



**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JULY 2009**

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.

No. 999/07-09

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**ARCHIVES**  
OF  
**INTERNAL MEDICINE**

American Medical Association  
515 North State Street  
Chicago, IL 60654-4820  
Tel.: (312) 464-5000  
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[www.archinternmed.com](http://www.archinternmed.com)

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Issues Per Year: 22

**FIELD SERVED**

ARCHIVES OF INTERNAL MEDICINE serves physicians (MD's and DO's) who practice general internal medicine or one its subspecialties, in direct patient care, medical teaching, medical research, administration, and other professional activities.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians with those specialties reported in Paragraph 3a and other paid circulation.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	175
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	2,716
<b>TOTAL</b>	<b>2,891</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	75,594	100.0	73,839	97.7	1,755	2.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>75,594</b>	<b>100.0</b>	<b>73,839</b>	<b>97.7</b>	<b>1,755</b>	<b>2.3</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February 9 _____					77,469	May 11 _____					75,539
February 23 _____					77,005	May 25 _____					75,479
March 9 _____					76,375	June 8 _____					75,382
March 23 _____					76,274	June 22 _____					74,958
April 13 _____					75,834	<b>**July 13 _____</b>					<b>73,792</b>
April 27 _____					75,581	July 27 _____					73,439
						<b>TOTAL</b>					

\*See Paragraph 9  
\*\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 13, 2009**  
 This issue is 2.6% or 1,966 copies below the average of the other 11 issues reported in Paragraph two.

PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY														
			PATIENT CARE					OTHER PROFESSIONAL ACTIVITY							OSTEOPATHIC PHYSICIANS		
			HOSPITAL BASED PRACTICE														
			Office Based Practice	Interns and/or 1st Year Residents	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Total Patient Care	Medical Teaching	Administration	Research	Other	Total Other Professional Activity	Office Based Practice	Hospital Based Practice	Other Professional Activity	Total Osteopathic Physicians
Cardiovascular Diseases _____	11,121	15.1	9,846	-	670	523	1,193	11,039	1	-	1	6	8	58	14	2	74
Diabetes _____	37	0.1	30	-	-	7	7	37	-	-	-	-	-	-	-	-	-
Endocrinology _____	925	1.3	700	-	122	82	204	904	1	-	1	1	3	16	2	-	18
Gastroenterology _____	1,777	2.4	1,416	-	242	96	338	1,754	-	-	-	1	1	19	3	-	22
Hematology/Oncology _____	589	0.8	281	1	266	29	296	577	-	-	-	-	-	7	5	-	12
Infectious Diseases _____	1,041	1.4	651	-	210	144	354	1,005	4	-	3	2	9	16	11	-	27
Internal Medicine _____	52,354	70.9	46,480	10	1,143	3,818	4,971	51,451	11	7	6	42	66	716	121	-	837
Nephrology _____	1,198	1.6	898	-	206	67	273	1,171	-	1	-	2	3	21	3	-	24
Oncology, Medical _____	377	0.5	290	-	22	55	77	367	-	-	-	1	1	5	4	-	9
Pulmonary Diseases _____	1,063	1.4	901	-	20	125	145	1,046	-	-	-	3	3	13	1	-	14
Rheumatology _____	1,053	1.4	872	-	114	48	162	1,034	-	-	-	-	-	14	5	-	19
Other Specialty _____	733	1.0	488	-	122	59	181	669	8	7	6	19	40	15	9	-	24
<b>TOTAL COPIES TO PHYSICIANS</b>	<b>72,268</b>	<b>97.9</b>	62,853	11	3,137	5,053	8,201	71,054	25	15	17	77	134	900	178	2	1,080
Others Allied to the Field _____	1,524	2.1															
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>73,792</b>	<b>100.0</b>															
<b>PERCENT</b>	<b>100.0</b>																

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF July 13, 2009								
QUALIFICATION SOURCE	Qualified Within				Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years	3+ years				
I. <b>TOTAL</b> - Direct request: _____	<b>12,307</b>	<b>14,597</b>	<b>10,105</b>	<b>320</b>			<b>37,329</b>	<b>50.6</b>
a. Written _____	12,307	14,597	10,105	320			37,329	50.6
b. Telecommunication _____	-	-	-	-			-	-
c. Electronic _____	-	-	-	-			-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-			-	-
a. Written _____	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-			-	-
c. Electronic _____	-	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-			-	-
a. Individual _____	-	-	-	-			-	-
b. Organizational _____	-	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-			-	-
a. Written _____	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-			-	-
c. Electronic _____	-	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>36,463</b>	-	-	-			<b>36,463</b>	<b>49.4</b>
*Association rosters and directories _____	36,463	-	-	-			36,463	49.4
Business directories _____	-	-	-	-			-	-
Independent field reports _____	-	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-			-	-
Other sources _____	-	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,770</b>	<b>14,597</b>	<b>10,105</b>	<b>320</b>			<b>73,792</b>	<b>100.0</b>
<b>PERCENT</b>	<b>66.1</b>	<b>19.8</b>	<b>13.7</b>	<b>0.4</b>			<b>100.0</b>	

