

B2B Media

Publisher's Statement

6 months ended June 30, 2026

Subject to Audit

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.

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TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		34,047
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		34,047
Total Average Qualified Nonpaid Circulation		34,047

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		521
Total Average Nonqualified Circulation		521

CIRCULATION BY ISSUES		
Issue	Qualified Nonpaid - Print	
Jan	34,045	
Feb	34,042	
Mar	34,050	
Apr	34,045	
May	34,047	
Jun	34,050	

BUSINESS ANALYSIS									
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Physicians	Pharmacists	Medical Center Administrators	Nurse Practitioners	Physician Assistants
1.	Department of Veteran Affairs	28,225	82.9	28,225	19,806	5,417	101	1,891	1,010
2.	Department of Defense:								
	a. Army	1,057	3.1	1,057	693	125	203	27	9
	b. Navy	1,942	5.7	1,942	1,617	82	221	18	4
	c. Air Force	2,348	6.9	2,348	1,671	177	380	54	66
	d. Space Force	39	0.1	39	18	4	15	2	
	Total Department of Defense	5,386	15.8	5,386	3,999	388	819	101	79
3.	U.S. Public Health Service (Note 1)	436	1.3	436	147	204	13	65	7
	Total Qualified Circulation	34,047	100.0	34,047	23,952	6,009	933	2,057	1,096
	Percent	100.0		100.0	70.3	17.6	2.7	6.0	3.2

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

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	608
Arizona	615
Arkansas	494
California	3,724
Colorado	453
Connecticut	422
Delaware	171
District of Columbia	317
Florida	2,501
Georgia	535
Idaho	262
Illinois	1,216
Indiana	483
Iowa	231
Kansas	336
Kentucky	443
Louisiana	513
Maine	80
Maryland	746
Massachusetts	517
Michigan	858
Minnesota	584
Mississippi	344
Missouri	680
Montana	179
Nebraska	270
Nevada	207
New Hampshire	73
New Jersey	300
New Mexico	225
New York	980
North Carolina	1,428
North Dakota	155
Ohio	1,532
Oklahoma	615
Oregon	216
Pennsylvania	1,146
Rhode Island	239
South Carolina	705
South Dakota	227
Tennessee	1,126
Texas	3,077
Utah	389
Vermont	125
Virginia	1,335
Washington	635
West Virginia	374
Wisconsin	766
Wyoming	131
TOTAL 48 CONTERMINOUS STATES	33,588
Alaska	61
Hawaii	180
TOTAL ALASKA & HAWAII	241
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	33,829
Poss. & Other Areas	213
U.S. & POSS., etc.	34,042
Canada	
International	
Military or Civilian Personnel Overseas	5
Total International	5
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	34,047

NOTES

Definition of Recipient Qualification:

Qualified recipients are physicians, pharmacists, medical center administrators, nurse practitioners, and physician assistants in the field served.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis and Geographic Analysis is from an analysis of the May issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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