

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 Hospitalist

Wiley-Blackwell
111 River St., 8-01
Hoboken, NJ 07030
Tel. No.: 212-904-0377
FAX No.: 212-685-6126
www.the-hospitalist.org

Official Publication of: The Society of Hospital Medicine
Established: 1997
Issues Per Year: 12



FIELD SERVED

The Hospitalist serves members of The Society of Hospital Medicine and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are hospitalists, residents, fellows, physician assistants, nurse practitioners, and other titled and non-titled personnel within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	400
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	879
TOTAL	1,279

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,738	100.0	22,738	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,738	100.0	22,738	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
June _____	22,738
July _____	22,738
August _____	22,738

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2011
This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY (See Note 2)	TOTAL QUALIFIED	PERCENT OF TOTAL
Society of Hospital Medicine Members (See Note 1) _____	8,835	38.9
Society of Hospital Medicine Roster _____	6,381	28.1
Internal Medicine Residents & Program Directors _____	5,944	26.1
Physicians Total	21,160	93.1
Society of Hospital Medicine Members Allied Health/Others _____	1,069	4.7
Society of Hospital Medicine Roster Allied Health/Others _____	509	2.2
Allied Health/Others Total	1,578	6.9
TOTAL QUALIFIED CIRCULATION	22,738	100.0

Note 1: Note 1: Society of Hospital Medicine Members totals 9904 comprised of 8835 Physicians and 1069 Allied Health/Others.

Note 2: Qualified recipients includes hospitalists, residents, fellows, physician assistants, nurse practitioners, and other titled and non-titled personnel within the field served.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2011					
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. TOTAL - Sources other than above (listed alphabetically): _____	22,738	-	-	22,738	100.0
*Association rosters and directories _____	16,794	-	-	16,794	73.9
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	5,944	-	-	5,944	26.1
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,738	-	-	22,738	100.0
PERCENT	100.0	-	-	100.0	100.0

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	22,734	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	4	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	22,738	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	140		Kentucky _____	262	
New Hampshire _____	162		Tennessee _____	587	
Vermont _____	62		Alabama _____	174	
Massachusetts _____	919		Mississippi _____	116	
Rhode Island _____	137		EAST SO. CENTRAL	1,139	5.0
Connecticut _____	479		Arkansas _____	99	
NEW ENGLAND	1,899	8.4	Louisiana _____	283	
New York _____	2,245		Oklahoma _____	206	
New Jersey _____	659		Texas _____	1,097	
Pennsylvania _____	1,401		WEST SO. CENTRAL	1,685	7.4
MIDDLE ATLANTIC	4,305	18.9	Montana _____	67	
Ohio _____	962		Idaho _____	42	
Indiana _____	359		Wyoming _____	25	
Illinois _____	1,083		Colorado _____	388	
Michigan _____	832		New Mexico _____	121	
Wisconsin _____	455		Arizona _____	421	
EAST NO. CENTRAL	3,691	16.2	Utah _____	96	
Minnesota _____	528		Nevada _____	119	
Iowa _____	132		MOUNTAIN	1,279	5.6
Missouri _____	426		Alaska _____	24	
North Dakota _____	31		Washington _____	527	
South Dakota _____	78		Oregon _____	333	
Nebraska _____	173		California _____	1,881	
Kansas _____	170		Hawaii _____	79	
WEST NO. CENTRAL	1,538	6.8	PACIFIC	2,844	12.5
Delaware _____	105		UNITED STATES	22,559	99.2
Maryland _____	621		U.S. Territories _____	10	
Washington, DC _____	164		Canada _____	137	
Virginia _____	532		Mexico _____	-	
West Virginia _____	112		Other International _____	32	
North Carolina _____	859		APO/FPO _____	-	
South Carolina _____	278		TOTAL QUALIFIED CIRCULATION	22,738	100.0
Georgia _____	674				
Florida _____	834				
SOUTH ATLANTIC	4,179	18.4			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
3-Month Period Ended:	Audited Data
	June-August 2011*
Total Audit Average Qualified: _____	22,738
Qualified Non-Paid: _____	22,738
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

***NOTE: All data through August 2011 is audited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 6,890 copies or 30.3% to 9,904 copies or 43.6%, including Society of Hospital Medicine Roster and Society of Hospital Medicine Members.

Other sources include 1 source of circulation for a quantity of 5,944 copies or 26.1%, including HRI Internal Medicine Resident.

We have audited this Initial Audit Report of THE HOSPITALIST. Circulation Statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the data reported based on our audit.

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the circulation claims of THE HOSPITALIST for the period reported.

BPA Worldwide
Shelton, CT
September 16, 2011 TYPE: A
ID Number: T82110J1