

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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MedAdNews

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Official Publication of: None
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Issues Per Year: 12



FIELD SERVED

MED AD NEWS serves pharmaceutical and medical equipment manufacturers, health-care communications companies, marketing service companies, general business service companies (includes packaging company, executive recruitment agency, venture capital/financial investment firm, and consulting firm) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include senior executives in brand, category, and product management, finance, legal, portfolio management, advertising, marketing, sales, public affairs, and research and development.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	350
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	151
Electronic _____	-
All Other _____	398
TOTAL	899

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,237	98.4	13,492	81.8	2,745	16.6
Sponsored Individually Addressed _____	231	1.4	-	-	231	1.4
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	33	0.2	-	-	33	0.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,501	100.0	13,492	81.8	3,009	18.2

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
January _____	374	361			16,500	April _____	237	237			16,500
February _____	359	359			16,500	May _____	1,472	1,471			16,500
March _____	278	278			16,500	June _____	251	251			16,500
						TOTAL	2,971	2,957			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Senior Management	Finance Management	Business Strategy	Product Management	Marketing/Advertising/Promotion Management	Sales Management	Account Management	Marketing Services	Media Directors/Planners	R&D Management	Licensing	Manufacturing	IT Management	Other Personnel
1. Pharmaceutical Manufacturer/ Generic Pharmaceutical Manufacturer _____	7,520	45.5	2,766	86	369	564	1,136	722	30	211	124	888	45	81	46	452
2. Biotechnology Company _____	2,764	16.8	1,485	62	107	95	245	147	2	24	52	342	15	39	11	138
3. Medical Equipment Manufacturer _____	837	5.1	328	10	38	55	179	78	7	18	16	60	1	15	4	28
4. Healthcare Communications Company _____	2,183	13.2	860	12	46	25	321	150	377	58	135	38	1	5	6	149
5. Market Services Company _____	1,446	8.8	675	8	57	25	195	194	58	63	67	13	2	6	1	82
6. General Business Services Company (Note 1) _____	732	4.4	329	7	65	18	57	78	8	17	2	32	3	5	-	111
7. Other Support or Service Company _____	1,018	6.2	311	10	27	7	64	101	12	21	16	28	2	3	-	416
TOTAL QUALIFIED CIRCULATION	16,500	100.0	6,754	195	709	789	2,197	1,470	494	412	412	1,401	69	154	68	1,376
PERCENT	100.0		40.9	1.2	4.3	4.8	13.3	8.9	3.0	2.5	2.5	8.5	0.4	0.9	0.4	8.4

Note 1: General Business Services Company includes Packaging Company, Executive Recruitment Agency, Venture Capital/Financial Investment Firm, and Consulting Firm.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	11,973	1,605	14			13,592	82.4
a. Written _____	4,106	575	12			4,693	28.4
b. Telecommunication _____	4,975	737	2			5,714	34.7
c. Electronic _____	2,892	293	-			3,185	19.3
II. TOTAL - Request from recipient's company: _____	320	115	-			435	2.6
a. Written _____	320	115	-			435	2.6
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,473	-	-			2,473	15.0
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,473	-	-			2,473	15.0
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	14,766	1,720	14			16,500	100.0
*See Paragraph 9	PERCENT	89.5	10.4	0.1		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,295	98.9
Individuals by name only _____			6	-
Titles or functions only _____			6	-
Company names only _____			170	1.0
Multi-Copy Same Addressee copies _____			23	0.1
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Total Qualified	Percent
039-049 Maine	11	
030-038 New Hampshire	23	
050-059 Vermont	13	
010-027 Massachusetts	962	
028-029 Rhode Island	23	
060-069 Connecticut	338	
NEW ENGLAND	1,370	8.3
100-149 New York	1,796	
070-089 New Jersey	2,902	
150-196 Pennsylvania	1,529	
MIDDLE ATLANTIC	6,227	37.8
430-459 Ohio	211	
460-479 Indiana	180	
600-629 Illinois	711	
480-499 Michigan	128	
530-549 Wisconsin	73	
EAST NO. CENTRAL	1,303	7.9
550-567 Minnesota	166	
500-528 Iowa	10	
630-658 Missouri	127	
580-588 North Dakota	1	
570-577 South Dakota	1	
680-693 Nebraska	14	
660-679 Kansas	64	
WEST NO. CENTRAL	383	2.3
197-199 Delaware	181	
206-219 Maryland	366	
200-205 Washington, DC	43	
220-246 Virginia	153	
247-268 West Virginia	18	
270-289 North Carolina	494	
290-299 South Carolina	30	
300-319 Georgia	249	
320-349 Florida	322	
SOUTH ATLANTIC	1,856	11.2

