

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)	34,035	-	34,035

(See Paragraph 3b for Source)

## AVERAGE NON-QUALIFIED CIRCULATION

Non-qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	437
Allocated for Trade Shows and Conventions	-
All Other	495
<b>TOTAL</b>	<b>932</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,035	100.0	34,035	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,035</b>	<b>100.0</b>	<b>34,035</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	34,037
February	34,050
March	34,045
April	34,030
May	34,037
June	34,010

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

This issue is -% or 3 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	28,131	82.6	19,643	5,519	100	1,910	959
Department of Defense:	5,424	16.0	4,369	392	513	75	75
Army	1,177	3.5	861	132	172	9	3
Navy	2,061	6.1	1,810	94	135	18	4
Air Force	2,175	6.4	1,688	166	205	48	68
Space Force	11	-	10	-	1	-	-
U.S. Public Health Service (Note 1)	482	1.4	161	234	4	76	7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,037</b>	<b>100.0</b>	<b>24,173</b>	<b>6,145</b>	<b>617</b>	<b>2,061</b>	<b>1,041</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 MAY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	28,131	5,906	-	34,037	100.0
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>28,131</b>	<b>5,906</b>	<b>-</b>	<b>34,037</b>	<b>100.0</b>
<b>PERCENT</b>	<b>82.6</b>	<b>17.4</b>	<b>-</b>	<b>100.0</b>	

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,399	4.1	UNITED STATES	33,595	98.7
Middle Atlantic	2,443	7.2	U.S. Territories	434	1.3
East No. Central	4,791	14.1	Canada	-	-
West No. Central	2,357	6.9	Mexico	-	-
South Atlantic	8,197	24.1	Other International	-	-
East So. Central	2,362	6.9	APQ/FPO	8	-
West So. Central	4,433	13.0			
Mountain	2,621	7.7			
Pacific	4,992	14.7			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,037</b>	<b>100.0</b>

# 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	August 23, 2023
State	New Jersey
County	Hunterdon
Received by BPA Worldwide	August 23, 2023
Type	BD
ID Number	U005BRJ23

**About BPA Worldwide.**

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.