

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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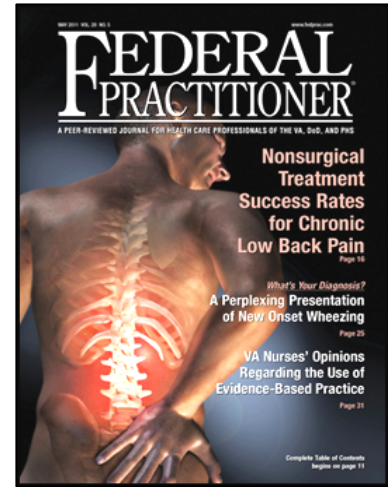
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# FEDERAL PRACTITIONER™

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**FIELD SERVED**

FEDERAL PRACTITIONER serves medical professionals of the Department of Veterans Affairs, Department of Defense, U.S. Public Health Service and Others Allied to the Field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians, residents, pharmacists, medical center administrators (directors, assistant or associate directors, chiefs of staff), nurses and nurse practitioners, physician assistants and other titled and non-titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	91
Advertiser and Agency _____	144
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	366
<b>TOTAL</b>	<b>601</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,097	100.0	35,097	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,097</b>	<b>100.0</b>	<b>35,097</b>	<b>100.0</b>	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	40	103	35,179
February _____	49	19	35,149
March _____	197	235	35,187
April _____	931	746	35,002
May _____	2,400	2,443	35,045
June _____	253	230	35,022
<b>TOTAL</b>	<b>3,870</b>	<b>3,776</b>	

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	7,207	1,564	1,222	1.28	00:48	03:39
February _____	6,217	1,518	1,232	1.23	00:51	03:29
March _____	6,764	1,659	1,227	1.35	00:46	03:05
April _____	4,468	1,185	764	1.55	00:47	02:55
May _____	7,125	1,519	1,104	1.38	00:59	04:43
June _____	7,766	1,832	1,358	1.35	01:10	04:58
<b>AVERAGE:</b>	<b>6,591</b>	<b>1,546</b>	<b>1,151</b>	<b>1.36</b>	<b>00:54</b>	<b>03:48</b>

\*See Additional data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
**This issue is 0.2% or 63 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Classification by Title						
			Physician	Resident	Pharmacist	Medical Center Administrator	Nurse Practitioner and Nurses	Physician Assistant	Other
DEPARTMENT OF VETERANS AFFAIRS	25,804	73.6	15,328	471	5,352	251	1,858	813	1,731
DEPARTMENT OF DEFENSE	6,460	18.5	5,597	16	228	73	177	146	223
ARMY _____	2,526	7.2	2,126	11	118	21	72	80	98
NAVY _____	2,055	5.9	1,857	3	56	23	48	23	45
AIR FORCE _____	1,879	5.4	1,614	2	54	29	57	43	80
U.S PUBLIC HEALTH SERVICE	1,603	4.6	452	6	876	29	44	109	87
OFFICE OF THE SECRETARY _____	31	0.1	10	-	6	2	4	3	6
HEALTH CARE FINANCING ADMINISTRATION _____	19	0.1	6	-	6	3	-	-	4
HEALTH RESOURCES SERVICE ADMINISTRATION: OFFICE OF THE ADMINISTRATOR _____	15	-	5	-	7	-	-	1	2
BUREAU OF HEALTH CARE AND DELIVERY ASSISTANCE _____	15	-	3	-	6	2	2	1	1
MATERNAL AND CHILD HEALTH BUREAU _____	3	-	3	-	-	-	-	-	-
BUREAU OF HEALTH PROFESSIONALS _____	18	0.1	7	-	2	2	3	3	1
CENTERS FOR DISEASE CONTROL AND PREVENTION _____	68	0.2	46	-	7	2	-	1	12
FOOD AND DRUG ADMINISTRATION _____	99	0.3	14	1	68	1	2	1	12
INDIAN HEALTH SERVICE _____	912	2.6	247	3	595	7	9	22	29
SUBSTANCE ABUSE & MENTAL HEALTH SERVICES ADMINISTRATION _____	20	0.1	6	-	3	2	4	3	2
NATIONAL INSTITUTES OF HEALTH _____	67	0.2	28	1	23	2	6	2	5
AGENCY FOR HEALTHCARE RESEARCH AND QUALITY _____	8	-	7	-	-	-	1	-	-
AGENCY FOR TOXIC SUBSTANCES AND DISEASE REGISTRY _____	6	-	3	-	3	-	-	-	-
COAST GUARD _____	32	0.1	12	1	7	3	1	6	2
BUREAU OF PRISONS _____	290	0.8	55	-	143	3	12	66	11
ENVIRONMENTAL PROTECTION AGENCY _____	-	-	-	-	-	-	-	-	-
UNCLASSIFIED _____	604	1.7	313	3	110	6	44	39	89
OTHERS ALLIED TO THE FIELD _____	574	1.6	326	4	77	22	36	18	91
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,045</b>	<b>100.0</b>	<b>22,016</b>	<b>500</b>	<b>6,643</b>	<b>381</b>	<b>2,159</b>	<b>1,125</b>	<b>2,221</b>

