

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2012 (Including Supplementary Data)

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.

100 Beard Sawmill Road, Sixth Floor Shelton, CT USA 06484-6150 Phone: +1 203.447.2800 Fax: +1 203.447.2900

About BPA Worldwide

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FIELD SERVED

MEDICAL MEETINGS serves the field of the medical/scientific industry: international/foreign/national/regional/state/county/local medical or scientific associations; hospital and medical centers, pharmaceutical and biomedical equipment manufacturers/distributors; healthcare and scientific education facilities and medical schools; private healthcare and scientific foundations; scientific healthcare and government agencies; insurance companies; association management firms; independent meeting planning companies; tour operators/travel agencies, service organizations and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Administrative Executives: Chairman, CEO, COO, CIO, President, Owner, Executive Director, Executive Vice President, Vice President, Director, Director General, Hospital Administrator, Chief Medical Director, Medical Staff Director; Other Administrative Executives: Treasurer/Controller, Administrative/Executive Assistant/ Secretary; Meeting/Travel Convention Personnel: Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Planner/Manager, Trade Show/Exhibit Manager, Incentive Program Planner/Manager, Program Manager/Director, Travel Coordinator; Education & Training Personnel: Director/Manager of Education/CME/Training, Human Resource Director; Advertising & Sales Personnel: Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Director/Manager of PR/Promotions/Advertising, Product Manager, Director of Communications; as well as Government Officials, that are responsible for meetings and/or incentive travel programs or exhibit activities for a healthcare or scientific organization. Also included are Independent Meeting Planner, Meeting Consultant, and others related to the medical field.

PURPOSE

This circulation statement contains multiple analyses of respondents who indicate the following types of services/facilities they use for their meetings and incentive travel programs: resorts, downtown hotels, suburban hotels, conference centers, airport hotels, convention centers or auditoriums, all-suites, cruise ships, gaming properties/facilities, convention & visitors bureaus, and other services/facilities.

AVERAGE NON-QUALIFIED CIRCULAT	TION
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	24
Advertiser and Agency	378
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	350
Digital	-
All Other	1,450
TOTAL	2,202

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD									
	Total Qualified		Qualified	Non-Paid	Qualified Paid				
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent			
Individual	9,979	83.2	9,979	83.2	-	-			
Sponsored Individually Addressed	-	-	-	-	-	-			
Membership Benefit	1,813	15.1	1,813	15.1	-	-			
Multi-Copy Same Addressee	208	1.7	208	1.7	-	-			
Single Copy Sales	-	-	-	-	-	-			
TOTAL QUALIFIED CIRCULATION	12,000	100.0	12,000	100.0	-	-			

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD										
2012 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified							
January/February	10,665	1,335	12,000							
March/April	10,657	1,343	12,000							
May	9,844	2,156	12,000							
June	9,977	2,023	12,000							

