

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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The **JOURNAL OF MANAGED CARE MEDICINE (JMCM)** is a peer-reviewed publication. JMCM is sent to 10,000 medical directors from health plans, provider systems and employers. The content of the JMCM consists of original articles addressing the business and clinical side of managed care.

**FIELD SERVED**

The **JOURNAL OF MANAGED CARE MEDICINE** serves the managed healthcare industry. The various healthcare segments include health plans (HMOs/PPOs/IHO/PMB), group medical practices/IPAs, hospitals, employers, and others related to the industry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include medical directors, chief medical officers, and others allied to the field as listed in paragraph 3a.

**CHANNELS**

**JOURNAL OF  
MANAGED CARE  
MEDICINE**



2 Issues in the period  
10,000 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>JOURNAL OF MANAGED CARE MEDICINE</b> (2 issues in the period)	10,000	-	10,000

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	30
Allocated for Trade Shows and Conventions	300
All Other	200
<b>TOTAL</b>	<b>530</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,000	100.0	10,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,000</b>	<b>100.0</b>	<b>10,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2017 Issue	Total Qualified
February	10,000
April	10,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL 2017**

This issue is equal to the other issue reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Medical Director/ Chief Medical Officer and Others allied to the field
Group Medical Practices/IPAs	4,182	41.8	4,182
HMO/PPO/IHO/PMB	1,139	11.4	1,139
Hospital	4,552	45.5	4,552
Employers	127	1.3	127
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,000</b>	<b>100.0</b>	<b>10,000</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL 2017**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>6,250</b>	<b>1,059</b>	<b>2,691</b>	<b>10,000</b>	<b>100.0</b>
Association rosters and directories	-	-	-	-	-
*Business directories	-	1,059	2,691	3,750	37.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	6,250	-	-	6,250	62.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,250</b>	<b>1,059</b>	<b>2,691</b>	<b>10,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>62.5</b>	<b>10.6</b>	<b>26.9</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL 2017**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	93		Kentucky	128	
New Hampshire	51		Tennessee	153	
Vermont	39		Alabama	98	
Massachusetts	445		Mississippi	76	
Rhode Island	56		<b>EAST SO. CENTRAL</b>	<b>455</b>	<b>4.6</b>
Connecticut	186		Arkansas	108	
<b>NEW ENGLAND</b>	<b>870</b>	<b>8.7</b>	Louisiana	167	
New York	844		Oklahoma	105	
New Jersey	252		Texas	607	
Pennsylvania	611		<b>WEST SO. CENTRAL</b>	<b>987</b>	<b>9.9</b>
<b>MIDDLE ATLANTIC</b>	<b>1,707</b>	<b>17.0</b>	Montana	44	
Ohio	455		Idaho	37	
Indiana	217		Wyoming	20	
Illinois	352		Colorado	193	
Michigan	250		New Mexico	39	
Wisconsin	156		Arizona	206	
<b>EAST NO. CENTRAL</b>	<b>1,430</b>	<b>14.3</b>	Utah	95	
Minnesota	211		Nevada	61	
Iowa	115		<b>MOUNTAIN</b>	<b>695</b>	<b>7.0</b>
Missouri	165		Alaska	31	
North Dakota	24		Washington	131	
South Dakota	24		Oregon	173	
Nebraska	76		California	1,080	
Kansas	106		Hawaii	14	
<b>WEST NO. CENTRAL</b>	<b>721</b>	<b>7.2</b>	<b>PACIFIC</b>	<b>1,429</b>	<b>14.3</b>
Delaware	38		<b>UNITED STATES</b>	<b>10,000</b>	<b>100.0</b>
Maryland	217		U.S. Territories	-	
Washington, DC	44		Canada	-	
Virginia	241		Mexico	-	
West Virginia	53		Other International	-	
North Carolina	277		AP0/FPO	-	
South Carolina	122				
Georgia	265				
Florida	449				
<b>SOUTH ATLANTIC</b>	<b>1,706</b>	<b>17.0</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,000</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 3,750 copies or 37.5%, including Dunn & Bradstreet. Other Sources include 1 source of circulation for a quantity of 6,250 copies or 62.5%, including SK&A.

**PUBLISHER'S AFFIDAVIT**

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

Jeremy Williams, VP, Communications

Katie Eads, VP, Education

(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 5, 2017
State	Virginia
County	Henrico
Received by BPA Worldwide	July 5, 2017
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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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.