



B2B Media

Publisher's Statement

6 months ended June 30, 2024

Subject to Audit

Field Served:

U.S. MEDICINE serves medical professionals of the Department of Veterans Affairs, Department of Defense, U.S. Public Health Service and Miscellaneous Government Agencies.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	34,060
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	34,060
Total Average Qualified Nonpaid Circulation	34,060

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	365
Nonqualified Miscellaneous, Including Staff Copies - Print	529
Total Average Nonqualified Circulation	894

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		34,018
Feb		34,110
Mar		34,102
Apr		34,050
May		34,036
Jun		34,042

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Physicians	Pharmacists	Medical Center Administrators	Nurse Practitioners	Physician Assistants
1.	Department of Veteran Affairs	28,589	84.0	28,589	20,145	5,439	102	1,919	984
2.	Department of Defense:								
	a. Army	1,000	2.9	1,000	709	115	155	7	14
	b. Navy	1,869	5.5	1,869	1,657	77	116	15	4
	c. Air Force	2,127	6.2	2,127	1,662	155	197	47	66
	d. Space Force	10	0.0	10	9		1		
	Total Department of Defense	5,006	14.7	5,006	4,037	347	469	69	84
3.	U.S. Public Health Service (Note 1)	441	1.3	441	152	215	4	63	7
	Total Qualified Circulation	34,036	100.0	34,036	24,334	6,001	575	2,051	1,075
	Percent	100.0		100.0	71.5	17.6	1.7	6.0	3.2

Note 1: U.S. Public Health Service includes Federal Bureau of Prisons, U.S. Coast Guard and Indian Health Service.

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient				
Total Direct Request From Recipient's Company	34,036		34,036	100.0
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists				
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	34,036		34,036	100.0
Percent	100.0		100.0	
Single Copy Sales				
Total Qualified Circulation			34,036	

4,295 copies or 12.6% of Total Qualified Circulation is >24 months.

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	578
Arizona	664
Arkansas	479
California	3,580
Colorado	421
Connecticut	414
Delaware	157
District of Columbia	561
Florida	2,421
Georgia	750
Idaho	253
Illinois	1,339
Indiana	475
Iowa	220
Kansas	313
Kentucky	443
Louisiana	503
Maine	76
Maryland	769
Massachusetts	506
Michigan	832
Minnesota	571
Mississippi	355
Missouri	692
Montana	180
Nebraska	261
Nevada	232
New Hampshire	72
New Jersey	291
New Mexico	222
New York	1,010
North Carolina	1,377
North Dakota	143
Ohio	1,522
Oklahoma	650
Oregon	216
Pennsylvania	1,117
Rhode Island	233
South Carolina	703
South Dakota	224
Tennessee	1,108
Texas	3,037
Utah	387
Vermont	124
Virginia	1,283
Washington	616
West Virginia	367
Wisconsin	746
Wyoming	121
TOTAL 48 CONTERMINOUS STATES	33,614
Alaska	50
Hawaii	162
TOTAL ALASKA & HAWAII	212
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	33,826
Poss. & Other Areas	204
U.S. & POSS., etc.	34,030
Canada	
International	
Military or Civilian Personnel Overseas	6
Total International	6
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	34,036

NOTES

Definition of Recipient Qualification:

Qualified recipients are physicians, pharmacists, medical center administrators, nurse practitioners, and physician assistants in the field served.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

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 Alliance for Audited Media's Bylaws and Rules.

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