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3a. BUSINESS/OCCUPATION BREAKO					MAY 2012					MEDICAL	. MEETINGS	/ June 201
This issue is equal to the average of the	e other 3 is	sues reporte	ed in Paragr	aph two.				CLASSIFICA	TION BY TITLE	(SEE NOTES)		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Total Recipients Responsible for Meetings/ Incentive Programs	Administrative Executives (A)	Meeting/ Travel Convention Personnel (B)	Education/ Training Personnel (C)	Marketing/ Sales Personnel (D)	Procurement Management (E)		Others Related to the Field (G)
National/International Medical or Scientific Association	870	7.2	672	198	870	535	230	69	35	1	-	-
Regional/State/County/Local Medical or Scientific Association	476	4.0	392	84	476	297	119	33	20	2	5	-
Total Associations	1,346	11.2	1,064	282	1,346	832	349	102	55	3	5	-
Healthcare or Scientific Education Facility/Medical School	777	6.5	586	191	777	474	177	77	34	6	4	5
Hospitals/Medical Centers	1,244	10.4	1,044	200	1,244	897	143	144	36	10	5	9
Pharmaceutical or Biomedical Equipment Manufacturer or Distributor	3,245	27.0	2,721	524	3,245	2,086	449	218	393	92	2	5
Medical Education/Communication or Marketing Company	753	6.3	558	195	753	413	159	84	86	7	-	4
Private Foundations (Healthcare or Scientific)	226	1.9	177	49	226	145	40	12	23	3	2	1
Government Agencies (Healthcare or Scientific)	158	1.3	125	33	158	103	31	8	7	3	5	1
Association Management Firms	381	3.2	274	107	381	257	87	14	19	3	1	-
Third-Party Meeting Management Company or Travel Agency	1,783	14.8	1,341	442	1,783	1,010	554	21	159	18	1	20
Insurance Organization (including but not limited to: managed care, health maintenance)	74	0.6	59	15	74	52	15	1	4	2	-	-
Others Allied to the Field	215	1.8	162	53	215	81	25	43	47	3	-	16
Sub-Total	10,202	85.0	8,111	2,091	10,202	6,350	2,029	724	863	150	25	61
Percent	85.0		67.6	17.4	85.0	52.9	16.9	6.0	7.2	1.3	0.2	0.5
Alliance for Continuing Medical Education Association Members	1,798	15.0	1,733	65			ı		L	ı		
TOTAL QUALIFIED CIRCULATION	12,000	100.0	9,844	2,156	1							
					1							

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PERCENT

100.0

Note 1: Administrative Executives: Chairman, CEO, COO, CIO, President, Owner, Executive Director, Executive Vice President, Vice President, Director, Hospital Administrator, Treasurer/Controller, Compliance/Legal

Note 2: Meeting/Travel Convention Personnel: Meeting Planner/Manager/Director, Conference/Exhibit Planner/Manager, Convention Planner/Manager, Trade Show/Exhibit Manager, Incentive Program Planner/Manager, Program Manager/Director, Travel Coordinator, Supplier Manager, Administrative/Executive Assistant/Secretary

Note 3: Education/Training Personnel: Director/Manager of Education/CME/Training, Scientific Affairs, Professional Education/Grants/Academic Affairs/Medical Education, Medical Affairs, New Product Development, Human Resource Director

Note 4: Marketing/Sales Personnel: Marketing Communications Manager/Director, Sales/Marketing Manager/Director, Product Manager, Director of Communications

Note 5: Procurement Management: Procurement Director/Manager/Supervisor, Purchasing Director, Manager/Supervisor, Sourcing Director/Manager

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2012

TOTAL QUALIFIED CIRCULATION

12,000

100.0

This is an analysis of the 10,068 or 83.9% respondents who indicated the types of Services/Facilities they use for their meetings and incentive travel programs. See questionnaire used to elicit these data on the back of this report. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

