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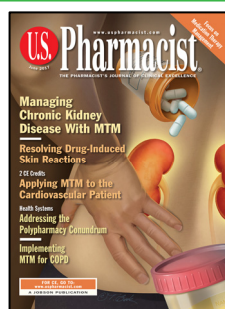
**U.S. PHARMACIST** is a B2B brand intended for individuals with broad-based interests in pharmaceutical industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

## BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### U.S. PHARMACIST MAGAZINE



6 Issues in the period  
164,764 average circulation

### U.S. PHARMACIST WEBSITE



124,762 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>U.S. PHARMACIST MAGAZINE</b> (6 issues in the period)	164,764	-	164,764
a. Print	145,485	-	145,485
b. Digital	19,279	-	19,279
1. Requested	18,179	-	18,179
2. Non-Requested	1,100	-	1,100
<b>U.S. PHARMACIST WEBSITE</b> (Monthly Users with 223,546 average Pageviews)	124,762	-	124,762

**FIELD SERVED****U.S. PHARMACIST** serves:

- Independent retail and chain store pharmacies operating prescription departments
- Specialty pharmacies
- Department, Discount stores and Supermarkets operating prescription departments
- Drug purchasing headquarters, including discount chain stores and supermarkets, drug chain stores, department or variety chain stores
- Hospital, hospital related clinic, nursing home or other long term care facility, hospice, free-standing clinic, and alternate site/home health care pharmacies, H.M.O.'s and Institutions
- Drug wholesalers/distributors
- Consultant pharmacy offices
- Pharmacy faculty/students, pharmaceutical manufacturer and other pharmacists not elsewhere classified

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are pharmacists, staff pharmacists, pharmacy owner, pharmacy manager/director/supervisor, consultant pharmacist, buyer of Rx products, buyer of OTC products, buyer of home health care products, and other related titled and non-titled personnel within the field served.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	415
Advertiser and Agency	1,162
Allocated for Trade Shows and Conventions	133
All Other	267
<b>TOTAL</b>	<b>1,977</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	164,764	100.0	164,764	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>164,764</b>	<b>100.0</b>	<b>164,764</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
January	499	2,421	146,575	18,621	165,196
February	18,681	922	129,153	18,285	147,438
March	534	19,610	147,131	19,382	166,513
April	2,744	5,723	150,000	19,492	169,492
May	743	1,282	150,019	20,012	170,031
June	433	313	150,030	19,881	169,911
<b>TOTAL</b>	<b>23,634</b>	<b>30,271</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
**This issue is 3.9% or 6,321 copies above the average of the other 5 issues reported in Paragraph 2.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
<b>1. PHARMACIES</b>				
1a. Single Outlet Stores	28,021	16.5	24,826	3,195
1a. 2 & 3 Stores	5,041	3.0	4,270	771
1b. Chain Stores of 4 or more Stores	89,023	52.4	83,515	5,508
2. Rx Departments in Supermarkets and Discount/Department Stores	5,768	3.4	4,688	1,080
3. Drug Purchasing Headquarters for: Drug Chain Stores, Discount/Department/Variety Chain Stores, Supermarkets	2,559	1.5	1,988	571
5. Wholesalers/Distributors	73	-	52	21
6. Health Maintenance Organizations (H.M.O.'s)	882	0.5	668	214
<b>Sub-Total Retail</b>	<b>131,367</b>	<b>77.3</b>	<b>120,007</b>	<b>11,360</b>
7. Specialty Pharmacy	1,955	1.1	1,546	409
8. Hospitals, Hospital Related Clinics, Nursing Homes or other Long Term Care Facilities, Hospices, Free-standing Clinics, and Alternate Site/Home Health Care operating an Rx Department/Service, and Institutions	34,946	20.6	27,334	7,612
9. Consultant Pharmacy Office	1,575	0.9	1,101	474
<b>Sub-Total Health Systems</b>	<b>38,476</b>	<b>22.6</b>	<b>29,981</b>	<b>8,495</b>
10. Others Allied to the Field (Note 1)	15	-	3	12
Deans & Faculty in schools of pharmacy & pharmacy students	173	0.1	28	145
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>170,031</b>	<b>100.0</b>	<b>150,019</b>	<b>20,012</b>
<b>PERCENT</b>	<b>100.0</b>		<b>88.2</b>	<b>11.8</b>

