

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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Quadrant HealthCom Inc.
7 Century Drive - Suite 302
Parsippany, NJ 07054
Tel.: (973) 206-3434
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Official Publication of: None
Established: 1969
Issues Per Year: 12



FIELD SERVED

EMERGENCY MEDICINE serves office-based and hospital-based medical and osteopathic physicians, as well as residents, in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians and residents specializing in Emergency Medicine, Pediatric Emergency Medicine and Urgent Care Medicine. Also qualified are nurse practitioners, physician assistants, and urgent care healthcare practitioners.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	819
Advertiser and Agency _____	153
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	5
Digital _____	-
All Other _____	221
TOTAL	1,198

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,045	100.0	34,045	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,045	100.0	34,045	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February _____	34,024
March _____	34,187
April _____	34,003
May _____	34,032
June _____	34,006
July _____	34,017

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011
 This issue is 0.1% or 33 copies below the average of the other 5 issues reported in Paragraph two.

PROFESSIONAL CLASSIFICATION		TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR U.S. & POSSESSIONS INCLUDING APO & FPO					OSTEOPATHIC PHYSICIANS				
				PATIENT CARE					Hospital-Based				
				Hospital-Based					TOTAL (PATIENT CARE)	Office-Based Practice	Hospital-Based		
				Office-Based Practice	Interns and Residents	Full-Time Hosp. Staff	(Total Hospital Based)	Full Time Hospital Staff			Interns & Residents	Total Hospital Based	
EM	Emergency Medicine _____	30,858	90.7	7,957	3,139	15,909	19,048	27,005	1,108	2,420	325	2,745	
PEM	Pediatric Emergency Medicine _____	652	1.9	132	86	413	499	631	4	16	1	17	
UCM	Urgent Care Medicine _____	1,603	4.7	1,114	8	277	285	1,399	170	34	-	34	
	Other _____	865	2.6	586	11	133	144	730	106	24	5	29	
TOTAL COPIES TO PHYSICIANS		33,978	99.9	9,789	3,244	16,732	19,976	29,765	1,388	2,494	331	2,825	
PERCENT TO PHYSICIANS		99.9	-										
Urgent Care Healthcare Practitioners _____		39	0.1										
TOTAL QUALIFIED CIRCULATION		34,017	100.0										
PERCENT		100.0											

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. TOTAL - Direct Request: _____	3,248	8,540	5,296	17,084	50.2
a. Written _____	1,367	2,874	1,693	5,934	17.5
b. Telecommunication _____	1,118	5,283	3,545	9,946	29.2
c. Electronic _____	763	383	58	1,204	3.5
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
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): _____	16,933	-	-	16,933	49.8
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	16,933	-	-	16,933	49.8
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,181	8,540	5,296	34,017	100.0
PERCENT	59.3	25.1	15.6	100.0	

*See Additional Data

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

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	2,104	6.2	PACIFIC	5,069	14.9
MIDDLE ATLANTIC	5,096	15.0	UNITED STATES	34,007	100.0
EAST NO. CENTRAL	6,296	18.5	U.S. TERRITORIES	5	-
WEST NO. CENTRAL	2,301	6.8	CANADA	-	-
SOUTH ATLANTIC	6,203	18.2	MEXICO	-	-
EAST SO. CENTRAL	1,728	5.1	OTHER INTERNATIONAL	-	-
WEST SO. CENTRAL	2,952	8.7	APO/FPO	5	-
MOUNTAIN	2,258	6.6	TOTAL QUALIFIED CIRCULATION	34,017	100.0

ADDITIONAL DATA
PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 16,933 copies or 49.8%, including American Medical Information, Inc.

PUBLISHER'S AFFIDAVIT

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

Donna Sickles, Corporate Director of Audience Development

Maura Griffin, Editorial 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 10, 2011

State New Jersey

County Morris

Received by BPA Worldwide August 10, 2011

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