

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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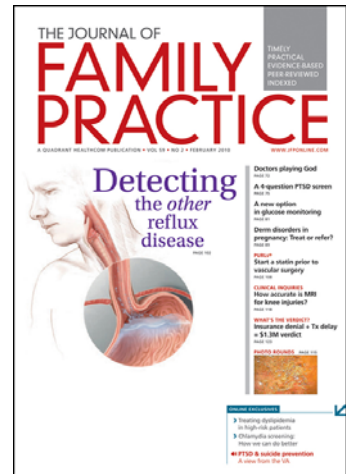
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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THE JOURNAL OF FAMILY PRACTICE

Quadrant HealthCom, Inc.
(See Paragraph 9)
7 Century Drive, Suite 302
Parsippany, NJ 07054
Tel.: (973) 206-3434
Fax: (973) 206-9378
www.jfponline.com

Official Publication of: None
Established: 1974
Issues Per Year: 12



FIELD SERVED

THE JOURNAL OF FAMILY PRACTICE primarily serves Family Practice Physicians, General Practitioners, and Osteopathic Physicians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are family practice physicians and general practice physicians engaged in office-based practice, hospital-based practice, teaching, research and armed forces. Also qualified are osteopathic physicians in cardiology and internal medicine.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	331
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	33
Digital _____	-
All Other _____	1,550
TOTAL	1,914

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	95,042	100.0	95,042	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	95,042	100.0	95,042	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009/2010 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____					95,019
September _____					95,044
October _____					95,019
November _____					95,005
December _____					95,106
January _____					95,060
TOTAL					

*See Paragraph 9

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
August _____	95,247	53,276	48,806	1.09	00:52	01:33
September _____	113,387	65,461	60,042	1.09	00:54	01:33
October _____	116,940	70,367	64,645	1.09	00:54	01:29
November _____	128,703	72,357	65,747	1.10	00:59	01:42
December _____	114,988	61,972	56,093	1.10	00:57	01:45
January _____	122,691	70,805	64,263	1.10	00:58	01:41
AVERAGE:	115,326	65,706	59,933	1.10	00:56	01:37

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2010												
This issue is -% or 21 copies above the average of the other 5 issues reported in Paragraph two.												
		TOTAL QUALIFIED	PERCENT OF TOTAL	PATIENT CARE					Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)
				Office Based (A)	Hospital-Based Practice			TOTAL (PATIENT CARE) (F)				
					Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)					
FP	PHYSICIANS PRIMARY SPECIALTY Family Practice _____	4,553	4.8	-	4,553	-	4,553	4,553	-	-	-	-
FM	Family Medicine _____	83,465	87.8	61,733	24	3,890	3,914	65,647	490	531	14,978	1,819
GP	General Practice _____	6,745	7.1	5,788	4	602	606	6,394	-	45	232	74
CD	Cardiovascular Diseases _____	25	-	-	-	-	-	-	-	-	22	3
IM	Internal Medicine _____	272	0.3	-	-	-	-	-	-	-	239	33
TOTAL QUALIFIED CIRCULATION		95,060	100.0	67,521	4,581	4,492	9,073	76,594	490	576	15,471	1,929
PERCENT TO PHYSICIANS		100.0		71.1	4.8	4.7	9.5	80.6	0.5	0.6	16.3	2.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request: _____	25,238	17,543	10,538			53,319	56.1
a. Written _____	25,238	17,543	10,538			53,319	56.1
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
II. TOTAL – Request from recipient’s company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	41,741	-	-			41,741	43.9
*Association rosters and directories _____	41,741	-	-			41,741	43.9
Business directories _____	-	-	-			-	-
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	66,979	17,543	10,538			95,060	100.0
*See Paragraph 9	PERCENT	70.5	18.5	11.0		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			95,060	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			95,060	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	708		400-427 Kentucky _____	1,307	
030-038 New Hampshire _____	495		370-385 Tennessee _____	1,865	
050-059 Vermont _____	268		350-369 Alabama _____	1,316	
010-027 Massachusetts _____	1,241		386-397 Mississippi _____	810	
028-029 Rhode Island _____	231		EAST SO. CENTRAL	5,298	5.6
060-069 Connecticut _____	574		716-729 Arkansas _____	1,210	
NEW ENGLAND	3,517	3.7	700-714 Louisiana _____	1,203	
100-149 New York _____	4,023		730-749 Oklahoma _____	1,469	
070-089 New Jersey _____	2,056		750-799 Texas _____	6,788	
150-196 Pennsylvania _____	4,919		WEST SO. CENTRAL	10,670	11.2
MIDDLE ATLANTIC	10,998	11.6	590-599 Montana _____	408	
430-459 Ohio _____	4,012		832-838 Idaho _____	598	
460-479 Indiana _____	2,426		820-831 Wyoming _____	225	
600-629 Illinois _____	3,919		800-816 Colorado _____	1,898	
480-499 Michigan _____	3,795		870-884 New Mexico _____	683	
530-549 Wisconsin _____	2,332		850-865 Arizona _____	1,739	
EAST NO. CENTRAL	16,484	17.3	840-847 Utah _____	748	
550-567 Minnesota _____	2,521		889-898 Nevada _____	635	
500-528 Iowa _____	1,421		MOUNTAIN	6,934	7.3
630-658 Missouri _____	1,896		995-999 Alaska _____	333	
580-588 North Dakota _____	331		980-994 Washington _____	2,730	
570-577 South Dakota _____	383		970-979 Oregon _____	1,389	
680-693 Nebraska _____	804		900-961 California _____	10,539	
660-679 Kansas _____	1,252		967-968 Hawaii _____	377	
WEST NO. CENTRAL	8,608	9.1	PACIFIC	15,368	16.2
197-199 Delaware _____	289		UNITED STATES	95,060	100.0
206-219 Maryland _____	1,202		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	349		Canada _____	-	
220-246 Virginia _____	2,324		Mexico _____	-	
247-268 West Virginia _____	834		Other International _____	-	
270-289 North Carolina _____	2,735		AP0/FPO _____	-	
290-299 South Carolina _____	1,538		TOTAL QUALIFIED CIRCULATION	95,060	100.0
300-319 Georgia _____	2,294				
320-349 Florida _____	5,618				
SOUTH ATLANTIC	17,183	18.0			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	February-July 2008	August 2008-January 2009	February-July 2009	August 2009-January 2010*
Total Audit Average Qualified: _____	95,498	95,261	95,040	95,078	95,015	95,042
Qualified Non-Paid: _	95,498	95,261	95,040	95,078	95,015	95,042
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: August 2009 – January 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

CHANGE IN OWNERSHIP:

Effective with the January 2010 issue, The Journal of Family Practice was purchased by Quadrant HealthCom, Inc.

PARAGRAPH 2a:

Additions & Removals are not required since the circulation list is obtained from an American Medical Association franchise mailing list house each month.

PARAGRAPH 2b:

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 41,741 copies or 43.9%, including American Medical Association.

PARAGRAPH 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		Date signed	February 12, 2010
Trevor Deal, Publisher		State	NJ
Donna Sickles, Corporate Circulation Director		County	Morris
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		Received by BPA Worldwide	February 12, 2010
IMPORTANT NOTE:		Type	PJ
This unaudited circulation statement has been checked against the previous audit report.		ID Number	J016POD9
It will be included in the annual audit made by BPA Worldwide.			