State & Zip Code	Total Qualified	Percent
400-427 Kentucky	33	
370-385 Tennessee	86	
350-369 Alabama	53	
386-397 Mississippi	6	
EAST SO. CENTRAL	178	1.1
716-729 Arkansas	11	
700-714 Louisiana	21	
730-749 Oklahoma	7	
750-799 Texas	305	
WEST SO. CENTRAL	344	2.1
590-599 Montana	5	
832-838 Idaho	7	
820-831 Wyoming	-	
800-816 Colorado	127	
870-884 New Mexico	10	
850-865 Arizona	137	
840-847 Utah	55	
889-898 Nevada	25	
MOUNTAIN	366	2.2
995-999 Alaska	1	
980-994 Washington	147	
970-979 Oregon	27	
900-961 California	2,155	
967-968 Hawaii	7	
PACIFIC	2,337	14.2
UNITED STATES	14,364	87.1
969 & 004-009 U.S. Territories	19	
Canada	512	
Mexico	13	
Other International	1,588	
APO/FPO	4	
TOTAL QUALIFIED CIRCULATION	16,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

Region/Country	Total Qualified	Percent
ASIA		
Bangladesh	13	
Cambodia	1	
China	29	
Hong Kong - SAR	3	
India	242	
Indonesia	7	
Japan	73	
Kazakhstan	1	
Korea, Democratic People's Republic Of	18	
Korea, Republic Of	16	
Malaysia	12	
Nepal	1	
Pakistan	16	
Philippines	5	
Singapore	21	
Taiwan	24	
Thailand	2	
Vietnam	5	
unspecified Asia	1	
Subtotal	490	3.0
MIDDLE EAST		
Bahrain	1	
Iran	1	
Iraq	1	
Israel	35	
Jordan	5	
Kuwait	1	
Lebanon	5	
Saudi Arabia	12	
United Arab Emirates	9	
Subtotal	70	0.4
EUROPE		
Austria	15	
Belgium	30	
Bosnia and Herzegovina	1	
Bulgaria	1	
Croatia	4	
Cyprus	1	
Czech Republic	5	
Denmark	38	
Estonia	1	
Finland	15	
France	115	
Germany	61	
Greece	7	
Hungary	11	
Iceland	6	
Italy	50	
Lithuania	1	
Malta	1	
Netherlands	29	
Norway	18	

Region/Country	Total Qualified	Percent
Poland	9	
Portugal	11	
Ireland	25	
Romania	9	
Russian Federation	5	
Slovakia	5	
Slovenia	12	
Spain	37	
Sweden	26	
Switzerland	88	
Turkey	20	
United Kingdom	232	
unspecified Europe	4	
Subtotal	893	5.4
AFRICA		
Egypt	6	
Ghana	1	
Morocco	1	
Nigeria	2	
Seychelles	1	
South Africa	7	
Sudan	1	
Tunisia	1	
Subtotal	20	0.1
NORTH AMERICA		
Canada	512	
United States	14,364	
Mexico	13	
unspecified North America	23	
Subtotal	14,912	90.5
CARIBBEAN		
Dominican Republic	1	
Trinidad and Tobago	1	
unspecified Caribbean	1	
Subtotal	3	-
CENTRAL AMERICA		
Guatemala	1	
Subtotal	1	-
SOUTH AMERICA		
Argentina	26	
Brazil	14	
Chile	2	
Colombia	5	
Ecuador	3	
French Guiana	1	
Peru	3	
Venezuela	1	
Subtotal	55	0.3
ASIA PACIFIC		
Australia	52	
New Zealand	4	
Subtotal	56	0.3
TOTAL QUALIFIED CIRCULATION	16,500	100.0

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	16,519	16,705	16,657	16,630	16,513	16,501
Qualified Non-Paid: _____	12,470	11,966	12,456	12,960	13,220	13,492
Qualified Paid: _____	4,049	4,739	4,201	3,670	3,293	3,009
Post Expire Copies included in Paid Circulation: _____	332.0 %	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$189.24	\$205.10	\$217.44	\$219.60	\$213.84	\$215.88

*NOTE: January - June 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

\$215.88	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 2,473 copies or 15.0%, including the 2009 Directory of Pharmaceutical, Biotechnology, Medical Device, and Pharmaceutical Research Companies.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**Med Ad News Site Licenses:**

The following have purchased online access to Med Ad News:

Company Name	# of Site Licenses	# of Site License Users
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	150
Pharmaceutical Company	1	100
Pharmaceutical Company	1	100
Pharmaceutical Company	1	75
Pharmaceutical Company	1	75
Biotechnology Company	1	50

PUBLISHER'S AFFIDAVIT

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

Patricia Spinner, Senior Group Publisher

Glenn Glasberg, Director, Circulation and Marketing

(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 July 15, 2009

State Pennsylvania

County Bucks

Received by BPA Worldwide July 15, 2009

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