\*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 13, 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			72,270	97.9
Individuals by name only _____			1,488	2.0
Titles or functions only _____			-	-
Company names only _____			34	0.1
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>73,792</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 13, 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	296		400-427 Kentucky _____	893			
030-038 New Hampshire _____	334		370-385 Tennessee _____	1,580			
050-059 Vermont _____	145		350-369 Alabama _____	1,068			
010-027 Massachusetts _____	2,880		386-397 Mississippi _____	478			
028-029 Rhode Island _____	402		<b>EAST SO. CENTRAL</b>	<b>4,019</b>	<b>5.4</b>		
060-069 Connecticut _____	1,331		716-729 Arkansas _____	402			
<b>NEW ENGLAND</b>	<b>5,388</b>	<b>7.3</b>	700-714 Louisiana _____	927			
100-149 New York _____	7,049		730-749 Oklahoma _____	588			
070-089 New Jersey _____	3,068		750-799 Texas _____	4,160			
150-196 Pennsylvania _____	3,358		<b>WEST SO. CENTRAL</b>	<b>6,077</b>	<b>8.2</b>		
<b>MIDDLE ATLANTIC</b>	<b>13,475</b>	<b>18.3</b>	590-599 Montana _____	163			
430-459 Ohio _____	2,761		832-838 Idaho _____	163			
460-479 Indiana _____	1,117		820-831 Wyoming _____	68			
600-629 Illinois _____	3,448		800-816 Colorado _____	922			
480-499 Michigan _____	2,363		870-884 New Mexico _____	336			
530-549 Wisconsin _____	1,232		850-865 Arizona _____	1,220			
<b>EAST NO. CENTRAL</b>	<b>10,921</b>	<b>14.8</b>	840-847 Utah _____	354			
550-567 Minnesota _____	1,097		889-898 Nevada _____	520			
500-528 Iowa _____	424		<b>MOUNTAIN</b>	<b>3,746</b>	<b>5.1</b>		
630-658 Missouri _____	1,335		995-999 Alaska _____	78			
580-588 North Dakota _____	116		980-994 Washington _____	1,222			
570-577 South Dakota _____	144		970-979 Oregon _____	869			
680-693 Nebraska _____	303		900-961 California _____	9,183			
660-679 Kansas _____	508		967-968 Hawaii _____	414			
<b>WEST NO. CENTRAL</b>	<b>3,927</b>	<b>5.3</b>	<b>PACIFIC</b>	<b>11,766</b>	<b>15.9</b>		
197-199 Delaware _____	200		<b>UNITED STATES</b>	<b>73,676</b>	<b>99.8</b>		
206-219 Maryland _____	2,111		969 & 004-009 U.S. Territories _____	10			
200-205 Washington, DC _____	346		Canada _____	95			
220-246 Virginia _____	1,782		Mexico _____	9			
247-268 West Virginia _____	375		Other International _____	-			
270-289 North Carolina _____	1,952		APO/FPO _____	2			
290-299 South Carolina _____	831		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>73,792</b>	<b>100.0</b>		
300-319 Georgia _____	1,985						
320-349 Florida _____	4,775						
<b>SOUTH ATLANTIC</b>	<b>14,357</b>	<b>19.5</b>					

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	February-July 2008	August-January 2008/2009*	February-July 2009*
Total Audit Average Qualified: _____	88,307	86,257	86,027	83,935	80,897	75,594
Qualified Non-Paid: _____	85,652	83,719	83,642	81,854	78,818	73,839
Qualified Paid: _____	2,655	2,538	2,385	2,081	2,079	1,755
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	\$396.79	\$346.19

\*NOTE: August 2008 - July 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

\$346.19	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
22	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA:****PARAGRAPH 2:**

Additions and removals are not required since the circulation list is obtained from the American Medical Association. Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source for a quantity of 36,463 copies or 49.4% from the American Medical Association Directory.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.****PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Robert Musacchio, PhD., Senior VP, Publishing & Business

Sue Sherrill, Director of Circulation Services

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

Date signed August 11, 2009

State Illinois

County Cook

Received by BPA Worldwide August 11, 2009

Type PJ

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