

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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AMERICAN MEDICAL NEWS

American Medical Association
515 North State Street
Chicago, IL 60610-9986
Tel.: 312.464.5000
Fax: 312.464.5834
www.amednews.com

Official Publication of:
American Medical Association
Established: 1958
Issues Per Year: 48

FIELD SERVED

AMERICAN MEDICAL NEWS is directed primarily to physicians in private practice and physicians in the military service, hospital staff, and the facilities of medical schools.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians with those specialties reported in Paragraph 3a. Also qualified are a limited number of medical students, hospitals, and firms allied to the medical profession.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	324
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	4,519
TOTAL	4,843

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	163,753	61.0	162,510	60.5	1,243	0.5
Sponsored Individually Addressed ____	-	-	-	-	-	-
*Membership Benefit _____	104,869	39.0	-	-	104,869	39.0
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	268,622	100.0	162,510	60.5	106,112	39.5

*See Paragraph 11

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August 06 _____					260,443	November 05 _____					268,665
August 13 _____					260,641	November 12 _____					268,950
August 20 _____					260,846	November 19 _____					268,919
August 27 _____					261,003	November 26 _____					269,079
September 03 _____					260,959	December 03 _____					269,351
September 10 _____					265,061	December 10 _____					269,044
September 17 _____					268,412	December 17 _____					269,217
September 24 _____					269,475	December 24-31 _____					269,374
October 01 _____					269,651	**January 07 _____					276,979
October 08 _____					269,513	January 14 _____					277,374
October 15 _____					269,450	January 21 _____					277,589
October 22-29 _____					269,330	January 28 _____					277,618
						TOTAL					

*See Paragraph 11

**Analyzed Issue

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 07, 2008

QUALIFICATION SOURCE	Qualified Within				Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years	3+ years				
I. TOTAL - Personal direct request from the recipient: _____	684	505	6	1			1,196	0.4
a. Written _____	684	505	6	1			1,196	0.4
b. Telecommunication _____	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-			-	-
II. TOTAL - Request from recipient's company: _____	-	-	-	-			-	-
a. Written _____	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	68,311	37,743	1,119	663			107,836	39.0
a. Individual _____	68,311	37,743	1,119	663			107,836	39.0
b. Organizational _____	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-			-	-
a. Written _____	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	167,947	-	-	-			167,947	60.6
*Association rosters and directories _____	167,947	-	-	-			167,947	60.6
Business directories _____	-	-	-	-			-	-
Independent field reports _____	-	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-			-	-
Other sources _____	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	236,942	38,248	1,125	664			276,979	100.0
*See Paragraph 11	PERCENT	85.6	13.8	0.4	0.2		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 07, 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			276,086	99.7
Individuals by name only _____			836	0.3
Titles or functions only _____			-	-
Company names only _____			57	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			276,979	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 07, 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	1,331		400-427 Kentucky _____	3,858	
030-038 New Hampshire _____	1,145		370-385 Tennessee _____	5,658	
050-059 Vermont _____	615		350-369 Alabama _____	4,436	
010-027 Massachusetts _____	7,947		386-397 Mississippi _____	3,042	
028-029 Rhode Island _____	1,197		EAST SO. CENTRAL	16,994	6.1
060-069 Connecticut _____	3,802		716-729 Arkansas _____	2,357	
NEW ENGLAND	16,037	5.8	700-714 Louisiana _____	3,457	
100-149 New York _____	20,485		730-749 Oklahoma _____	4,004	
070-089 New Jersey _____	8,906		750-799 Texas _____	18,347	
150-196 Pennsylvania _____	13,735		WEST SO. CENTRAL	28,165	10.2
MIDDLE ATLANTIC	43,126	15.6	590-599 Montana _____	731	
430-459 Ohio _____	11,278		832-838 Idaho _____	1,009	
460-479 Indiana _____	5,474		820-831 Wyoming _____	373	
600-629 Illinois _____	13,651		800-816 Colorado _____	3,965	
480-499 Michigan _____	11,507		870-884 New Mexico _____	1,545	
530-549 Wisconsin _____	5,394		850-865 Arizona _____	4,383	
EAST NO. CENTRAL	47,304	17.1	840-847 Utah _____	1,941	
550-567 Minnesota _____	5,599		889-898 Nevada _____	1,794	
500-528 Iowa _____	2,858		MOUNTAIN	15,741	5.7
630-658 Missouri _____	5,620		995-999 Alaska _____	586	
580-588 North Dakota _____	649		980-994 Washington _____	5,094	
570-577 South Dakota _____	851		970-979 Oregon _____	3,153	
680-693 Nebraska _____	1,781		900-961 California _____	28,210	
660-679 Kansas _____	2,608		967-968 Hawaii _____	1,256	
WEST NO. CENTRAL	19,966	7.2	PACIFIC	38,299	13.8
197-199 Delaware _____	889		UNITED STATES	276,397	99.8
206-219 Maryland _____	5,797		969 & 004-009 U.S. Territories _____	480	
200-205 Washington, DC _____	1,112		Canada _____	26	
220-246 Virginia _____	7,094		Mexico _____	-	
247-268 West Virginia _____	1,828		Other International _____	-	
270-289 North Carolina _____	7,904		APO/FPO _____	76	
290-299 South Carolina _____	3,904		TOTAL QUALIFIED CIRCULATION	276,979	100.0
300-319 Georgia _____	6,701				
320-349 Florida _____	15,536				
SOUTH ATLANTIC	50,765	18.3			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified _	233,973	232,621	255,233	252,518	260,318
Qualified Non-Paid Total _____	131,399	131,703	147,316	150,365	158,271
Qualified Paid Total _____	102,574	100,918	107,917	102,153	158,271
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ___	\$17.00	\$17.11	**NC	**NC	**NC