products and services) shoul	u not be a	uueu toge	lilei as lile	total illa	exceeu i	ie totai ci	culation.	illese uat	a are prese	illed for s	tatisticai	allu Illai Ne	tillg purp	uses.	
BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Total Qualified Respon- dents	Resort (0712)	All-Suite (0713)	Downtown Hotel (0714)	Cruise Ship (0715)	Suburban Hotel (0716)	Conference Center (0717)	Airport Hotel (0718)	Gaming Property/ Facilities (0719)	Convention Cntr/Aud (0720)	Convention & Visitors' Bureau (0721)	Restaurant (Non-Hotel) (0722)	Other (0726)
National/International Medical or Scientific Association	870	7.2	865	392	303	624	97	398	487	394	179	441	337	303	55
Regional/State/County/Local Medical or Scientific Association _	476	4.0	463	151	138	290	53	200	241	170	87	177	136	103	47
Total Associations	1,346	11.2	1,328	543	441	914	150	598	728	564	266	618	473	406	102
Healthcare or Scientific Education Facility/Medical School	777	6.5	763	346	226	497	82	317	363	256	115	273	181	241	92
Hospitals/Medical Centers	1,244	10.4	1,227	375	231	612	76	352	553	282	134	348	213	362	188
Pharmaceutical or Biomedical Equipment Manufacturer or Distributor	3,245	27.0	3,210	1,422	1,072	2,066	468	1,490	1,645	1,352	700	1,308	877	1,218	347
Medical Education/Communication or Marketing Company	753	6.3	748	359	230	552	85	351	418	290	140	329	215	284	38
Private Foundations (Healthcare or Scientific)	226	1.9	225	95	70	132	29	91	116	77	38	80	59	89	19
Government Agencies (Healthcare or Scientific)	158	1.3	152	70	51	111	16	62	81	54	25	64	44	41	17
Association Management Firms_	381	3.2	376	198	122	257	48	177	192	142	76	164	129	135	15
Third-Party Meeting Management Company or Travel Agency	1,783	14.8	1,760	1,298	826	1,399	564	990	1,121	887	649	959	819	777	107
Insurance Organization (including but not limited to: managed care, health									0.5						
maintenance)	74	0.6	73	39	28	43	13	37	35	28	17	26	17	30	4
Others Allied to the Field	215	1.8	206	106	60	136	28	90	108	73	44	92	68	73	30
Sub-total	10,202	85.0	10,068	4,851	3,357	6,719	1,559	4,555	5,360	4,005	2,204	4,261	3,095	3,656	959
Percent	85.0		83.9	40.4	28.0	56.0	13.0	38.0	44.7	33.4	18.4	35.5	25.8	30.5	8.0
Alliance for Continuing Medical Education Association Members _	1,798	15.0													

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012									
		Qualified Within							
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent		
I. Direct Request:	6,724	1,702	-	6,637	1,789	8,426	70.2		
II. Request from recipient's company:	9	2	-	11	i	11	0.1		
III. Membership Benefit:	1,798	-	-	1,733	65	1,798	15.0		
IV. *Communication from recipient or recipient's company (other than request):	1,765	-	-	1,463	302	1,765	14.7		
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-		i	-	-		
Association rosters and directories	-	-	-	-	-	-	-		
Business directories	-	-	-	-	-	-	-		
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-		
Other sources	-	-	-	-	-	-	-		
VI. Single Copy Sales:	-	-	-		i	-	-		
TOTAL QUALIFIED CIRCULATION	10,296	1,704	-	9,844	2,156	12,000	100.0		
PERCENT	85.8	14.2	-	82.0	18.0	100.0			

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4. GEOGRAPHICAL BREAKO	UT OF QUALIFI	ED CIRCULATI	ON FOR ISSUE	OF MAY 2012
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	26	6	32	
New Hampshire	31	5	36	
Vermont	21	1	22	
Massachusetts	292	62	354	
Rhode Island	38	8	46	
Connecticut	158	27	185	
NEW ENGLAND	566	109	675	5.6
New York	706	159	865	
New Jersey	634	136	770	
Pennsylvania	597	123	720	
MIDDLE ATLANTIC	1,937	418	2,355	19.6
Ohio	356	70	426	
Indiana	175	44	219	
Illinois	875	130	1,005	
Michigan	183	43	226	
Wisconsin	214	41	255	
EAST NO. CENTRAL	1,803	328	2,131	17.7
Minnesota	234	51	285	
lowa	77	12	89	
Missouri	195	38	233	
North Dakota	22	2	24	
South Dakota	18	3	21	
Nebraska	60	12	72	
Kansas	110	25	135	
WEST NO. CENTRAL	716	143	859	7.2
Delaware	31	8	39	
Maryland	317	76	393	
Washington, DC	128	45	173	
Virginia	293	81	374	
West Virginia	32	6	38	
North Carolina	268	55	323	
South Carolina	86	15	101	
Georgia	308	59	367	
Florida	538	133	671	
SOUTH ATLANTIC	2,001	478	2,479	20.7