Note 1: Including Departments, Hospital Government Supply offices, Hospital and College Libraries, State Boards of Pharmacy, National & Local Pharmaceutical Associations, Pharmaceutical Manufacturers, and Other Pharmacists not elsewhere classified

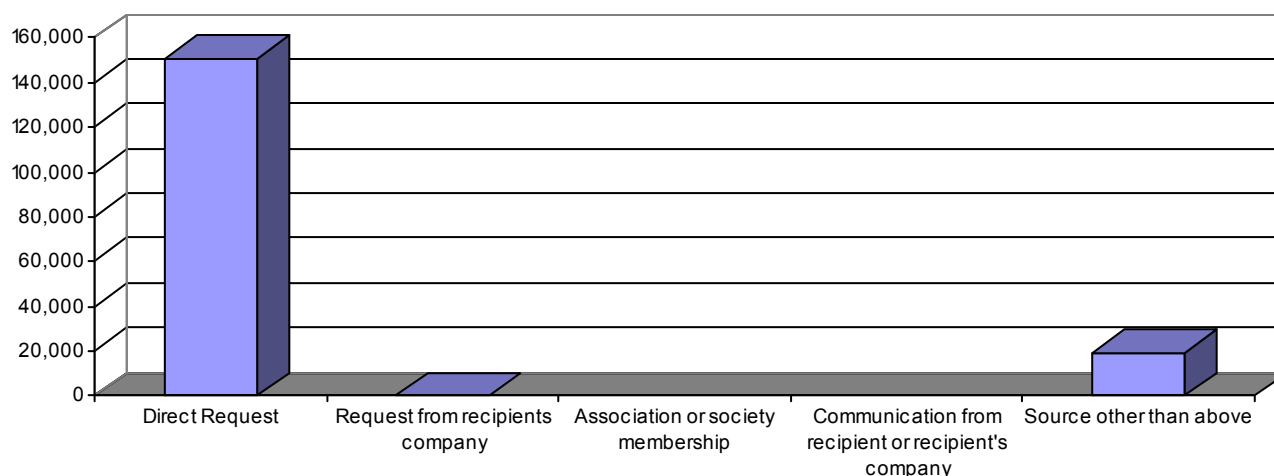
Qualified recipients are pharmacists, staff pharmacists, pharmacy owner, pharmacy manager/director/supervisor, consultant pharmacist, buyer of Rx products, buyer of OTC products, buyer of home health care products, and other related titled and non-titled personnel within the field served.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	81,610	54,655	14,638	131,916	18,987	150,903	88.8
II. Request from recipient's company:	1	4	-	5	-	5	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	19,123	-	-	18,098	1,025	19,123	11.2
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	19,123	-	-	18,098	1,025	19,123	11.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>100,734</b>	<b>54,659</b>	<b>14,638</b>	<b>150,019</b>	<b>20,012</b>	<b>170,031</b>	<b>100.0</b>
<b>PERCENT</b>	<b>59.3</b>	<b>32.1</b>	<b>8.6</b>	<b>88.2</b>	<b>11.8</b>	<b>100.0</b>	

\*See Additional Data

### 3b. Qualification by Source



### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	149,984	20,006	169,990	100.0
Individuals by name only	14	2	16	-
Titles or functions only	3	2	5	-
Company names only	18	2	20	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>150,019</b>	<b>20,012</b>	<b>170,031</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Unique Total Audit Average Qualified:	157,393	158,165	159,108	161,742	162,282	164,764
Unique Qualified Non-Paid:	157,191	157,971	159,002	161,742	162,282	164,764
Print:	147,047	147,622	147,726	147,337	146,687	145,485
Digital:	10,144	10,349	11,276	14,405	15,595	19,279
Unique Qualified Paid:	202	194	106	-	-	-
Print:	202	194	106	-	-	-
Digital:	-	-	-	-	-	-
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 2016 – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

