BRAND REPORT
FOR THE 6 MONTH PERIOD ENDED JUNE 2012

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.

ADVANSTAR

BioPharm INTERNATIONAL

The Science & Business of BioPharmaceuticals

Advanstar Communications
485 Route 1 South
Building F, First Floor
Iselin, NJ 08830
Tel. No.: (732) 346-3013
Fax No.: (732) 647-1235
www.BioPharmInternational.com
mtracey@advanstar.com

ABOUT BIOPHARM INTERNATIONAL

BIOPHARM INTERNATIONAL integrates the science and business of biopharmaceutical drug development and manufacturing through practical, peer-reviewed technical articles that enable biopharmaceutical professionals to perform their jobs more effectively. With the belief that technical decisions are also business decisions, BioPharm offers readers through its print and digital products the tools to make both sound business and technical decisions. The brand's editorial scope encompasses cell-line development, upstream processing and drug substance manufacturing, downstream purification, process and formulation development and scale up, manufacturing, drug delivery, outsourcing, fill/finish activities, regulatory and business considerations for developing and manufacturing biopharmaceuticals.

BRAND REPORT PURPOSE
The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This multimedia report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED
BIOPHARM INTERNATIONAL serves the field of biopharmaceutical technology including biopharmaceutical manufacturing, biologics manufacturing, classical pharmaceutical manufacturing, biodiagnostic manufacturing, biopharmaceutical and biologics process development, biodiagnostic process development, biotherapeutic discovery and development, biopharmaceutical formulation and delivery, transgenic therapeutic productions, biotechnology research and biopharmaceutical research. BIOPHARM INTERNATIONAL also serves specialty or bulk chemical manufacturing, architecture, engineering, construction, contract research and analytical services, government; universities, colleges, and research institutes; business, investment, and legal services; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are personnel engaged in the job functions of production, manufacturing, process development, lab management, research; research and development, project management, technical services, analytical development or support, quality assurance, quality control, validation, plant engineering, plant design, project engineering, facility engineering, regulatory affairs, clinical affairs, corporate management, and business advisor, as well as other functions allied to the field, including technology transfer, materials management, and purchasing.

Channels Include:

BioPharm International Magazine
6 issues in period
32,745 average circulation
Pages 4 – 6

BioPharm International E-Newsletters
2 E-Newsletters in the period
26 total deployments
56,115 average distribution
Page 7

BioPharm International Website
26,736 average unique browsers
Page 7

1 EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BioPharm International Magazine (6 issues in period)	32,693	52	32,745
a. Print	27,192	52	27,244
b. Digital	5,501	-	5,501
1. Requested	5,501	-	5,501
2. Non-Requested	-	-	-
BioPharm International E-Newsletters			
a. Science and Business Bulletin E-Newsletter (20 deployments in period)	32,373	-	32,373
b. Application Note Alert E-Newsletter (6 deployments in period)	23,742	-	23,742
BioPharm International Website (Unique Browsers) (Note 1)	26,736	-	26,736
SIX-MONTH AVERAGE TOTAL	**115,544**	**52**	**115,596**

Note 1: Unique Browsers: See Website Glossary in Table 4.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

