



**B2B Media**

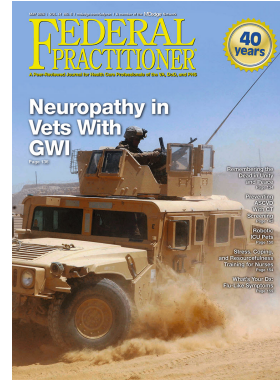
**Publisher's Statement**

6 months ended June 30, 2024

Subject to Audit

**Field Served:**

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



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>35,859</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		35,859
<b>Total Average Qualified Nonpaid Circulation</b>		<b>35,859</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	13
Nonqualified Miscellaneous, Including Staff Copies - Print	891
<b>Total Average Nonqualified Circulation</b>	<b>904</b>

<b>CIRCULATION BY ISSUES</b>			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid Removed	Qualified Nonpaid Added
Jan	35,922	355	428
Feb	35,734	695	507
Mar	35,749	577	592
Apr	35,749	142	142
May	36,071	5,526	5,848
Jun	35,929	161	19

**BUSINESS ANALYSIS**

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Classification by Title						
					Physician	Resident	Pharmacist	Medical Center Administrator (1)	Nurse Practitioner and Nurses	Physician Assistant	Other
<b>Department of Veterans Affairs</b>											
1.	VA Centers	29,157	80.8	29,157	20,054	195	6,669	144	1,658	402	35
2.	AVAHO	1,293	3.6	1,293	261		122	18	480	26	386
<b>Department of Veterans Affairs Subtotal:</b>		<b>30,450</b>	<b>84.4</b>	<b>30,450</b>	<b>20,315</b>	<b>195</b>	<b>6,791</b>	<b>162</b>	<b>2,138</b>	<b>428</b>	<b>421</b>
Department of Defence											
3.	Army	1,768	4.9	1,768	1,744		7	2	10	3	2
4.	Navy	1,544	4.3	1,544	1,524		6	4	4	5	1
5.	Air Force	1,124	3.1	1,124	1,113		5	1	2	2	1
<b>Department of Defence Subtotal:</b>		<b>4,436</b>	<b>12.3</b>	<b>4,436</b>	<b>4,381</b>		<b>18</b>	<b>7</b>	<b>16</b>	<b>10</b>	<b>4</b>
<b>U.S. Public Health Services Subtotal:</b>											
6.	Office of the Secretary	17	0.0	17	13		1		1	2	
7.	Centers for Medicare and Medicaid Services	16	0.0	16	4		10	1	1		
8.	Health Resources Service Administration										
	a. Office of the Administrator	4	0.0	4	1		3				
	b. Bureau of Primary Health Care	5	0.0	5			3			2	
	c. Maternal and Child Health Bureau	2	0.0	2	1		1				
	d. Bureau of Health Workforce	8	0.0	8	3		3			2	
9.	Centers For Disease Control And Prevention	145	0.4	145	122		15	5	2	1	
10.	Food And Drug Administration	194	0.5	194	21		172			1	
11.	Indian Health Service	503	1.4	503	43		437	2	1	20	
12.	Substance Abuse & Mental Health Services Admin	6	0.0	6	1		3		1	1	
13.	National Institutes Of Health	35	0.1	35	21		9			5	
14.	Agency For Healthcare Research And Quality	1	0.0	1			1				
15.	Coast Guard	10	0.0	10	5		4		1		
16.	Bureau Of Prisons	136	0.4	136	9		94	2	1	30	
<b>U.S. Public Health Services Subtotal:</b>		<b>1,082</b>	<b>3.0</b>	<b>1,082</b>	<b>244</b>		<b>756</b>	<b>10</b>	<b>8</b>	<b>64</b>	
	Unclassified	48	0.1	48	26		7	1	1	3	10
	Others Allied To The Field	55	0.2	55	32		7		10	2	4
<b>Total Qualified Circulation</b>		<b>36,071</b>	<b>100.0</b>	<b>36,071</b>	<b>24,998</b>	<b>195</b>	<b>7,579</b>	<b>180</b>	<b>2,173</b>	<b>507</b>	<b>439</b>
<b>Percent</b>		<b>100.0</b>		<b>100.0</b>	<b>69.3</b>	<b>0.5</b>	<b>21.0</b>	<b>0.5</b>	<b>6.0</b>	<b>1.4</b>	<b>1.2</b>

Note 1: Medical Center Administrators includes directors, assistant or associate directors, and chiefs of staff.

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>567</b>	<b>1,044</b>	<b>469</b>	<b>2,080</b>	<b>5.8</b>
Written	277	336	357	970	2.7
Telecommunication	225	691	102	1,018	2.8
Internet and Email	65	17	10	92	0.3
<b>Total Direct Request From Recipient's Company</b>	<b>28,592</b>	<b>60</b>	<b>33</b>	<b>28,685</b>	<b>79.5</b>
Written	28,592	60	33	28,685	79.5
Telecommunication					
Internet and Email					
<b>Total Communication Other Than Request</b>					
Written					
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	4,287	4		4,291	11.9
Acquired Circulation					
Other Sources			1,015	1,015	2.8
<b>Total Qualified Subscriptions</b>	<b>33,446</b>	<b>1,108</b>	<b>1,517</b>	<b>36,071</b>	<b>100.0</b>
<b>Percent</b>	<b>92.7</b>	<b>3.1</b>	<b>4.2</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	36,053	100.0
Individual by Name Only	18	0.1
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>36,071</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>36,071</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	666
Arizona	790
Arkansas	436
California	2,579
Colorado	491
Connecticut	508
Delaware	148
District of Columbia	573
Florida	3,350
Georgia	1,259
Idaho	194
Illinois	956
Indiana	277
Iowa	402
Kansas	267
Kentucky	472
Louisiana	456
Maine	228
Maryland	997
Massachusetts	765
Michigan	891
Minnesota	638
Mississippi	390
Missouri	719
Montana	123
Nebraska	256
Nevada	287
New Hampshire	121
New Jersey	355
New Mexico	349
New York	1,282
North Carolina	1,557
North Dakota	102
Ohio	1,350
Oklahoma	591
Oregon	124
Pennsylvania	1,667
Rhode Island	221
South Carolina	738
South Dakota	194
Tennessee	1,178
Texas	2,569
Utah	404
Vermont	162
Virginia	1,340
Washington	498
West Virginia	458
Wisconsin	824
Wyoming	123
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>35,325</b>
Alaska	92
Hawaii	97
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>189</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>35,514</b>
Poss. & Other Areas	557
<b>U.S. &amp; POSS., etc.</b>	<b>36,071</b>
Canada	
International	
Military or Civilian Personnel Overseas	
<b>Total International</b>	
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>36,071</b>

## NOTES

**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, and physician assistants and other titled and non-titled personnel in the field served.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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