



Audit Bureau of Circulations

# MULTIMEDIA PUBLISHER'S STATEMENT

For the 6 month period ending  
June 30, 2011



Published by: Lebhar-Friedman, Inc.  
Frequency: 16 issues per year



### TOTAL AVERAGE CIRCULATION for Six Months Ending June 30, 2011

Qualified Paid Circulation . . . . .	657
Qualified Non-Paid Circulation . . . . .	37,029
<b>TOTAL QUALIFIED CIRCULATION . . . . .</b>	<b>37,686</b>

### DRUGSTORENEWS.COM ACTIVITY for May 24 to June 23, 2011

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.
Page Impressions . . . . .	243,143	7,843	9,760	2,333
Unique Users . . . . .	88,944	3,613	4,479	1,123

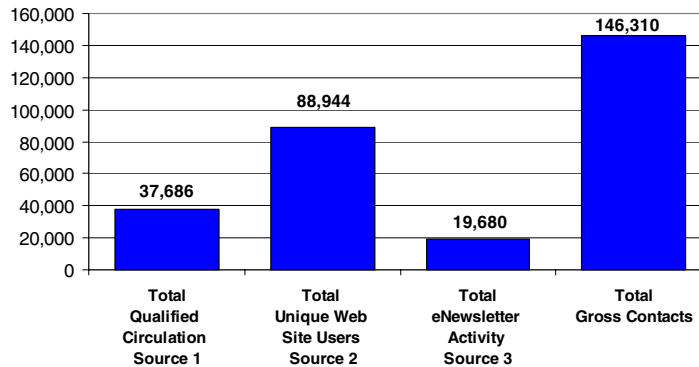
Website activity audited by ABCi (See Par. 11) 88,944

### DSN A.M. Distribution for the June 30, 2011 issue

Net Delivered . . . . . 19,680

**TOTAL GROSS CONTACTS . . . . . 146,310**

TOTAL GROSS CONTACTS

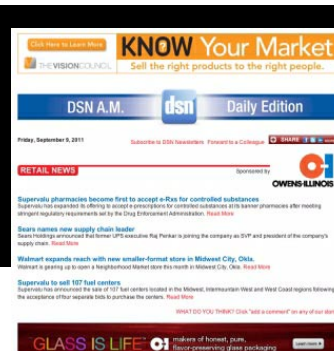
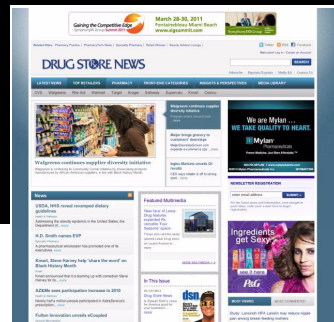


Source 1 Total qualified circulation for six months ending June 30, 2011 of Drug Store News (subject to audit)

Source 2 Total unique users of <http://www.drugstorenews.com> - one month ended June 23, 2011 ABVS Interactive Audit

Source 3 Total eNewsletter activity for the June 30, 2011 issue ABVS Interactive Audit

Gross data are contained in this Multimedia Report. There was no attempt made to eliminate any duplication that may exist.





**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 37,686**

**1A AVERAGE QUALIFIED PAID CIRCULATION**

Individual .....	649	
Association .....		
Sponsored Individually Addressed .....		
Multi-Copy Same Addressee, See Par. 11(a) .....	8	
Single Copy Sales .....		
<b>Total Average Qualified Paid Circulation .....</b>		<b>657</b>

**1B AVERAGE QUALIFIED NON-PAID CIRCULATION**

Individual .....	37,029	
Association .....		
Multi-Copy Same Addressee .....		
<b>Total Average Qualified Non-Paid Circulation .....</b>		<b>37,029</b>

**1C AVERAGE NON-QUALIFIED CIRCULATION**

Non-Continuous Market Coverage Copies .....		
Allocated For Shows & Conventions .....	750	
Miscellaneous, Including Staff Copies, See Par. 11(b) .....	1,352	
<b>Total Average Non-Qualified Circulation .....</b>		<b>2,102</b>

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan. 10	37,465	667	36,798	88	345
Feb. 7	37,399	665	36,734	138	74
Mar. 14	38,281	664	37,617	95	978
Apr. 1	37,984	658	37,326	307	16
May 2	37,569	677	36,892	519	85
June 30	37,620	671	36,949	2,177	2,234
June 27	37,584	662	36,922	876	849
	37,580	588	36,992	4,505	4,575
			<b>Total</b>	<b>8,705</b>	<b>9,156</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 27, 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 10.5% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.1% LESS THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid	%	Qualified Non-Paid	%
1. Chain Store Headquarters:						
(a) Drug Chains .....	6,092	16.2			6,092	16.5
(b) Other Chains (Mass/Discount and Supermarket).....	5,246	14.0			5,246	14.2
2. Chain Store Pharmacists and Pharmacy Managers:						
(a) Drug Chains .....	16,915	45.0			16,915	45.7
(b) Other Chains (Mass/Discount and Supermarket).....	5,662	15.1			5,662	15.3
3. Single Unit Store Owners, Pharmacists and Buyers .....	1,884	5.0	56	9.5	1,828	4.9
4. Wholesalers .....	1,249	3.3			1,249	3.4
5. Manufacturers.....	167	0.4	167	28.4		
6. Schools, Colleges, Libraries and Government Agencies.....	27	0.1	27	4.6		
7. Others Allied to the Field .....	338	0.9	338	57.5		
Other Paid Circulation						
Subscriptions .....						
Single Copy Sales .....						
<b>Total Qualified Circulation .....</b>	<b>37,580</b>	<b>100.0</b>	<b>588</b>	<b>100.0</b>	<b>36,992</b>	<b>100.0</b>