*NOTE: 2007 data is unaudited
 **NC = None Claimed.

10. PAID CIRCULATION DATA	
\$29.00	Average Annual Member Subscription Order Price for the Period Required. (includes promotional incentive value, if any)
\$240.52	Average Annual Non-Member Subscription Order Price for the Period Required (includes promotional incentive value, if any)
48	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid association subscriptions averaging 104,869 copies were sold to qualified recipients at the following subscription prices: \$29. Member's yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 1 & 3a:

Since association dues for this publication are collected through local chapters, qualified paid circulation data are only required to be reported in Paragraphs 1 and 3a of this statement.

PARAGRAPH 2:

Additions & Removals are not required since the circulation lists are obtained from an American Medical Association franchise mailing list house each week and an American Osteopathic Association list house semi-annually.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 15,567 copies or 5.6% to 152,380 copies or 55.0%, including the American Osteopathic Association Directory and the American Medical Association Directory.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 15, 2008
Sue Sherrill, Director of Circulation Services	State	Illinois
Robert Musacchio, PhD., Senior VP, Publishing & Business	County	Cook
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	February 15, 2008
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	A066P0D7

			MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & POSSESSIONS INCLUDING APO & FPO																		
									PATIENT CARE					OTHER PROFESSIONAL ACTIVITY					OSTEOPATHIC PHYSICIAN		
			TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Single	Association	Hospital Based Practice					TOTAL (PATIENT CARE) (F)	Medical Teaching (G)	Administration (H)	Research (I)	Other (K)	TOTAL OTHER (PROFESSIONAL ACTIVITY) (L)	Office Based Practice (M)	Hospital Based Practice (N)	Other Professional Activity (O)
								Office Based Practice (A)	Interns and/or 1st Year Residents (B)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)									
79.	P	Psychiatry	4,724	1.7	407	22	4,295	2,846	154	682	559	1,395	4,241	27	85	21	211	344	73	58	8
80.	CHP	Psychiatry, Child	241	0.1	1	2	238	111	1	60	26	87	198	9	10	1	13	33	3	7	-
81.	PYA	Psychoanalysis	19	-	-	-	19	14	-	-	-	14	5	-	-	-	5	5	-	-	-
82.	PH	Public Health	74	-	-	4	70	5	-	-	5	10	6	28	9	20	63	-	-	1	
83.	PUD	Pulmonary Diseases	1,272	0.5	204	-	1,068	860	1	263	65	329	1,189	8	23	4	14	49	30	4	-