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky	92	21	113	
Tennessee	150	33	183	
Alabama	115	9	124	
Mississippi	53	7	60	
Mississippi EAST SO. CENTRAL	410	70	480	4.0
Arkansas	53	4	57	
Louisiana	97	18	115	
Oklahoma	70	14	84	
Texas	536	139	675	
WEST SO. CENTRAL	756	175	931	7.8
Montana	22	4	26	
Idaho	20	5	25 13	
Wyoming	13 179	-	229	
Colorado	179	50 12	229 31	
New Mexico	118	43	161	
Arizona Utah	67	45 15	82	
	46	14	60	
Nevada MOUNTAIN	484	143	627	5.2
Alaska	6	143	6	5.2
Washington	113	30	143	
Oregon	75	17	92	
California	875	209	1.084	
Hawaii	12	3	15	
PACIFIC	1,081	259	1,340	11.2
UNITED STATES	9,754	2,123	11,877	99.0
U.S. Territories	10	4	14	
Canada	62	16	78	
Mexico	1	-	1	
Other International	17	13	30	
	-	10	55	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	9,844	2,156	12,000	100.0

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^{*}See Additional Data

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2 How would you like to receive your copy of Medical Meetings? (If you want to receive the digital version of the magazine, we must have your e-mail address) D Digital P Print 3 Are you involved in the selection, authorization, approval, planning and/or review of off-site medical meetings or incentive travel programs or exhibit activities in the healthcare/pharmaceutical/medical industry? (If NO, please route this form to the appropriate person in your organization) 1 Yes 2 No 4 What types of meetings are you responsible for? (Check all that apply): 1 Annual convention/tradeshow 2 CME/CE/educational/training meetings	6 What is your title classification? (Check A ☐ ADMINISTRATIVE EXECUTIVES: Chairman, CEO, COO, CFO, Preside Executive Director, Executive Vice Pvice President, Director, Hospital Ar Treasurer/Controller, Compliance/LE B ☐ MEETING/TRAVEL CONVENTION F Meeting Planner/Manager/Director, C Exhibit Planner/Manager, Convention Manager, Trade Show/Exhibit Manage Program Planner/Manager, Program Director, Travel Coordinator, Supplier I Administrative/Executive Assistant/Se C ☐ EDUCATION & TRAINING PERSOI Director/Manager of Education/CMI	have held or plan to hold meetings or incentive travel programs. President, driministrator, egal 3 South Atlantic (DE, MD, DC, VA, WV) PERSONNEL: 4 South East Atlantic (NC, SC, GA, FL) Conference/ 5 East North Central (NN, IL, MI, WI) Planner/ 6 West North Central (MN, IA, MO, ND, SD, NE, KS) er, Incentive Manager/ 8 West South Central (AR, LA, OK, TX) Manager, 9 Mountain (MT, ID, WY, CO, NM, AZ, UT, NV) presertary 10 Pacific (WA, OR, CA) NNEL: 11 Alaska
Association board meetings Exhibits/satellite symposia/special events in conjunction with association conventions/tradeshows Corporate internal meetings (including management/board, product launches, sales/marketing meetings) Incentive travel Corporate external meetings for healthcare professionals (including consultant/investigator/advisory board/informational/promotional meetings)	Scientific Affairs, Professional Educ Academic Affairs/Medical Educatior Affairs, New Product Development, Resource Director D MARKETING & SALES PERSONN Marketing Communications Manage Sales/Marketing Manager/Director, Manager, Director of Communicatio	ation/Grants/ n, Medical Human 13 □ Not applicable 9 Do you plan meetings outside the United States? (By checking yes, you will receive Beyond Borders, the annual supplement about planning international meetings.) Must answer Yes or No A □ Yes (if yes must check at least one destination below) B □ No (if no go to next question) Check ALL destinations outside the USA where you have held or plan to hold meetings or
8 Dinner meetings 9 Virtual Meetings	Procurement Management: Procurem Manager/Supervisor, Purchasing Dire	incentive travel programs.
5 What best describes your organization? (Check only ONE) O1 Pharmaceutical/Medical Device/Biomedical Equipment Manufacturer/Distributor O2 National/International Medical or Scientific Assn.	Manager/Supervisor, Sourcing Direct F □ GOVERNMENT PERSONNEL G □ OTHERS RELATED TO THE FIELD (please specify)	03 D Mexico 08 D Central/South Americ
03 Regional/State/County/Local Medical or Scientific Assr	7 What types of SERVICES/FACILITIES do	
04 ☐ Healthcare or Scientific Education Facility/ Medical School 05 ☐ Hospital or Medical Center 06 ☐ Medical Education/Communication or Marketing Company 07 ☐ Private Healthcare or Scientific Foundation 08 ☐ Scientific or Healthcare Government Agency 09 ☐ Association Management Firm	for your meetings and incentive travel (Check all that apply) Resort All-suite Downtown Hotel Cruise Ship Suburban Hotel Conference Center	programs? O(Check all that apply): O1 □ Less than 100 O2 □ 101-250 O3 □ 251-500 O4 □ 501-1,000 O9 □ 20,001 or more O5 □ 1,001-2,500
10 ☐ Third-Party Meeting Management Company or Travel Agency 11 ☐ Insurance Organization (including, but not limited to, managed care, health maintenance) 12 ☐ Others Allied to the Field (please specify)	7 ☐ Airport Hotel 8 ☐ Gaming Property/Facility 9 ☐ Convention Center or Auditorium 10 ☐ Convention & Visitors Bureau 11 ☐ Restaurant (Non-Hotel Affiliated)	
AN TOTAL CONTROL STATE OF THE S	12 Other	
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AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS												
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim						
6-Month Period Ended:	July - December 2009	January- June 2010	July - December 2010	January- June 2011	July - December 2011*	January- June 2012*						
Total Audit Average Qualified	11,943	12,012	12,186	12,080	12,008	12,000						
Qualified Non-Paid Total	11,943	12,013	12,186	12,080	12,008	12,000						
Print Version Only_	11,159	10,734	10,775	10,630	10,605	10,286						
Digital Version Only	784	1,278	1,411	1,450	1,403	1,714						
Qualified Paid Total_	-		-	ı	-	-						
Print Version Only_	-	-	-	-	-	-						
Digital Version Only	-	-	-	-	-	-						
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 2011 – June 2012 data is unaudited. With each successive period, new data will be added six 6-month periods of data are displayed.

