

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 Female Patient

**Realizing the Potential  
of the Female Health Market**

Quadrant HealthCom Inc.  
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Official Publication of: None  
Established: 1976  
Issues Per Year: 12



**FIELD SERVED**

THE FEMALE PATIENT serves office and hospital based medical and osteopathic physicians and nurse practitioners in direct patient care and in other professional activities in the United States.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians specializing in Family Medicine; Family Practice; General Practice; Gynecological Oncology; Gynecology; Internal Medicine; Maternal & Fetal Medicine; Obstetrics; Obstetrics & Gynecology; Critical Care Medicine (Obstetrics and Gynecology); and Reproductive Endocrinology. Also qualified are Nurse Practitioners and others allied to the field.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	132
Advertiser and Agency _____	409
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	473
<b>TOTAL</b>	<b>1,014</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	59,940	100.0	59,940	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,940</b>	<b>100.0</b>	<b>59,940</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____					59,378	May _____					60,032
March _____					60,027	June _____					60,047
April _____					60,132	July _____					60,025
						<b>TOTAL</b>					

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009**

This issue is 2.5% or 1,515 copies below the average of the other 5 issues reported in Paragraph two.

This journal conforms to the uniform/specialty/professional activity breakout which was developed by the BPA Worldwide advertiser, agency, and the publisher committee for the Physicians Market in September 1972, revised June 1975, January 1976, July 1986 and August 1993, requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

PROFESSIONAL CLASSIFICATION (See Note 2)			TOTAL QUALIFIED	PERCENT OF TOTAL	PRIMARY CARE EDITION (See Note 1)										
					MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & POSSESSIONS INCLUDING APO & FPO								OTHER PROFESSIONAL ACTIVITY	OSTEOPATHIC PHYSICIANS	
					PATIENT CARE					Total (Patient Care)	Armed Forces (J)	Medical Teaching and Total Other Profession- al Activity (G-I, K-L)			Office and Hospital- Based Practice (M+N)
					Office- Based	Hospital-Based Practice			Total (Hospital- Based)						
Interns and/or 1st Year Residents	Residents	Full-Time Hospital Staff	Total (Patient Care)												
	FM	Family Medicine (See Note 3) _____	5,638	9.4	4,729	4	8	23	35	4,764	71	37	766		
18	FP	Family Practice _____	1,165	1.9	906	7	4	21	32	938	13	7	207		
21	GP	General Practice _____	307	0.5	255	1	-	24	25	280	2	7	18		
22	GO	Gynecological Oncology _____	1,031	1.7	819	2	4	128	134	953	8	33	37		
23	GYN	Gynecology _____	5,251	8.8	4,693	5	16	197	218	4,911	18	132	190		
27	IM	Internal Medicine _____	3,784	6.3	3,133	3	8	46	57	3,190	478	12	104		
32	MFM	Maternal & Fetal Medicine _____	740	1.2	425	3	8	185	196	621	6	82	31		
42	OBS	Obstetrics _____	208	0.3	132	-	39	15	54	186	2	11	9		
43	OBG	Obstetrics & Gynecology _____	33,084	55.2	25,570	34	3,202	1,282	4,518	30,088	292	609	2,095		
44	OCC	Critical Care Medicine (Obstetrics & Gynecology) _____	26	-	21	-	1	3	4	25	-	-	1		
88	REN	Reproductive Endocrinology _____	1,004	1.7	842	1	3	84	88	930	13	44	17		
		<b>TOTAL QUALIFIED COPIES TO PHYSICIANS</b>	<b>52,238</b>	<b>87.0</b>	<b>41,525</b>	<b>60</b>	<b>3,293</b>	<b>2,008</b>	<b>5,361</b>	<b>46,886</b>	<b>903</b>	<b>974</b>	<b>3,475</b>		
		<b>PERCENT TO PHYSICIANS</b>	<b>87.0</b>		<b>69.2</b>	<b>0.1</b>	<b>5.5</b>	<b>3.3</b>	<b>8.9</b>	<b>78.1</b>	<b>1.5</b>	<b>1.6</b>	<b>5.8</b>		
		Nurse Practitioners (See Note 3) _____	7,787	13.0											
		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,025</b>	<b>100.0</b>											

Note 1- Comparable Categories O-R have been omitted at the publisher's option.

Note 2- Comparable categories 1-17,19-20,24-26,28-31,33-41,45-87,89-106, Hospitals, Nursing Homes, Medical Libraries, Schools and Associations, Medical Students, and Others Allied to the field have been omitted at the publisher's option.