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Paid and Non-Paid Circulation:					
Total Direct request from recipient.....	19,613	7,933	1,838	29,384	78.2
Written .....	3,742	3,416	230	7,388	19.7
Telecommunication .....	12,709	3,009	1,450	17,168	45.7
Internet and E-mail .....	3,162	1,508	158	4,828	12.8
Total Direct request from recipient's company.....	7,651	3		7,654	20.4
Written .....	171	3		174	0.5
Telecommunication .....					
Internet and E-mail .....	7,480			7,480	19.9
Total Communication other than request.....					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Association .....					
Business Directories.....	542			542	1.4
Lists .....					
Acquired Circulation .....					
Other Sources .....					
<b>Total Qualified Paid and Non-Paid Circulation .....</b>	<b>27,806</b>	<b>7,936</b>	<b>1,838</b>	<b>37,580</b>	<b>100.0</b>
<b>Percent .....</b>	<b>74.0</b>	<b>21.1</b>	<b>4.9</b>	<b>100.0</b>	
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>37,580</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	37,208	99.0	530	36,678
Individual by name only .....	2	0.0	2	
Title or occupation only .....	317	0.9	6	311
Company name only .....	49	0.1	46	3
Multi-Copy Same Addressee .....	4	0.0	4	
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>37,580</b>	<b>100.0</b>	<b>588</b>	<b>36,992</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>37,580</b>			

**4**

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049 .....	315		1	314
NH 030-038 .....	304			304
VT 050-059 .....	127			127
MA 010-027 .....	1,136		36	1,100
RI 028-029 .....	698		2	696
CT 060-069 .....	517		19	498
<b>New England</b>	<b>3,097</b>	<b>8.2</b>	<b>58</b>	<b>3,039</b>
<b>Middle Atlantic</b>				
NY 100-149 .....	2,901		74	2,827
NJ 070-089 .....	1,593		35	1,558
PA 150-196 .....	3,022		52	2,970
<b>Middle Atlantic</b>	<b>7,516</b>	<b>20.0</b>	<b>161</b>	<b>7,355</b>
<b>East N. Central</b>				
OH 430-459 .....	2,074		30	2,044
IN 460-479 .....	866		10	856
IL 600-629 .....	2,078		47	2,031
MI 480-499 .....	1,870		17	1,853
WI 530-549 .....	772		8	764
<b>East N. Central</b>	<b>7,660</b>	<b>20.4</b>	<b>112</b>	<b>7,548</b>
<b>West N. Central</b>				
MN 550-567 .....	896		11	885
IA 500-528 .....	349		3	346
MO 630-658 .....	644		10	634
ND 580-588 .....	55			55
SD 570-577 .....	83			83
NE 680-693 .....	239		1	238
KS 660-679 .....	265		4	261
<b>West N. Central</b>	<b>2,531</b>	<b>6.7</b>	<b>29</b>	<b>2,502</b>
<b>South Atlantic</b>				
DE 197-199 .....	91		1	90
MD 206-219 .....	607		8	599
DC 200, 202-205 .....	43		5	38
VA 201, 220-246 .....	809		16	793
WV 247-268 .....	254		1	253
NC 270-289 .....	1,030		9	1,021
SC 290-299 .....	474		1	473
GA 300-319 .....	892		11	881
FL 320-349 .....	1,491		25	1,466
<b>South Atlantic</b>	<b>5,691</b>	<b>15.2</b>	<b>77</b>	<b>5,614</b>
<b>East S. Central</b>				
KY 400-427 .....	649		4	645
TN 370-385 .....	692		4	688
AL 350-369 .....	480		1	479
MS 386-397 .....	216			216
<b>East S. Central</b>	<b>2,037</b>	<b>5.4</b>	<b>9</b>	<b>2,028</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>West S. Central</b>				
AR 716-729 .....	771		4	767
LA 700-714 .....	420		2	418
OK 730-749 .....	277		4	273
TX 750-799 .....	1,856		24	1,832
<b>West S. Central</b>	<b>3,324</b>	<b>8.9</b>	<b>34</b>	<b>3,290</b>
<b>Mountain</b>				
MT 590-599 .....	49			49
ID 832-838 .....	165			165
WY 820-831 .....	40			40
CO 800-816 .....	268		5	263
NM 870-884 .....	79		2	77
AZ 850-865 .....	491		5	486
UT 840-847 .....	174		2	172
NV 889-898 .....	161		1	160
<b>Mountain</b>	<b>1,427</b>	<b>3.8</b>	<b>15</b>	<b>1,412</b>
<b>Pacific</b>				
AK 995-999 .....	23			23
WA 980-994 .....	823		7	816
OR 970-979 .....	331		1	330
CA 900-961 .....	2,805		25	2,780
HI 967-968 .....	76			76
<b>Pacific</b>	<b>4,058</b>	<b>10.8</b>	<b>33</b>	<b>4,025</b>
Single Copy Sales.....				
U.S. Unclassified.....				
<b>United States</b>	<b>37,341</b>	<b>99.4</b>	<b>528</b>	<b>36,813</b>
Poss. & Other Areas				
004-009, 969.....	45	0.1	2	43
<b>U.S. &amp; Poss., etc.</b>	<b>37,386</b>	<b>99.5</b>	<b>530</b>	<b>36,856</b>
Canada .....				
Mexico.....	175	0.5	40	135
Military or Civilian	1	0.0	1	
Personnel Overseas .....	1	0.0		1
Other International .....	17	0.0	17	
<b>Total International</b>	<b>194</b>	<b>0.5</b>	<b>58</b>	<b>136</b>
E-Mail Address Only .....				
Other Unclassified.....				
<b>Grand Total</b>	<b>37,580</b>	<b>100.0</b>	<b>588</b>	<b>36,992</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2011**

