

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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EMERGENCY PHYSICIANS MONTHLY is the independent voice in the emergency medicine market, bringing together commentary from the top opinion leaders, clinical reviews from leading educators and quick-hit departments covering everything from ultrasound to toxicology.

FIELD SERVED

EMERGENCY PHYSICIANS MONTHLY serves Emergency Department Chairmen/Chiefs/Directors/Administrators, Emergency Medicine Physicians, Pediatric Emergency Medicine Physicians, Urgent Care Medicine Physicians, other related medical specialty Physicians, as well as Emergency Medicine Physician Assistants/NPs.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include physicians who have declared with the American Medical Association, SK&A and their state licensing boards/associations a primary/secondary specialty in Emergency Medicine, Pediatric Emergency Medicine, Urgent Care Medicine and other related specialties. Also qualified are physicians who have been identified as Emergency Department Chairmen/Chiefs/Directors/Administrators; Emergency Medicine NPs; and physician assistants who have declared a primary/secondary specialty in emergency medicine with The American Academy of Physician Assistants and their state licensing boards/associations.

CHANNELS

**EMERGENCY
PHYSICIANS
MONTHLY
MAGAZINE**



6 Issues in the period
30,641 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
EMERGENCY PHYSICIANS MONTHLY MAGAZINE (6 issues in the period)	30,641	-	30,641

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	333
Allocated for Trade Shows and Conventions	-
All Other	60
TOTAL	393

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,641	100.0	30,641	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,641	100.0	30,641	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014/2015 Issue	Total Qualified
August	30,621
September	30,453
October	30,534
November	30,699
December	30,802
January	30,735

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2015
This issue is 0.4% or 113 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Emergency Department Chairman/Chief/Director/Administrator	4,535	14.8
Emergency Medicine Physician	23,560	76.6
Pediatric Emergency Medicine Physician	394	1.3
Urgent Care Medicine Physician	217	0.7
Physician - Other Specialty	946	3.1
Physician Assistants/NPs	1,083	3.5
TOTAL QUALIFIED CIRCULATION	30,735	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,737	3,345	7,819	18,901	61.5
II. Request from recipient's company:	80	87	33	200	0.7
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	11,634	-	-	11,634	37.8
Association rosters and directories	1	-	-	1	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	11,633	-	-	11,633	37.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,451	3,432	7,852	30,735	100.0
PERCENT	63.3	11.2	25.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	30,298	98.6
Individuals by name only	435	1.4
Titles or functions only	-	-
Company names only	2	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	30,735	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February - July 2012	August 2012 - January 2013	February - July 2013	August 2013 - January 2014	February - July 2014	August 2014 - January 2015*
Total Audit Average Qualified:	30,305	30,390	30,471	30,607	30,588	30,641
Qualified Non-Paid:	30,305	30,390	30,471	30,607	30,588	30,641
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

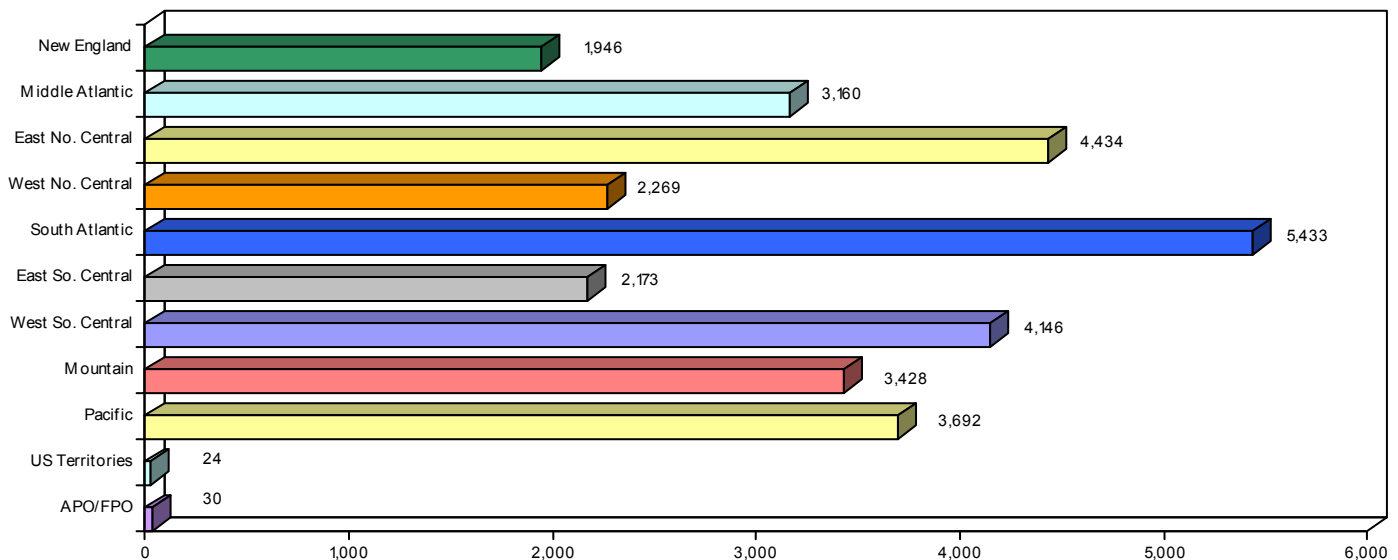
*NOTE: August 2014 - January 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2015

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	215		Kentucky	846	
New Hampshire	300		Tennessee	677	
Vermont	83		Alabama	380	
Massachusetts	644		Mississippi	270	
Rhode Island	116		EAST SO. CENTRAL	2,173	7.1
Connecticut	588		Arkansas	213	
NEW ENGLAND	1,946	6.3	Louisiana	443	
New York	1,434		Oklahoma	386	
New Jersey	550		Texas	3,104	
Pennsylvania	1,176		WEST SO. CENTRAL	4,146	13.5
MIDDLE ATLANTIC	3,160	10.3	Montana	177	
Ohio	1,476		Idaho	146	
Indiana	522		Wyoming	104	
Illinois	1,000		Colorado	846	
Michigan	934		New Mexico	253	
Wisconsin	502		Arizona	1,388	
EAST NO. CENTRAL	4,434	14.4	Utah	278	
Minnesota	547		Nevada	236	
Iowa	378		MOUNTAIN	3,428	11.2
Missouri	591		Alaska	99	
North Dakota	101		Washington	582	
South Dakota	129		Oregon	395	
Nebraska	199		California	2,477	
Kansas	324		Hawaii	139	
WEST NO. CENTRAL	2,269	7.4	PACIFIC	3,692	12.0
Delaware	65		UNITED STATES	30,681	99.8
Maryland	406		U.S. Territories	24	
Washington, DC	66		Canada	-	
Virginia	693		Mexico	-	
West Virginia	315		Other International	-	
North Carolina	896		APO/FPO	30	
South Carolina	457				
Georgia	685				
Florida	1,850				
SOUTH ATLANTIC	5,433	17.6			
			TOTAL QUALIFIED CIRCULATION	30,735	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 10 sources of circulation for quantities of 1 copy or -% to 9,418 copies or 30.6%, including SK&A Information Services, Inc.

PUBLISHER'S AFFIDAVIT

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

Mark Plaster, MD, Publisher

Logan Plaster, Editor/Creative 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 7, 2015

State Maryland

County Anne Arundel

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Type BJ

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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.