State	Print	Digital	Total Qualified	Percent
Maine	862	84	946	
New Hampshire	858	81	939	
Vermont	348	45	393	
Massachusetts	3,712	470	4,182	
Rhode Island	615	75	690	
Connecticut	1,938	205	2,143	
NEW ENGLAND	8,333	960	9,293	5.5
New York	10,418	1,358	11,776	
New Jersey	4,888	667	5,555	
Pennsylvania	7,913	846	8,759	
MIDDLE ATLANTIC	23,219	2,871	26,090	15.3
Ohio	6,542	778	7,320	
Indiana	3,467	440	3,907	
Illinois	5,750	810	6,560	
Michigan	4,985	695	5,680	
Wisconsin	2,719	365	3,084	
EAST NO. CENTRAL	23,463	3,088	26,551	15.6
Minnesota	2,348	336	2,684	
Iowa	1,750	255	2,005	
Missouri	3,158	381	3,539	
North Dakota	406	71	477	
South Dakota	526	85	611	
Nebraska	1,093	148	1,241	
Kansas	1,336	228	1,564	
WEST NO. CENTRAL	10,617	1,504	12,121	7.1
Delaware	487	50	537	
Maryland	2,726	386	3,112	
Washington, DC	302	44	346	
Virginia	4,007	479	4,486	
West Virginia	1,294	149	1,443	
North Carolina	5,145	609	5,754	
South Carolina	2,794	320	3,114	
Georgia	5,255	624	5,879	
Florida	9,571	1,192	10,763	
SOUTH ATLANTIC	31,581	3,853	35,434	20.9

State	Print	Digital	Total Qualified	Percent
Kentucky	2,719	336	3,055	
Tennessee	3,927	462	4,389	
Alabama	2,924	299	3,223	
Mississippi	1,767	186	1,953	
EAST SO. CENTRAL	11,337	1,283	12,620	7.4
Arkansas	1,637	204	1,841	
Louisiana	3,001	341	3,342	
Oklahoma	2,054	289	2,343	
Texas	10,227	1,533	11,760	
WEST SO. CENTRAL	16,919	2,367	19,286	11.3
Montana	508	65	573	
Idaho	688	97	785	
Wyoming	233	43	276	
Colorado	1,654	285	1,939	
New Mexico	727	120	847	
Arizona	2,467	360	2,827	
Utah	977	185	1,162	
Nevada	986	137	1,123	
MOUNTAIN	8,240	1,292	9,532	5.6
Alaska	115	34	149	
Washington	2,557	398	2,955	
Oregon	1,323	243	1,566	
California	11,710	1,905	13,615	
Hawaii	317	74	391	
PACIFIC	16,022	2,654	18,676	11.0
UNITED STATES	149,731	19,872	169,603	99.7
U.S. Territories	282	135	417	
Canada	-	-	-	
Mexico	-	-	-	
Other International	-	-	-	
APO/FPO	6	5	11	
TOTAL QUALIFIED CIRCULATION	150,019	20,012	170,031	100.0

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Region	Number of U.S. Residents
New England	9,293
Middle Atlantic	26,090
East No. Central	26,551
West No. Central	12,121
South Atlantic	35,434
East So. Central	12,620
West So. Central	19,286
Mountain	9,532
Pacific	18,676
US Territories	417
APO/FPO	11

## WEBSITE CHANNEL

### WWW.USPHARMACIST.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	178,698	103,447	85,318	1:19
February	205,962	131,776	111,348	1:09
March	244,217	162,156	136,911	1:05
April	236,361	163,099	138,523	0:59
May	244,059	167,882	142,508	1:00
June	231,981	158,559	133,968	1:01
<b>AVERAGE:</b>	<b>223,546</b>	<b>147,819</b>	<b>124,762</b>	<b>1:05</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions are notified via email when the version is available.

#### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition existed first, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

#### MAGAZINE:

##### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 19,123 copies or 11.2%, including SK&A Healthcare Database.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

#### PUBLISHER'S AFFIDAVIT

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

Addie Blackburn, Publisher

Emelda Barea, VP, Corporate Circulation & Distribution

(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	July 12, 2017
State	New York
County	New York
Received by BPA Worldwide	July 12, 2017
Type	BJ
ID Number	U006B0J7

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.