**5**

**PRICE DATA** See Par. 11(c)

Basic Prices: Subscriptions: U.S., 1 yr. \$119.00; 2 yrs. \$219.00. International, 1 yr. \$225.00

Single Copy: \$15.00

Sales include Premium Values

Basic & higher than basic:

75% - 99% of basic:

50% - 74% of basic:

25% - 49% of basic:

Less than 25% of basic:

**Total** ..... Reporting not required

**6**

**TERM DATA** Reporting not required

**7**

**SALES CHANNELS** Reporting not required

**8**

**PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Reporting not required

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**

Reporting not required

**11 EXPLANATORY**

Audit Cycle: June Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 8 copies per issue, represent copies sold in quantities of 2 to 3 to individuals at basic prices. Copies were mailed to the purchaser for distribution.

(b) Miscellaneous includes checking and promotion copies, averaging 823 copies per issue, served to advertisers and agencies.

(c) Authorized prices with 5% or more of total subscription sales:  
Reporting not required

**Field Served:**

Multi and single unit retail drug headquarters, regional offices and store locations; Supermarkets, discount and general merchandise stores with incorporated pharmacy operations; Drug wholesalers, cooperatives and voluntaries; Manufacturers; Others Allied to the Field.

**Definition of Recipient Qualification:**

Qualified recipients are: Corporate Executives; CEOs, CIOs, COOs, CFOs, Presidents, V.P. Merchandising and Merchandising Managers; Category Managers; Buyers; Regional/District Managers; Comptrollers; Operations Managers; Supervisors; Department Heads; Pharmacy Managers, Pharmacists, Assistant Pharmacists; Wholesalers; Manufacturers; Others Allied to the Field.



## 11

### EXPLANATORY (Continued)

#### Web Site Activity

**Primary URL:** http://www.drugstorenews.com

**Audit Period:** one month ended June 23, 2011

	Page Impressions	Unique Users
Total	243,143	88,944
Daily	7,843	3,613
Mon. to Fri.	9,760	4,479
Sat. & Sun.	2,333	1,123

**SOURCE:** one month ended June 23, 2011 ABVS Interactive Audit

Not included in the Page Impressions shown in Paragraphs 1, 3 and 5 of this report are a total of 24,066 RSS Feeds delivered during the period to enabled readers and aggregators. The RSS feeds contained headlines and/or article summaries from the Drug Store News RSS channel.

#### ABC Interactive Definitions:

**Page Impressions:** The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

**Unique Users:**

This site uses the cookie-based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users.

**Note:** The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

#### eNewsletter Activity

**Newsletter Date:** DSN A.M. - June 30, 2011

Gross Sent	20,262
Undeliverable	-582
Net Deliverable	19,680

**Gross Sent:** The total number of messages deployed for any mailing less tester addresses and invalid e-mail addresses.

**Undeliverable:** Messages that did not reach a subscriber due to any of several reasons, including invalid or expired e-mail address, temporary server problems or unsubscribe actions. (Includes both hard and soft bounces.)

**Net Deliverable:** The Newsletters from a given mailing that reached the subscriber's e-mail delivery server with a positive status code response received in return. Calculated by subtracting undelivered messages from sent messages.

**SOURCE:** June 30, 2011 - DSN A.M. - ABVS Interactive Audit

**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 Audit Bureau of Circulations' Bylaws and Rules**

Parent Company: Lebhar-Friedman, Inc.

**LYNN BUSHELL**

**JOHN KENLON**

VP, Audience Development

President/Group Publisher

Signed: July 19, 2011

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