

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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# ARCHIVES

OF

## INTERNAL MEDICINE

American Medical Association  
515 North State Street  
Chicago, IL 60654-4820  
Tel.: (312) 464-5000  
Fax: (312) 464-5834  
[www.archinternmed.com](http://www.archinternmed.com)

Official Publication of: American Medical Association  
Established: 1908  
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 _____	201
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	3,574
<b>TOTAL</b>	<b>3,775</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	83,934	100.0	81,854	97.5	2,080	2.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>83,934</b>	<b>100.0</b>	<b>81,854</b>	<b>97.5</b>	<b>2,080</b>	<b>2.5</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February 11 _____					85,436	May 12 _____					83,174
February 25 _____					85,383	May 26 _____					83,164
March 10 _____					84,828	June 09 _____					83,141
March 24 _____					84,875	June 23 _____					83,282
April 14 _____					84,092	<b>**July 14 _____</b>					<b>83,294</b>
April 28 _____					83,332	July 28 _____					83,214
						<b>TOTAL</b>					

\*See Paragraph 11

\*\*Analyzed Issue

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 14, 2008								
QUALIFICATION SOURCE	Qualified Within				Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years	3+ years				
I. <b>TOTAL</b> - Personal direct request from the recipient:	<b>15,933</b>	<b>16,833</b>	<b>10,108</b>	<b>323</b>			<b>43,197</b>	<b>51.9</b>
a. Written _____	15,933	16,833	10,108	323			43,197	51.9
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>40,097</b>	-	-	-			<b>40,097</b>	<b>48.1</b>
*Association rosters and directories _____	40,097	-	-	-			40,097	48.1
Business directories _____	-	-	-	-			-	-
Independent field reports _____	-	-	-	-			-	-
Licenseses - 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>56,030</b>	<b>16,833</b>	<b>10,108</b>	<b>323</b>			<b>83,294</b>	<b>100.0</b>
<b>See Paragraph 11</b>	<b>PERCENT</b>	<b>67.3</b>	<b>20.2</b>	<b>12.1</b>	<b>0.4</b>		<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 14, 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			81,407	97.7
Individuals by name only _____			1,850	2.3
Titles or functions only _____			-	-
Company names only _____			37	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>83,294</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 14, 2008							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		346		400-427 Kentucky _____		995	
030-038 New Hampshire _____		379		370-385 Tennessee _____		1,757	
050-059 Vermont _____		168		350-369 Alabama _____		1,212	
010-027 Massachusetts _____		3,205		386-397 Mississippi _____		523	
028-029 Rhode Island _____		449		<b>EAST SO. CENTRAL</b>		<b>4,487</b>	<b>5.4</b>
060-069 Connecticut _____		1,522		716-729 Arkansas _____		448	
<b>NEW ENGLAND</b>		<b>6,069</b>	<b>7.3</b>	700-714 Louisiana _____		1,020	
100-149 New York _____		8,157		730-749 Oklahoma _____		658	
070-089 New Jersey _____		3,501		750-799 Texas _____		4,649	
150-196 Pennsylvania _____		3,807		<b>WEST SO. CENTRAL</b>		<b>6,775</b>	<b>8.1</b>
<b>MIDDLE ATLANTIC</b>		<b>15,465</b>	<b>18.6</b>	590-599 Montana _____		187	
430-459 Ohio _____		3,130		832-838 Idaho _____		193	
460-479 Indiana _____		1,287		820-831 Wyoming _____		72	
600-629 Illinois _____		3,964		800-816 Colorado _____		1,037	
480-499 Michigan _____		2,638		870-884 New Mexico _____		374	
530-549 Wisconsin _____		1,380		850-865 Arizona _____		1,349	
<b>EAST NO. CENTRAL</b>		<b>12,399</b>	<b>14.9</b>	840-847 Utah _____		401	
550-567 Minnesota _____		1,266		889-898 Nevada _____		600	
500-528 Iowa _____		463		<b>MOUNTAIN</b>		<b>4,213</b>	<b>5.1</b>
630-658 Missouri _____		1,515		995-999 Alaska _____		94	
580-588 North Dakota _____		138		980-994 Washington _____		1,376	
570-577 South Dakota _____		165		970-979 Oregon _____		963	
680-693 Nebraska _____		345		900-961 California _____		10,235	
660-679 Kansas _____		574		967-968 Hawaii _____		455	
<b>WEST NO. CENTRAL</b>		<b>4,466</b>	<b>5.4</b>	<b>PACIFIC</b>		<b>13,123</b>	<b>15.7</b>
197-199 Delaware _____		231		<b>UNITED STATES</b>		<b>83,168</b>	<b>99.9</b>
206-219 Maryland _____		2,367		969 & 004-009 U.S. Territories _____		9	
200-205 Washington, DC _____		405		Canada _____		106	
220-246 Virginia _____		2,012		Mexico _____		9	
247-268 West Virginia _____		432		Other International _____		-	
270-289 North Carolina _____		2,238		AP0/FPO _____		2	
290-299 South Carolina _____		955		<b>TOTAL QUALIFIED CIRCULATION</b>		<b>83,294</b>	<b>100.0</b>
300-319 Georgia _____		2,212					
320-349 Florida _____		5,319					
<b>SOUTH ATLANTIC</b>		<b>16,171</b>	<b>19.4</b>				

