

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.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**U.S. MEDICINE** is produced in a print format. The editorial for the print copy is the same for all recipients.

**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 in the field served.

## CHANNELS

**U.S. MEDICINE  
PRINT MAGAZINE**



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>U.S. MEDICINE PRINT MAGAZINE</b> (6 issues in the period)	34,186	-	34,186

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	350
Allocated for Trade Shows and Conventions	-
All Other	3,312
<b>TOTAL</b>	<b>3,662</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,186	100.0	34,186	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,186</b>	<b>100.0</b>	<b>34,186</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2021 Issue	Total Qualified
July	33,879
August	34,100
September	34,116
October	34,418
November	34,217
December	34,385

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**  
 This issue is 0.1% or 37 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	28,163	82.3	19,790	5,615	70	1,905	783
Department of Defense:	5,535	16.2	4,435	417	480	102	101
Army	1,352	4.0	1,023	144	167	13	5
Navy	2,033	5.9	1,785	94	128	20	6
Air Force	2,150	6.3	1,627	179	185	69	90
U.S. Public Health Service (Note 1)	519	1.5	165	261	4	81	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,217</b>	<b>100.0</b>	<b>24,390</b>	<b>6,293</b>	<b>554</b>	<b>2,088</b>	<b>892</b>

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 2021**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	<b>28,163</b>	<b>5,535</b>	<b>519</b>	<b>34,217</b>	<b>100.0</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – 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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,163</b>	<b>5,535</b>	<b>519</b>	<b>34,217</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.3</b>	<b>16.2</b>	<b>1.5</b>	<b>100.0</b>	

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,419	4.1	UNITED STATES	33,759	98.7
Middle Atlantic	2,299	6.7	U.S. Territories	450	1.3
East No. Central	4,446	13.0	Canada	-	-
West No. Central	2,579	7.5	Mexico	-	-
South Atlantic	8,410	24.6	Other International	-	-
East So. Central	2,455	7.2	APO/FPO	8	-
West So. Central	4,471	13.1			
Mountain	2,551	7.5	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,217</b>	<b>100.0</b>
Pacific	5,129	15.0			

## 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

(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	March 2, 2022
State	New Jersey
County	Hunterdon
Received by BPA Worldwide	March 2, 2022
Type	BD
ID Number	U005B0D1

### 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.