84.	RO	Radiation Oncology	339	0.1	63	1	275	229	2	60	16	78	307	1	4	3	17	25	5	1	1
85.	R	Radiology	267	0.1	3	6	258	180	-	6	22	208	208	3	7	-	44	54	4	-	1
86.	DR	Radiology, Diagnostic	1,087	0.4	492	8	587	426	44	485	50	579	1,005	-	10	1	53	64	8	5	5
87.	PDR	Radiology, Pediatric	14	-	-	-	14	9	-	-	1	10	10	-	-	-	1	1	3	-	-
88.	REN	Reproductive Endocrinology	52	-	-	-	52	41	-	-	6	47	47	2	1	-	2	5	-	-	-
89.	RHU	Rheumatology	883	0.3	95	5	783	633	1	141	40	182	815	3	10	3	26	42	14	8	4
90.	AS	Surgery, Abdominal	6	-	-	1	5	2	-	-	-	2	2	1	1	-	2	4	-	-	-
91.	CDS	Surgery, Cardiovascular	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
92.	CRS	Surgery, Colon & Rectal	104	0.1	-	2	102	77	-	10	4	14	91	2	3	-	7	12	-	1	-
93.	CCS	Surgery, Critical Care	26	-	-	-	26	7	-	14	1	15	22	1	1	-	1	3	-	-	1
94.	GS	Surgery, General	6,637	2.4	1,068	20	5,549	4,053	474	1,268	376	2,118	6,171	18	30	6	257	311	86	67	2
95.	HNS	Surgery, Head & Neck	15	-	-	-	15	9	-	-	2	11	11	1	-	-	3	4	-	-	-
96.	NS	Surgery, Neurological	1,675	0.6	55	5	1,615	1,368	8	127	105	240	1,608	5	3	2	38	48	14	5	-
97.	ORS	Surgery, Orthopedic	5,581	2.0	416	8	5,157	4,370	125	574	231	930	5,300	5	11	-	105	121	136	22	2
98.	PDS	Surgery, Pediatric	38	-	-	-	38	19	-	6	6	12	31	4	-	1	2	7	-	-	-
99.	PS	Surgery, Plastic	1,571	0.6	36	4	1,531	1,371	12	100	34	146	1,517	3	5	1	33	42	10	2	-
100.	TS	Surgery, Thoracic	958	0.3	-	10	948	785	-	30	90	120	905	3	4	2	38	47	3	3	-
101.	TRS	Surgery, Traumatic	16	-	1	-	15	7	-	-	6	13	13	1	-	-	2	3	-	-	-
102.	U	Surgery, Urological	2,547	0.9	68	7	2,472	2,202	7	149	94	250	2,452	3	5	2	55	65	26	3	1
103.	VS	Surgery, Vascular	534	0.2	1	2	531	422	-	35	38	73	495	4	3	2	16	25	11	2	1
104.	OS	Other Specialty	1,435	0.5	704	6	725	429	290	436	61	787	1,216	12	89	18	54	173	21	22	3
105.	US	Other Unspecified	3,233	1.2	3,179	1	53	28	-	2,614	3	2,617	2,645	-	2	1	21	24	17	544	3
106.		Inactive	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL COPIES TO PHYSICIANS			274,802	99.2	167,753	303	106,746	200,172	5,352	33,909	8,216	47,477	247,649	532	1,082	266	3,866	5,746	19,010	2,231	166
PERCENT TO PHYSICIANS			99.2	-	60.6	0.1	38.5	72.2	1.9	12.2	3.0	17.1	89.3	0.2	0.4	0.1	1.4	2.1	6.9	0.8	0.1
		Hospitals	10	-	-	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		Medical Libraries, Schools and Associations	32	-	-	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		Medical Students	1,284	0.5	194	-	1,090	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		Others Allied to the Field	851	0.3	-	851	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION			276,979	100.0	167,947	1,196	107,836														

Note 1 - Comparable categories J and P-R have been omitted at the publisher's option.