

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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U.S. MEDICINE is a B2B brand intended for individuals with broad-based interests in the Federal Healthcare field. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

U.S. MEDICINE serves medical professionals of the Department of Veterans Affairs, Department of Defense, U.S. Public Health Service and Miscellaneous Government Agencies.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians, pharmacists, medical center administrators, nurse practitioners, and physician assistants.

CHANNELS

**U.S. MEDICINE
MAGAZINE**



6 issues in the period
34,315 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
U.S. MEDICINE MAGAZINE (6 issues in the period)	34,315	-	34,315

AVERAGE NON-QUALIFIED CIRCULATION

Non-qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	609
Allocated for Trade Shows and Conventions	-
All Other	106
TOTAL	715

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,315	100.0	34,315	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,315	100.0	34,315	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July	34,601
August	33,671
September	33,403
October	34,020
November	35,095
December	35,100

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
 This issue is 2.7% or 936 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Physicians	Pharmacists	Medical Center Administrators	Nurse Practitioners	Physician Assistants
Department of Veterans Affairs	28,829	82.2	19,909	6,037	72	2,038	773
Department of Defense:	5,758	16.4	4,555	463	505	121	114
Army	1,461	4.2	1,107	159	175	16	4
Navy	2,016	5.7	1,746	103	140	20	7
Air Force	2,281	6.5	1,702	201	190	85	103
U.S. Public Health Service (Note 1)	508	1.4	168	246	4	81	9
TOTAL QUALIFIED CIRCULATION	35,095	100.0	24,632	6,746	581	2,240	896

Note 1: U.S. Public Health Service includes Federal Bureau of Prisons, U.S. Coast Guard and Indian Health Service.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	34,587	508	-	35,095	100.0
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,587	508	-	35,095	100.0
PERCENT	98.6	1.4	-	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,407	4.0	UNITED STATES	34,781	99.1
Middle Atlantic	2,572	7.3	U.S. Territories	306	0.9
East No. Central	4,334	12.4	Canada	-	-
West No. Central	2,725	7.8	Mexico	-	-
South Atlantic	8,677	24.7	Other International	-	-
East So. Central	2,363	6.7	APO/FPO	8	-
West So. Central	4,348	12.4			
Mountain	3,051	8.7	TOTAL QUALIFIED CIRCULATION	35,095	100.0
Pacific	5,304	15.1			

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

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 23, 2021
State	New Jersey
County	Hunterdon
Received by BPA Worldwide	February 23, 2021
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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.