ADDITIONAL DATA

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

STATEMENT OF CONTENT PLATFORM

Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, 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.

PARAGRAPH 3b:

Communication other than request includes one source of circulation for a quantity of 1,350 copies or 11.3%, including individuals qualified via Corporate Meetings and Incentives Magazines qualification forms.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY										
	Total Q	ualified	Qualified	Non-Paid	Qualified Paid					
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent				
Individual	8,315	80.9	8,315	80.9	-	-				
Sponsored Individually Addressed	-	-	-	-	-	-				
Membership Benefit	1,763	17.1	1,763	17.1	-	-				
Multi-Copy Same Addressee	208	2.0	208	2.0	-	-				
Single Copy Sales	-	-	-	-	-	-				
TOTAL QUALIFIED CIRCULATION	10,286	100.0	10,286	100.0	-	-				

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY									
	Total Qualified		Qualified	Non-Paid	Qualifie	ed Paid			
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent			
Individual	1,664	97.1	1,664	97.1	-	-			
Sponsored Individually Addressed	-	-	-	-	-	-			
Membership Benefit	50	2.9	50	2.9	-	-			
Multi-Copy Same Addressee	-	-	-	-	-	-			
Single Copy Sales	-	-	-	-	-	-			
TOTAL QUALIFIED CIRCULATION	1,714	100.0	1,714	100.0	-	-			

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 10, 2012
Melissa Fromento, Group Publisher	State	New York
Erica Namtalov, Audience Development Manager		
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	New York
	Received by BPA Worldwide	August 10, 2012
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.	Туре	PSJ
	ID Number	M042Y0J2

^{**}NC = None Claimed.