



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JANUARY 2008**

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.

No. 903/01/08

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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**

Dowden Health Media
110 Summit Avenue
Montvale, NJ 07645-1712
Tel.: (201) 740-6100
Fax: (201) 391-2778
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 _____	508
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	21
All Other _____	1,958
TOTAL	2,487

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	95,160	100.0	95,160	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	95,160	100.0	95,160	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007/2008 Issue	*Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____					95,058	November _____					95,095
September _____					95,603	December _____					94,957
October _____					95,112	January _____					95,138
						TOTAL					

*See Paragraph 11

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008**This issue is -% or 27 copies below the average of the other 5 issues reported in Paragraph two.**

		TOTAL QUALIFIED	PERCENT OF TOTAL	Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	TOTAL (PATIENT CARE) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)
	PHYSICIANS PRIMARY SPECIALTY											
FP	Family Practice _____	5,751	6.0	-	5,751	-	5,751	5,751	-	-	-	-
FM	Family Medicine _____	81,665	85.8	60,049	29	3,644	3,673	63,722	677	675	14,133	2,458
GP	General Practice _____	7,120	7.5	6,270	5	641	646	6,916	-	82	79	43
CD	Cardiovascular Diseases _____	75	0.1	-	-	-	-	-	-	-	71	4
IM	Internal Medicine _____	527	0.6	-	-	-	-	-	-	-	464	63
	TOTAL QUALIFIED CIRCULATION	95,138	100.0	66,319	5,785	4,285	10,070	76,389	677	757	14,747	2,568
	PERCENT TO PHYSICIANS	100.0		69.7	6.1	4.5	10.6	80.3	0.7	0.8	15.5	2.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	14,600	22,907	15,060			52,567	55.3
a. Written _____	12,175	14,778	10,878			37,831	39.8
b. Telecommunication _____	2,373	7,794	3,806			13,973	14.7
c. Internet and E-Mail _____	52	335	376			763	0.8
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
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. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	42,571	-	-			42,571	44.7
*Association rosters and directories _____	42,571	-	-			42,571	44.7
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	57,171	22,907	15,060			95,138	100.0
*See Paragraph 11 PERCENT	60.1	24.1	15.8			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			95,138	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			95,138	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2008						
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	704		400-427 Kentucky _____	1,327		
030-038 New Hampshire _____	494		370-385 Tennessee _____	1,876		
050-059 Vermont _____	267		350-369 Alabama _____	1,344		
010-027 Massachusetts _____	1,227		386-397 Mississippi _____	817		
028-029 Rhode Island _____	246		EAST SO. CENTRAL	5,364	5.6	
060-069 Connecticut _____	587		716-729 Arkansas _____	1,185		
NEW ENGLAND	3,525	3.7	700-714 Louisiana _____	1,218		
100-149 New York _____	4,128		730-749 Oklahoma _____	1,452		
070-089 New Jersey _____	2,171		750-799 Texas _____	6,752		
150-196 Pennsylvania _____	4,993		WEST SO. CENTRAL	10,607	11.1	
MIDDLE ATLANTIC	11,292	11.9	590-599 Montana _____	410		
430-459 Ohio _____	4,071		832-838 Idaho _____	582		
460-479 Indiana _____	2,479		820-831 Wyoming _____	229		
600-629 Illinois _____	3,978		800-816 Colorado _____	1,890		
480-499 Michigan _____	3,849		870-884 New Mexico _____	698		
530-549 Wisconsin _____	2,326		850-865 Arizona _____	1,766		
EAST NO. CENTRAL	16,703	17.6	840-847 Utah _____	728		
550-567 Minnesota _____	2,479		889-898 Nevada _____	647		
500-528 Iowa _____	1,443		MOUNTAIN	6,950	7.3	
630-658 Missouri _____	1,900		995-999 Alaska _____	329		
580-588 North Dakota _____	329		980-994 Washington _____	2,701		
570-577 South Dakota _____	374		970-979 Oregon _____	1,339		
680-693 Nebraska _____	819		900-961 California _____	10,461		
660-679 Kansas _____	1,229		967-968 Hawaii _____	376		
WEST NO. CENTRAL	8,573	9.0	PACIFIC	15,206	16.0	
197-199 Delaware _____	276		UNITED STATES	95,138	100.0	
206-219 Maryland _____	1,231		969 & 004-009 U.S. Territories _____	-		
200-205 Washington, DC _____	351		Canada _____	-		
220-246 Virginia _____	2,249		Mexico _____	-		
247-268 West Virginia _____	807		Other International _____	-		
270-289 North Carolina _____	2,671		APO/FPO _____	-		
290-299 South Carolina _____	1,507		TOTAL QUALIFIED CIRCULATION	95,138	100.0	
300-319 Georgia _____	2,293					
320-349 Florida _____	5,533					
SOUTH ATLANTIC	16,918	17.8				

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified _____	86,797	94,036	95,394	95,498	95,261
Qualified Non-Paid Total _____	86,797	94,036	95,394	95,498	95,261
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC

***NOTE: The audited average qualified circulation for February – July 2007 = 95,361. The unaudited average qualified circulation for August 2007 – January 2008 = 95,160. Yielding an average qualified circulation of 95,261.**
 **NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

PARAGRAPH 2:

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

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 9,038 copies or 9.5% and 33,533 copies or 35.2%, including AMA.

PARAGRAPHS 5 THROUGH 8 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 13, 2008
Laura Dowden, Publisher	State	Florida
Deborah O'Brien, Audience Development Manager	County	Hillsborough
(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 13, 2008
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	J016POD7