Note 3- Non-comparable additional classifications added at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct request:	<b>18,519</b>	<b>10,474</b>	<b>6,200</b>			<b>35,193</b>	<b>58.6</b>
a. Written _____	14,249	6,703	4,237			25,189	42.0
b. Telecommunication _____	4,245	3,754	1,603			9,602	16.0
c. Electronic _____	25	17	360			402	0.6
II. <b>TOTAL</b> - Request from recipient's company:	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>24,832</b>	-	-			<b>24,832</b>	<b>41.4</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	24,832	-	-			24,832	41.4
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,351</b>	<b>10,474</b>	<b>6,200</b>			<b>60,025</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>72.2</b>	<b>17.5</b>	<b>10.3</b>		<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			60,025	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>60,025</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	365		400-427 Kentucky _____	946		400-427 Kentucky _____	946
030-038 New Hampshire _____	387		370-385 Tennessee _____	1,437		370-385 Tennessee _____	1,437
050-059 Vermont _____	202		350-369 Alabama _____	987		350-369 Alabama _____	987
010-027 Massachusetts _____	1,941		386-397 Mississippi _____	557		386-397 Mississippi _____	557
028-029 Rhode Island _____	352		<b>EAST SO. CENTRAL</b>	<b>3,927</b>	<b>6.5</b>	716-729 Arkansas _____	561
060-069 Connecticut _____	1,020		700-714 Louisiana _____	973		700-714 Louisiana _____	973
<b>NEW ENGLAND</b>	<b>4,267</b>	<b>7.1</b>	730-749 Oklahoma _____	703		730-749 Oklahoma _____	703
100-149 New York _____	4,523		750-799 Texas _____	4,281		750-799 Texas _____	4,281
070-089 New Jersey _____	1,814		<b>WEST SO. CENTRAL</b>	<b>6,518</b>	<b>10.9</b>	590-599 Montana _____	196
150-196 Pennsylvania _____	2,600		832-838 Idaho _____	271		832-838 Idaho _____	271
<b>MIDDLE ATLANTIC</b>	<b>8,937</b>	<b>14.9</b>	820-831 Wyoming _____	116		820-831 Wyoming _____	116
430-459 Ohio _____	2,099		800-816 Colorado _____	943		800-816 Colorado _____	943
460-479 Indiana _____	1,178		870-884 New Mexico _____	323		870-884 New Mexico _____	323
600-629 Illinois _____	2,384		850-865 Arizona _____	1,005		850-865 Arizona _____	1,005
480-499 Michigan _____	2,033		840-847 Utah _____	515		840-847 Utah _____	515
530-549 Wisconsin _____	1,077		889-898 Nevada _____	401		889-898 Nevada _____	401
<b>EAST NO. CENTRAL</b>	<b>8,771</b>	<b>14.6</b>	<b>MOUNTAIN</b>	<b>3,770</b>	<b>6.3</b>	995-999 Alaska _____	134
550-567 Minnesota _____	881		980-994 Washington _____	1,025		980-994 Washington _____	1,025
500-528 Iowa _____	605		970-979 Oregon _____	719		970-979 Oregon _____	719
630-658 Missouri _____	1,352		900-961 California _____	6,351		900-961 California _____	6,351
580-588 North Dakota _____	115		967-968 Hawaii _____	227		967-968 Hawaii _____	227
570-577 South Dakota _____	158		<b>PACIFIC</b>	<b>8,456</b>	<b>14.1</b>	969 & 004-009 U.S. Territories _____	2
680-693 Nebraska _____	381		<b>UNITED STATES</b>	<b>60,014</b>	<b>100.0</b>	Canada _____	-
660-679 Kansas _____	642		969 & 004-009 U.S. Territories _____	2		Mexico _____	-
<b>WEST NO. CENTRAL</b>	<b>4,134</b>	<b>6.9</b>	Canada _____	-		Other International _____	-
197-199 Delaware _____	183		Mexico _____	-		APO/FPO _____	9
206-219 Maryland _____	1,190		Other International _____	-		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,025</b>
200-205 Washington, DC _____	232		APO/FPO _____	9			<b>100.0</b>
220-246 Virginia _____	1,462		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,025</b>			
247-268 West Virginia _____	341						
270-289 North Carolina _____	1,826						
290-299 South Carolina _____	880						
300-319 Georgia _____	1,962						
320-349 Florida _____	3,158						
<b>SOUTH ATLANTIC</b>	<b>11,234</b>	<b>18.7</b>					

**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
	2005	2006	2007	February-July 2008	August-January 2008/2009	February-July 2009*
Total Audit Average Qualified: _____	96,692	61,359	61,461	61,073	60,900	59,940
Qualified Non-Paid: _____	96,692	61,359	61,461	61,073	60,900	59,940
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: February-July 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**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****PARAGRAPH 2:**

Additions and deletions are not required since the circulation is obtained from Healthcare Data Solutions.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 24,832 copies or 41.4%, including Healthcare Data Solutions.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.****PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Margo Ullmann, Publisher

Donna Sickles, Corporate Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**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.

Date signed	August 10, 2009
State	New Jersey
County	Morris
Received by BPA Worldwide	August 10, 2009
Type	PD
ID Number	F024P0J9