2 CHANNEL FREQUENCY FOR PERIOD

	BIOPHARM INTERNATIONAL MAGAZINE								BIOPHARM INTERNATIONAL E-NEWSLETTERS		BIOPHARM INTERNATIONAL WEBSITE
			Print		Digital		Total				
	Number Removed	Number Added	Paid	Non-Paid	Paid	Non-Paid	Paid	Non-Paid	SCIENCE AND BUSINESS BULLETIN	APPLICATION NOTE ALERT	Unique Browsers (See Note 1)
January	264	264	8	27,245	-	5,500	8	32,737	-	-	27,292
January 3, 2012	-	-	-	-	-	-	-	-	64,366	-	-
January 10, 2012	-	-	-	-	-	-	-	-	65,478	-	-
January 17, 2012	-	-	-	-	-	-	-	-	29,611	-	-
January 23, 2012	-	-	-	-	-	-	-	-	29,448	-	-
January 30, 2012	-	-	-	-	-	-	-	-	-	23,643	-
February	101	101	9	27,236	-	5,500	9	32,736	-	-	24,421
February 6, 2012	-	-	-	-	-	-	-	-	28,097	-	-
February 16, 2012	-	-	-	-	-	-	-	-	28,025	-	-
February 21, 2012	-	-	-	-	-	-	-	-	28,000	-	-
February 28, 2012	-	-	-	-	-	-	-	-		23,324	-
March	253	286	10	27,235	-	5,500	10	32,735		-	31,779
March 6, 2012	-	-	-	-	-	-	-	-	27,911	-	-
March 13, 2012	-	-	-	-	-	-	-	-	27,005	-	-
March 20, 2012	-	-	-	-	-	-	-	-	26,943	-	-
March 27, 2012	-	-	-	-	-	-	-	-	-	22,718	-
April	296	194	102	27,141	-	5,502	102	32,643	-	-	27,913
April 3, 2012	-	-	-	-	-	-	-	-	27,649	-	-
April 10, 2012	-	-	-	-	-	-	-	-	28,033	-	-
April 17, 2012	-	-	-	-	-	-	-	-	28,470	-	-
April 24. 2012	-	-	-	-	-	-	-	-	-	24,627	-
May	480	480	95	27,150	-	5,500	95	32,650	-	-	27,237
May 1, 2012	-	-	-	-	-	-	-	-	27,792	-	-
May 8, 2012	-	-	-	-	-	-	-	-	28,908	-	-
May 15, 2012	-	-	-	-	-	-	-	-	30,515	-	-
May 22, 2012	-	-	-	-	-	-	-	-	30,415	-	-
May 29, 2012	-	-	-	-	-	-	-	-	-	24,141	-
June	220	220	88	27,152	-	5,505	88	32,657	-	-	21,771
June 5, 2012	-	-	-	-	-	-	-	-	30,369	-	-
June 12, 2012	-	-	-	-	-	-	-	-	30,269	-	-
June 19, 2012	-	-	-	-	-	-	-	-	30,146	-	-
June 25, 2012	-	-	-	-	-	-	-	-	-	23,999	-
AVERAGE			**52**	**27,192**	**-**	**5,501**	**52**	**32,693**	**32,373**	**23,742**	**26,736**

Note 1: Unique Browsers: See Website Glossary in Table 4.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

3 GEOGRAPHIC DISTRIBUTION*

State	Biopharm International Magazine for Issue of May 2012				Science and Business Bulletin E-Newsletter for Issue of May 15, 2012	Application Note Alert E-Newsletter for Issue of May 29, 2012
	Print	Digital	Total	Percent		
Maine	41	-	41		-	-
New Hampshire	73	-	73		-	-
Vermont	29	-	29		-	-
Massachusetts	1,282	-	1,282		-	-
Rhode Island	86	-	86		-	-
Connecticut	458	-	458		-	-
NEW ENGLAND	1,969	-	1,969	6.0	-	-
New York	1,267	-	1,267		-	-
New Jersey	2,051	-	2,051		-	-
Pennsylvania	1,582	-	1,582		-	-
MIDDLE ATLANTIC	4,900	-	4,900	15.0	-	-
Ohio	606	-	606		-	-
Indiana	541	-	541		-	-
Illinois	1,157	-	1,157		-	-
Michigan	423	-	423		-	-
Wisconsin	336	-	336		-	-
EAST NO. CENTRAL	3,063	-	3,063	9.4	-	-
Minnesota	365	-	365		-	-
Iowa	149	-	149		-	-
Missouri	485	-	485		-	-
North Dakota	28	-	28		-	-
South Dakota	23	-	23		-	-
Nebraska	125	-	125		-	-
Kansas	175	-	175		-	-
WEST NO. CENTRAL	1,350	-	1,350	4.1	-	-
Delaware	148	-	148		-	-
Maryland	750	-	750		-	-
Washington, DC	56	-	56		-	-
Virginia	293	-	293		-	-
West Virginia	79	-	79		-	-
North Carolina	820	-	820		-	-
South Carolina	168	-	168		-	-
Georgia	315	-	315		-	-
Florida	581	-	581		-	-
SOUTH ATLANTIC	3,210	-	3,210	9.8	-	-

