

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JULY 2009**

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Quadrant HealthCom Inc.  
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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 _____	1,060
Advertiser and Agency _____	322
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	564
<b>TOTAL</b>	<b>1,946</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,036	100.0	34,036	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,036</b>	<b>100.0</b>	<b>34,036</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____					34,009	May _____					34,022
March _____					34,083	June _____					34,022
April _____					34,052	July _____					34,025
						<b>TOTAL</b>					

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009**

This issue is -% or 13 copies below the average of the other 5 issues reported in Paragraph two.

This journal conforms to the uniform specialty/professional activity breakout which was developed by the BPA Worldwide advertiser, agency and the publisher committee for the Physicians Market in September 1972, revised June 1975, January 1976, July 1986, and August 1993, requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

PROFESSIONAL CLASSIFICATION (SEE NOTE 3)			TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR U.S. & POSSESSIONS INCLUDING APO & FPO (SEE NOTES 1 & 2)					OSTEOPATHIC PHYSICIANS			
					PATIENT CARE								
					Office- Based Practice (A)	Hospital-Based			TOTAL (PATIENT CARE) (F)	Office- Based Practice (M)	Hospital-Based		
						Interns and Residents (B+C) (See Note 2)	Full-Time Hosp. Staff (D)	(Total Hospital Based) (E)			Full Time Hospital Staff (N) (See Note 5)	Interns & Residents (O)	Total Hospital Based (P)
15	EM	Emergency Medicine_	27,529	80.9	12,979	3,071	8,191	11,262	24,241	1,806	1,096	386	1,482
	PEM	Pediatric Emergency Medicine (See Note 4) _____	1,220	3.6	522	152	496	648	1,170	22	18	10	28
	UCM	Urgent Care Medicine (See Note 4) _____	2,212	6.5	1,603	12	287	299	1,902	269	40	1	41
		Other _____	313	0.9	233	4	31	35	268	35	9	1	10
		<b>TOTAL COPIES TO PHYSICIANS</b>	<b>31,274</b>	<b>91.9</b>	<b>15,337</b>	<b>3,239</b>	<b>9,005</b>	<b>12,244</b>	<b>27,581</b>	<b>2,132</b>	<b>1,163</b>	<b>398</b>	<b>1,561</b>
		<b>PERCENT TO PHYSICIANS</b>	<b>91.9</b>										
		Urgent Care Healthcare Practitioners _____	2,751	8.1									
		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,025</b>	<b>100.0</b>									

Note 1: Comparable categories G-L and O-R have been omitted at the publisher's option.

Note 2: Comparable categories B & C have been omitted at the publisher's option.

Note 3: Comparable professional classifications 1-14, 16-106, Hospitals, nursing Homes, Medical Libraries, Schools and Associations, Medical Students, and Others Allied to the Field have been omitted at the publisher's option.

Note 4: Non-comparable additional classification added at the publisher's option.

Note 5: Comparable category N has been broken out by Full Time Hospital Staff and Interns/Residents with a subtotal added at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Direct Request: _____	<b>7,300</b>	<b>5,682</b>	<b>6,112</b>			<b>19,094</b>	<b>56.1</b>
a. Written _____	2,770	3,684	3,733			10,187	29.9
b. Telecommunication _____	4,527	1,931	1,508			7,966	23.4
c. Electronic _____	3	67	871			941	2.8
II. <b>TOTAL</b> – Request from recipient’s company: _____	-	-	<b>36</b>			<b>36</b>	<b>0.1</b>
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	36			36	0.1
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>14,307</b>	<b>85</b>	<b>503</b>			<b>14,895</b>	<b>43.8</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-			-	-
*Other sources _____	14,307	85	503			14,895	43.8
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,607</b>	<b>5,767</b>	<b>6,651</b>			<b>34,025</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>63.5</b>	<b>17.0</b>	<b>19.5</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			34,025	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>34,025</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	144		400-427 Kentucky _____	443	
030-038 New Hampshire _____	120		370-385 Tennessee _____	704	
050-059 Vermont _____	58		350-369 Alabama _____	491	
010-027 Massachusetts _____	782		386-397 Mississippi _____	298	
028-029 Rhode Island _____	170		<b>EAST SO. CENTRAL</b>	<b>1,936</b>	<b>5.7</b>
060-069 Connecticut _____	371		716-729 Arkansas _____	298	
<b>NEW ENGLAND</b>	<b>1,645</b>	<b>4.8</b>	700-714 Louisiana _____	638	
100-149 New York _____	2,172		730-749 Oklahoma _____	364	
070-089 New Jersey _____	795		750-799 Texas _____	2,152	
150-196 Pennsylvania _____	1,668		<b>WEST SO. CENTRAL</b>	<b>3,452</b>	<b>10.1</b>
<b>MIDDLE ATLANTIC</b>	<b>4,635</b>	<b>13.6</b>	590-599 Montana _____	125	
430-459 Ohio _____	1,568		832-838 Idaho _____	152	
460-479 Indiana _____	760		820-831 Wyoming _____	58	
600-629 Illinois _____	1,661		800-816 Colorado _____	633	
480-499 Michigan _____	1,586		870-884 New Mexico _____	224	
530-549 Wisconsin _____	674		850-865 Arizona _____	619	
<b>EAST NO. CENTRAL</b>	<b>6,249</b>	<b>18.4</b>	840-847 Utah _____	306	
550-567 Minnesota _____	661		889-898 Nevada _____	256	
500-528 Iowa _____	275		<b>MOUNTAIN</b>	<b>2,373</b>	<b>7.0</b>
630-658 Missouri _____	765		995-999 Alaska _____	69	
580-588 North Dakota _____	91		980-994 Washington _____	744	
570-577 South Dakota _____	69		970-979 Oregon _____	422	
680-693 Nebraska _____	178		900-961 California _____	3,652	
660-679 Kansas _____	224		967-968 Hawaii _____	176	
<b>WEST NO. CENTRAL</b>	<b>2,263</b>	<b>6.7</b>	<b>PACIFIC</b>	<b>5,063</b>	<b>14.9</b>
197-199 Delaware _____	119		<b>UNITED STATES</b>	<b>34,016</b>	<b>100.0</b>
206-219 Maryland _____	615		969 & 004-009 U.S. Territories _____	7	
200-205 Washington, DC _____	148		Canada _____	-	
220-246 Virginia _____	845		Mexico _____	-	
247-268 West Virginia _____	272		Other International _____	-	
270-289 North Carolina _____	1,015		APO/FPO _____	2	
290-299 South Carolina _____	582		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,025</b>	<b>100.0</b>
300-319 Georgia _____	905				
320-349 Florida _____	1,899				
<b>SOUTH ATLANTIC</b>	<b>6,400</b>	<b>18.8</b>			

**7. 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
	2005	2006	2007	February-July 2008	August 2008-January 2009*	February-July 2009*
Total Audit Average Qualified: _____	161,450	65,135	33,162	35,427	36,123	34,036
Qualified Non-Paid: _____	161,450	65,135	33,162	35,427	36,123	34,036
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: August 2008- July 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA****PARAGRAPH 2:**

Additions and removals are not required since the circulation is obtained from Healthcare Data Solutions.

**PARAGRAPH 3b:**

Other sources include 3 sources of circulation for quantities of 72 copies or 0.2% to 14,306 copies or 42.0%, including Healthcare Data Solutions.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

Susan Levey, Publisher

Donna Sickles, Corporate Circulation 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, 2009

State New Jersey

County Morris

Received by BPA Worldwide August 10, 2009

Type PJ

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