

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Current PSYCHIATRY

Quadrant HealthCom, Inc.
7 Century Drive
Suite 302
Parsippany, NJ 07054
Tel. No.: (973) 206-3434
FAX No.: (973) 206-9378
www.currentpsychiatry.com

Official Publication of: None
Established: 2002
Issues Per Year: 12



FIELD SERVED

CURRENT PSYCHIATRY serves physicians and other healthcare professionals who treat psychiatric disorders and related diseases of the central nervous system.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians in the psychiatric specialty who are in direct patient care (office and hospital setting), including residents, faculty members and those in the armed forces. Also qualified are nurse practitioners, physician assistants and certified nurse specialists in the psychiatric specialty.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	76
Advertiser and Agency	248
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	158
Digital	-
All Other	896
TOTAL	1,378

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	39,308	100.0	39,308	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,308	100.0	39,308	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February	39,293
March	39,272
April	39,265
May	39,409
June	39,367
July	39,241

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
February	22,888	7,208	5,593	1.29	01:01	03:14
March	26,758	9,033	6,950	1.30	01:07	03:19
April	25,892	9,113	7,088	1.29	01:00	02:51
May	24,788	9,094	6,995	1.30	01:02	02:50
June	24,104	7,404	5,715	1.30	01:04	03:27
July	21,094	7,275	5,793	1.26	01:04	03:07
AVERAGE:	24,254	8,188	6,356	1.29	01:03	03:08

*See Additional Data

DATA PROVIDED BY  BPA WORLDWIDE INTERACTION

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3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011

This issue is 0.4% or 160 copies below the average of the other 5 issues reported in Paragraph two.

This journal conforms to the uniform specialty/professional activity breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Physicians Market in September 1972. Revised June 1975, January 1976, July 1986, and August 1993 requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

	PROFESSIONAL CLASSIFICATIONS (See Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & POSSESSIONS INCLUDING APO & FPO (SEE NOTE 2)				
				Office Based Practice (A)	PATIENT CARE		Other Professional Activity (K)	Osteopathic Physicians (L) (M) (N)
					Residents (C)	Full-Time Hospital Staff (D)		
CHP	Psychiatry, Child _____	4,349	11.1	3,943	116	116	78	96
PYG	Geriatrics _____	691	1.7	510	47	109	21	4
P	Psychiatry _____	30,999	79.0	21,359	4,056	3,930	507	1,147
TOTAL COPIES TO PHYSICIANS		36,039	91.8	25,812	4,219	4,155	606	1,247
PERCENT TO PHYSICIANS		91.8	-	65.8	10.8	10.6	1.5	3.2
Advanced Practice Clinicians specializing in psychiatry which includes Nurse Practitioners, Physician Assistants & Certified Nurse Specialists (See Note 3) _____		3,202	8.2					
TOTAL QUALIFIED CIRCULATION		39,241	100.0					

Note 1: Categories 1-15, 17-58, 61-105, Hospitals, Nursing Homes, Medical Libraries, Schools and Associations, Medical Students and Others Allied to the Field have been omitted at the option of the publisher.

Note 2: Classifications B, E - J and O - R have been omitted at the option of the publisher

Note 3: Additional non-comparable category added at the option of the publisher.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 years		
I. Request: _____	5,234	4,974	9,671	19,879	50.7
II. *Other Than Request: _____	19,362	-	-	19,362	49.3
III. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,596	4,974	9,671	39,241	100.0
PERCENT	62.7	12.7	24.6	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011

Regions	Total Qualified	Percent
NEW ENGLAND	4,033	10.3
MIDDLE ATLANTIC	8,096	20.6
EAST NO. CENTRAL	4,656	11.9
WEST NO. CENTRAL	2,215	5.7
SOUTH ATLANTIC	7,000	17.8
EAST SO. CENTRAL	1,619	4.1
WEST SO. CENTRAL	2,868	7.3
MOUNTAIN	2,169	5.5

Regions	Total Qualified	Percent
PACIFIC	6,583	16.8
UNITED STATES	39,239	100.0
969 & 004-009 U.S. Territories	1	-
CANADA	-	-
MEXICO	-	-
OTHER INTERNATIONAL	-	-
APO/FPO	1	-
TOTAL QUALIFIED CIRCULATION	39,241	100.0

ADDITIONAL DATA:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 18,898 copies or 48.2%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 464 copies or 1.1%, including SDI.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
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

PUBLISHER'S AFFIDAVIT

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

Hillary Ford, Group Publisher

Donna Sickles, Director of Audience Development

(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	September 9, 2011
State	New Jersey
County	Morris
Received by BPA Worldwide	September 9, 2011
Type	PD
ID Number	C577P0J1