



## Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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.

Great Valley Publishing Co., Inc.  
3801 Schuylkill Road  
Spring City, PA 19475  
Tel. No.: 800-278-4400  
FAX No.: 610-948-7202  
www.gvpub.com

**TODAY'S GERIATRIC MEDICINE** is a B2B brand intended for professionals with broad-based interests in the field of Geriatric Medicine. The brand content and editorial scope of the publication include content valuable to professionals in geriatric medicine. The magazine and its associated media properties specialize in addressing clinical practice, emerging trends, and long term care issues specific to the field of geriatrics. Each issue includes relevant feature articles, timely topical news, coverage of technological advances, and professional perspectives that appeal to members of the geriatric care team.

### FIELD SERVED

**TODAY'S GERIATRIC MEDICINE** serves physicians and other members of geriatric care teams in hospitals, nursing homes, long term care facilities, geriatric senior services, continuing care retirement communities, assisted living and senior centers, home health care, multi-service agencies, state or county human services, colleges or universities, private practice settings, government offices, and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients include Geriatricians, Psychiatrists and Other Physicians, Nurse Practitioners and Physician Assistants. Also qualified are Educators, Psychologists, Professional Geriatric Care Managers, Gerontologists, Physical, Respiratory and Occupational Therapists, Nurses, Pharmacists, Counselors, Social Workers, Dietitians, Facility Administrators, Directors of Nursing, Presidents, Managers/Supervisors, Students and other titled and non-titled personnel within the field served.

## CHANNELS



**TODAY'S GERIATRIC MEDICINE MAGAZINE**

3 Issues in the period  
23,277 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>TODAY'S GERIATRIC MEDICINE MAGAZINE</b> (3 issues in the period)	23,277	-	23,277

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	45
Allocated for Trade Shows and Conventions	1,300
All Other	587
<b>TOTAL</b>	<b>1,932</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,395	96.2	22,395	96.2	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	882	3.8	882	3.8	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,277</b>	<b>100.0</b>	<b>23,277</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Total Qualified
January/February	23,190
March/April	23,466
May/June	23,174

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014**  
This issue is 0.7% or 154 copies below the average of the other 2 issues reported in Paragraph 2.

JOB TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Geriatric Medicine Physicians (Note 1)	12,182	52.6
Geriatric Professionals (Note 2)	8,418	36.3
Students and Others Allied to the Field	2,574	11.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,174</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: Includes Geriatricians, Other Physicians and Psychiatrists.

Note 2: Includes Nurse Practitioners, Physician Assistants, Educators, Psychologists, Professional Geriatric Care Managers, Gerontologists, Physical Therapists, Respiratory Therapists, Occupational Therapists, Nurses, Pharmacists, Counselors, Social Workers, Dietitians, Facility Administrators, Directors of Nursing, Presidents and Managers/Supervisors. Today's Geriatric Medicine serves physicians and other members of geriatric care teams in hospitals, nursing homes, long term care facilities, geriatric senior services, continuing care retirement communities, assisted living and senior centers, home health care, multi-service agencies, state or county human services, colleges or universities, private practice settings, government offices, and others allied to the field.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,337	4,885	2,442	11,664	50.3
II. Request from recipient's company:	3	16	323	342	1.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>2,091</b>	<b>9,003</b>	<b>74</b>	<b>11,168</b>	<b>48.2</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,091	9,003	74	11,168	48.2
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,431</b>	<b>13,904</b>	<b>2,839</b>	<b>23,174</b>	<b>100.0</b>
<b>PERCENT</b>	<b>27.7</b>	<b>60.0</b>	<b>12.3</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014**

Region	Total Qualified	Percent	Region	Total Qualified	Percent
NEW ENGLAND	1,378	6.0	UNITED STATES	23,136	99.9
MIDDLE ATLANTIC	3,464	15.0	U.S. Territories	31	0.1
EAST NO. CENTRAL	3,693	16.0	Canada	3	-
WEST NO. CENTRAL	1,933	8.3	Mexico	-	-
SOUTH ATLANTIC	4,132	17.8	Other International	1	-
EAST SO. CENTRAL	2,097	9.0	APO/FPO	3	-
WEST SO. CENTRAL	2,228	9.6			
MOUNTAIN	1,314	5.7	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,174</b>	<b>100.0</b>
PACIFIC	2,897	12.5			

**ADDITIONAL DATA**

**MAGAZINE:**

**PARAGRAPH 3b:**

Other sources include 4 sources of circulation for quantities of 1,197 copies or 5.2% to 5,640 copies or 24.3%, including USMedData, IHI Hospital Directory, UCompareHealthcare, and Healthgrades.

**PUBLISHER'S AFFIDAVIT**

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

Nicole Hunchar, Circulation Manager

Mara Honicker, Publisher & COO

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 29, 2014  
 State Pennsylvania  
 County Chester  
 Received by BPA Worldwide July 29, 2014  
 Type BD  
 ID Number A595B0J4

**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.