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified: ___	96,849	88,307	86,257	86,027	83,934
Qualified Non-Paid: _____	94,001	85,652	83,719	83,642	81,854
Qualified Paid: _____	2,848	2,655	2,538	2,385	2,080
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	\$314.09	\$330.30	\$327.25	\$337.31	\$312.70

\*The audited average qualified circulation for February - July 2007 = 86,048. The unaudited average qualified circulation for August 2007 - January 2008 = 86,001, yielding an average qualified circulation of 86,027.  
 \*\*2008 data is unaudited.  
 \*\*\*NC = None Claimed.

10. PAID CIRCULATION DATA	
\$312.70	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
**N*C	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA**

**PARAGRAPH 2:**

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

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for quantities of 40,097 copies or 48.1% from 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.		
Robert Musacchio, PhD., Senior VP, Publishing & Business	Date signed	August 08, 2008
Sue Sherrill, Director of Circulation Services	State	Illinois
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Cook
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	August 08, 2008
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PJ
	ID Number	A411P0J8

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 14, 2008**  
 This issue is 0.8% or 699 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				Total Patient Care	Medical Teaching	Administration	Research	Other	Total Other Professional Activity	Office Based Practice	Hospital Based Practice	Other Professional Activity	Total Osteopathic Physicians	
			Office Based Practice	Interns and/or 1st Year Residents	Residents	Full-Time Hospital Staff											Total (Hospital Based)
Cardiovascular Diseases _____	13,130	15.8	11,603	-	913	508	1,421	13,024	2	-	2	17	21	62	22	1	85
Diabetes _____	35	0.0	30	-	-	5	5	35	-	-	-	-	-	-	-	-	-
Endocrinology _____	923	1.1	681	-	151	66	217	898	2	-	1	1	4	10	11	-	21
Gastroenterology _____	1,827	2.2	1,470	-	245	94	339	1,809	-	-	-	-	-	11	7	-	18
Hematology/Oncology _____	565	0.7	241	-	288	26	314	555	1	-	-	-	1	3	6	-	9
Infectious Diseases _____	1,064	1.3	671	1	225	138	364	1,035	5	-	4	2	11	9	9	-	18
Internal Medicine _____	59,556	71.5	52,890	4	1,895	3,693	5,592	58,482	16	9	9	79	113	844	116	1	961
Nephrology _____	1,054	1.3	758	-	216	57	273	1,031	-	1	-	2	3	12	8	-	20
Oncology, Medical _____	345	0.4	253	-	23	58	81	334	-	-	-	4	4	3	4	-	7
Pulmonary Diseases _____	1,148	1.4	988	-	23	128	151	1,139	-	-	-	2	2	7	-	-	7
Rheumatology _____	1,091	1.3	902	-	125	50	175	1,077	-	-	-	-	-	8	6	-	14
Other Specialty _____	668	0.8	430	-	130	52	182	612	9	6	7	16	38	9	8	1	18
<b>TOTAL COPIES TO PHYSICIANS</b>	<b>81,406</b>	<b>97.7</b>	<b>70,917</b>	<b>5</b>	<b>4,234</b>	<b>4,875</b>	<b>9,114</b>	<b>80,031</b>	<b>35</b>	<b>16</b>	<b>23</b>	<b>123</b>	<b>197</b>	<b>978</b>	<b>197</b>	<b>3</b>	<b>1,178</b>
Others Allied to the Field	<b>1,888</b>	<b>2.3</b>															
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>83,294</b>	<b>100.0</b>															
<b>PERCENT</b>	<b>100.0</b>																