State	Biopharm International Magazine for Issue of May 2012				Science and Business Bulletin E-Newsletter for Issue of May 15, 2012	Application Note Alert E-Newsletter for Issue of May 29, 2012
	Print	Digital	Total	Percent		
Kentucky	126	-	126		-	-
Tennessee	249	-	249		-	-
Alabama	145	-	145		-	-
Mississippi	60	-	60		-	-
EAST SO. CENTRAL	580	-	580	1.8	-	-
Arkansas	80	-	80		-	-
Louisiana	147	-	147		-	-
Oklahoma	92	-	92		-	-
Texas	874	-	874		-	-
WEST SO. CENTRAL	1,193	-	1,193	3.6	-	-
Montana	31	-	31		-	-
Idaho	29	-	29		-	-
Wyoming	14	-	14		-	-
Colorado	264	-	264		-	-
New Mexico	46	-	46		-	-
Arizona	161	-	161		-	-
Utah	127	-	127		-	-
Nevada	45	-	45		-	-
MOUNTAIN	717	-	717	2.2	-	-
Alaska	9	-	9		-	-
Washington	271	-	271		-	-
Oregon	111	-	111		-	-
California	2,990	-	2,990		-	-
Hawaii	28	-	28		-	-
PACIFIC	3,409	-	3,409	10.4	-	-
UNITED STATES	20,391	-	20,391	62.3	-	-
U.S. Territories	346	-	346		-	-
Canada	1,004	-	1,004		-	-
Mexico	-	-	-		-	-
Other International	5,504	5,500	11,004		-	-
APO/FPO	-	-	-		-	-
E-Mail Only	-	-	-		30,515	24,141
TOTAL	**27,245**	**5,500**	**32,745**	**100.0**	**30,515**	**24,141**

***See Additional Data**

GEOGRAPHIC DISTRIBUTION – INTERNATIONAL*

REGION/COUNTRY	Biopharm International Magazine for Issue of May 2012				Science and Business Bulletin E-Newsletter for Issue of May 15, 2012	Application Note Alert E-Newsletter for Issue of May 29, 2012
	Print	Digital	Total	Percent		
ASIA						
Armenia	-	3	3		-	-
Bangladesh	1	-	1		-	-
China	17	-	17		-	-
Christmas Island	-	51	51		-	-
Georgia	1	-	1		-	-
Hong Kong - SAR	5	7	12		-	-
India	195	351	546		-	-
Indonesia	7	8	15		-	-
Japan	15	34	49		-	-
Korea, Democratic People's Republic Of	1	3	4		-	-
Korea, Republic Of	11	47	58		-	-
Malaysia	14	25	39		-	-
Nepal	-	2	2		-	-
Pakistan	4	20	24		-	-
Philippines	4	4	8		-	-
Singapore	25	50	75		-	-
Sri Lanka	2	-	2		-	-
Taiwan	5	18	23		-	-
Thailand	5	5	10		-	-
Uzbekistan	1	-	1		-	-
Vietnam	2	4	6		-	-
Unspecified Asia	-	2	2		-	-
Subtotal	315	634	949	2.9	-	-
EUROPE						
Albania	1	1	2		-	-
Austria	90	113	203		-	-
Belarus	-	2	2		-	-
Belgium	449	329	778		-	-
Bosnia and Herzegovina	8	3	11		-	-
Bulgaria	15	11	26		-	-
Croatia	26	28	54		-	-
Cyprus	8	5	13		-	-
Czech Republic	40	37	77		-	-
Denmark	166	152	318		-	-
Estonia	3	2	5		-	-
Finland	64	39	103		-	-
France	695	530	1,225		-	-
Germany	726	444	1,170		-	-

