CENTRAL	2,367	6.7	OTHER INTERNATIONAL	-	-
WEST SO. CENTRAL	4,144	11.7	APO/FPO	70	0.2
MOUNTAIN	2,962	8.4	TOTAL QUALIFIED CIRCULATION	35,373	100.0

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

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

James F. Breuning, Publisher

Brenda L. Mooney, Editor

(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 January 6, 2012

State New Jersey

County Hunterdon

Received by BPA Worldwide January 6, 2012

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