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. <b>TOTAL</b> - Direct Request: _____	<b>6,363</b>	<b>6,836</b>	<b>5,614</b>	<b>18,813</b>	<b>53.7</b>
a. Written _____	3,786	2,447	1,338	7,571	21.6
b. Telecommunication _____	901	4,109	4,243	9,253	26.4
c. Electronic _____	1,676	280	33	1,989	5.7
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>10,772</b>	-	-	<b>10,772</b>	<b>30.7</b>
a. Written _____	10,772	-	-	10,772	30.7
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>5,460</b>	-	-	<b>5,460</b>	<b>15.6</b>
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	5,460	-	-	5,460	15.6
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,595</b>	<b>6,836</b>	<b>5,614</b>	<b>35,045</b>	<b>100.0</b>
<b>PERCENT</b>	<b>64.5</b>	<b>19.5</b>	<b>16.0</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	35,045	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,045</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	306		Kentucky _____	605	
New Hampshire _____	144		Tennessee _____	1,065	
Vermont _____	127		Alabama _____	575	
Massachusetts _____	747		Mississippi _____	517	
Rhode Island _____	198		<b>EAST SO. CENTRAL</b>	<b>2,762</b>	<b>7.9</b>
Connecticut _____	149		Arkansas _____	625	
<b>NEW ENGLAND</b>	<b>1,671</b>	<b>4.8</b>	Louisiana _____	411	
New York _____	1,854		Oklahoma _____	646	
New Jersey _____	469		Texas _____	2,229	
Pennsylvania _____	1,314		<b>WEST SO. CENTRAL</b>	<b>3,911</b>	<b>11.2</b>
<b>MIDDLE ATLANTIC</b>	<b>3,637</b>	<b>10.4</b>	Montana _____	165	
Ohio _____	1,042		Idaho _____	103	
Indiana _____	583		Wyoming _____	109	
Illinois _____	703		Colorado _____	438	
Michigan _____	854		New Mexico _____	521	
Wisconsin _____	852		Arizona _____	916	
<b>EAST NO. CENTRAL</b>	<b>4,034</b>	<b>11.5</b>	Utah _____	329	
Minnesota _____	646		Nevada _____	446	
Iowa _____	102		<b>MOUNTAIN</b>	<b>3,027</b>	<b>8.6</b>
Missouri _____	1,100		Alaska _____	151	
North Dakota _____	146		Washington _____	500	
South Dakota _____	258		Oregon _____	490	
Nebraska _____	210		California _____	2,396	
Kansas _____	230		Hawaii _____	221	
<b>WEST NO. CENTRAL</b>	<b>2,692</b>	<b>7.7</b>	<b>PACIFIC</b>	<b>3,758</b>	<b>10.7</b>
Delaware _____	132		<b>UNITED STATES</b>	<b>34,896</b>	<b>99.6</b>
Maryland _____	1,248		U.S. Territories _____	83	
Washington, DC _____	423		Canada _____	-	
Virginia _____	1,406		Mexico _____	-	
West Virginia _____	537		Other International _____	-	
North Carolina _____	1,022		APO/FPO _____	66	
South Carolina _____	517		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,045</b>	<b>100.0</b>
Georgia _____	1,010				
Florida _____	3,109				
<b>SOUTH ATLANTIC</b>	<b>9,404</b>	<b>26.8</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	35,126	34,328	34,553	34,885	35,062	35,097
Qualified Non-Paid: ___	35,126	34,328	34,553	34,885	35,062	35,097
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

<b>WEBSITE GLOSSARY:</b>
<b>Unique Browsers:</b> 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
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

#### PARAGRAPH 3b:

Other sources include 2 sources of circulation for a quantity of 669 copies or 1.9% from US Public Health Service and 4,791 copies or 13.7% from American Medical Information.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 13, 2011
Peter DeYoe, Publisher	State	New Jersey
Donna Sickles, Director of Audience Development	County	Morris
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 13, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	F123P0J1