REGION/COUNTRY	Biopharm International Magazine for Issue of May 2012				Science and Business Bulletin E-Newsletter for Issue of May 15, 2012	Application Note Alert E-Newsletter for Issue of May 29, 2012
	Print	Digital	Total	Percent		
Greece	74	77	151		-	-
Hungary	73	91	164		-	-
Iceland	4	4	8		-	-
Italy	259	302	561		-	-
Latvia	5	3	8		-	-
Lithuania	3	6	9		-	-
Luxembourg	2	1	3		-	-
Macedonia	6	11	17		-	-
Malta	16	24	40		-	-
Moldova	5	1	6		-	-
Monaco	2	8	10		-	-
Netherlands	321	263	584		-	-
Norway	40	43	83		-	-
Poland	93	69	162		-	-
Portugal	57	103	160		-	-
Ireland	216	277	493		-	-
Romania	32	51	83		-	-
Russian Federation	14	31	45		-	-
San Marino	1	-	1		-	-
Serbia	27	27	54		-	-
Slovakia	6	1	7		-	-
Slovenia	20	28	48		-	-
Spain	273	320	593		-	-
Sweden	167	134	301		-	-
Switzerland	303	283	586		-	-
Turkey	25	24	49		-	-
Ukraine	12	14	26		-	-
United Kingdom	838	974	1,812		-	-
Subtotal	5,185	4,866	10,051	30.7	-	-
NORTH AMERICA						
Canada	1,004	-	1,004		-	-
United States	20,737	-	20,737		-	-
Subtotal	21,741	-	21,741	66.4	-	-
ASIA PACIFIC						
Australia	3	-	3		3	-
New Zealand	1	-	1		1	-
	4	-	4	-	4	-
Email Only	-	-	-	-	30,515	24,141
TOTAL	**27,245**	**5,500**	**32,745**	**100.0**	**30,515**	**24,141**

***See Additional Data**

Duplication is identified or has been eliminated <u>within</u> each channel; no attempt has been made to identify or eliminate duplication that may exist <u>across</u> media channels.

4 CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	450
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	698
Digital	-
All Other	936
TOTAL	**2,084**

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32,745	100.0	32,693	99.8	52	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**32,745**	**100.0**	**32,693**	**99.8**	**52**	**0.2**

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,244	100.0	27,192	99.8	52	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**27,244**	**100.0**	**27,192**	**99.8**	**52**	**0.2**

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,501	100.0	5,501	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**5,501**	**100.0**	**5,501**	**100.0**	**-**	**-**

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

4 CHANNEL PROFILE (CONTINUED)
E-NEWSLETTER

	Average
Science and Business Bulletin E-Newsletter (20 deployments in period)	32,373
Application Note Alert E-Newsletter (6 deployments in period)	23,742

2012	Science and Business Bulletin E-Newsletter	Application Note Alert E-Newsletter
1/3/2012	64,366	-
1/10/2012	65,478	-
1/17/2012	29,611	-
1/23/2012	29,448	-
1/30/2012	-	23,643
2/6/2012	28,097	-
2/16/2012	28,025	-
2/21/2012	28,000	-
2/28/2012	-	23,324
3/6/2012	27,911	-
3/13/2012	27,005	-
3/20/2012	26,943	-
3/27/2012	-	22,718
4/3/2012	27,649	-
4/10/2012	28,033	-
4/17/2012	28,470	-
4/24/2012	-	24,627
5/1/2012	27,792	-
5/8/2012	28,908	-
5/15/2012	30,515	-
5/22/2012	30,415	-
5/29/2012	-	24,141
6/5/2012	30,369	-
6/12/2012	30,269	-
6/19/2012	30,146	-
6/25/2012	-	23,999
AVERAGE	**32,373**	**23,742**

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	67,092	32,547	27,292	1.19	00:59	02:01
February	60,365	28,629	24,421	1.17	00:58	02:03
March	77,906	37,754	31,779	1.19	00:58	02:00
April	69,169	33,049	27,913	1.18	00:59	02:04
May	64,468	32,494	27,237	1.19	01:01	02:01
June	50,620	25,662	21,771	1.18	01:01	02:02
AVERAGE:	**64,937**	**31,689**	**26,736**	**1.18**	**00:59**	**02:02**

***See Additional Data**

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period.
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

ADDITIONAL DATA

METHOD OF DISTRIBUTION:
All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:
Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

TABLE 3:
Geographic data is not available for Website and therefore not reported herein.

WEBSITE ACTIVITY:
January - June data was provided by Omniture.
All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

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

Nidia Augustin, Audience Development Manager

Mark Rosen, Audience Development Director

(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 1, 2012
State	Minnesota
County	St. Louis
Received by BPA Worldwide	August 1, 2012
Type	BD
ID Number	B023B0J2

About BPA Worldwide:
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Copyright © 2011 BPA Worldwide. All rights reserved.

4 CHANNEL PROFILE MAGAZINE

Official Publication of: None
Established: 1987
Issues Per Year: 12

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012
This issue is equal to the average of the other 5 issues reported in Table two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Research, Development (Note 1)	Quality Assurance, Control, Validation	Process Development	Production, Manufacturing	Corporate Management	Technology Transfer, Technical Services, Analytical Development, Support	Lab Management	Project Management	Regulatory Affairs, Clinical Affairs	Plant Engineering, Facility Design (Note 2)	Business Advisor	Materials Management, Purchasing, Procurement	Others
Biopharmaceutical, Biologics Manufacturing	9,149	28.0	7,735	1,414	1,739	1,427	939	2,000	944	443	347	401	334	356	91	128	-
Classical Pharmaceutical Manufacturing	7,205	22.0	5,566	1,639	1,312	1,418	469	1,395	658	421	360	297	317	330	47	181	-
Biopharmaceutical, Biologics, Biodiagnostic Process Development	1,819	5.6	1,518	301	324	98	412	145	120	154	91	85	42	316	18	14	-
Biotechnology, Biopharmaceutical Research	2,990	9.1	2,439	551	1,098	198	361	239	321	134	215	193	95	58	53	25	-
Research Institutes, Universities, Colleges	3,211	9.8	2,746	465	1,918	70	153	137	168	182	353	70	24	97	15	23	1
Contract Research, Analytical Services	1,715	5.2	1,386	329	439	203	54	73	273	200	187	139	62	29	41	15	-
Biotherapeutic Discovery, Development, Transgenic Therapeutic Productions	430	1.3	377	53	150	25	36	28	62	24	23	41	21	5	10	5	-
Biodiagnostic Manufacturing	1,060	3.2	921	139	169	121	55	248	152	69	39	49	21	97	17	23	-
Biopharmaceutical Formulation, Delivery	691	2.1	605	86	126	109	27	98	156	26	28	30	18	30	7	36	-
Specialty or Bulk Chemical Manufacturing, Bulk Products and Raw Materials Producers	1,617	4.9	1,417	200	256	178	109	416	157	138	104	66	36	97	14	46	-
Architecture, Engineering, Construction	879	2.7	735	144	58	47	48	124	111	59	15	112	7	264	12	22	-
Business, Investment, Legal Services	841	2.6	735	106	64	59	27	147	248	63	28	35	24	39	84	22	1
Government	1,052	3.2	979	73	208	101	35	38	60	123	124	100	148	58	41	15	1
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Paid Circulation: Subscription	86	0.3	86	-	-	-	-	-	-	-	-	-	-	-	-	-	86
TOTAL QUALIFIED CIRCULATION	**32,745**	**100.0**	**27,245**	**5,500**	**7,861**	**4,054**	**2,725**	**5,088**	**3,430**	**2,036**	**1,914**	**1,618**	**1,149**	**1,776**	**450**	**555**	**89**
PERCENT	**100.0**		**83.2**	**16.8**	**24.0**	**12.4**	**8.3**	**15.5**	**10.5**	**6.2**	**5.9**	**4.9**	**3.5**	**5.4**	**1.4**	**1.7**	**0.3**

Note 1: Includes Research; Research & Development
Note 2: Includes Plant Engineering/Design; Project/Facility Engineering

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
Request	22,595	6,549	-	23,644	5,500	29,144	89.0
Other than request	3,601	-	-	3,601	-	3,601	11.0
Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**26,196**	**6,549**	**-**	**27,245**	**5,500**	**32,745**	**100.0**
PERCENT	**80.0**	**20.0**	**-**	**83.2**	**16.8**	**100.0**	

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	27,180	5,500	32,680	99.8
Individuals by name only	9	-	9	-
Titles or functions only	-	-	-	-
Company names only	56	-	56	0.2
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**27,245**	**5,500**	**32,745**	**100.0**

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.