

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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AMERICAN OSTEOPATHIC ASSOCIATION
TREATING OUR FAMILY AND YOURS

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Official Publications of: American Osteopathic Association
JAOA Established: 1901
Issues Per Year: 12
The DO Established: 1960

ABOUT THE AMERICAN OSTEOPATHIC ASSOCIATION

The American Osteopathic Association's business-to-business brand consists of JAOA--*The Journal of the American Osteopathic Association* and *The DO*. The brand is intended for osteopathic physicians, osteopathic medical students and other individuals with broad-based interests in the osteopathic medical profession. The content and editorial scope of the brand's JAOA includes original research, evidence-based clinical reviews, medical education research, case reports, special communications, editorials, and letters to the editor. *The DO's* content and editorial scope focuses on health policy and other political and socioeconomic issues affecting the osteopathic medical profession, as well as news about and opinions of osteopathic physicians and osteopathic medical organizations.

BRAND REPORT PURPOSE

The American Osteopathic Association's brand report identifies and provides a deep understanding of multiple touch points with the AOA's audience. The report provides an analysis of the JAOA's and *The DO's* communication channels, including the brand's unique users within each channel. As indicated in the Executive Summary, this multimedia report contains data for each separate channel.

FIELD SERVED

JAOA - *The Journal of the American Osteopathic Association* and *The DO* serve osteopathic physicians and osteopathic medical students.

DEFINITION OF RECIPIENT QUALIFICATIONS

Qualified recipients for the JAOA's print editions are osteopathic family physicians, general practitioners, general internists, pediatricians, obstetricians and gynecologists, internal medicine subspecialists, and other osteopathic physicians actively engaged in patient care and other professional activities, as well as osteopathic medical students.



1. EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

| | Average |
|-----------------------------------------------------------|---------------|
| 1. Print edition of the JAOA (six issues in period) _____ | 36,884 |
| 2. American Osteopathic Association's websites _____ | |
| a. JAOA (Note 1) _____ | 37,861 |
| b. <i>The DO</i> (Note 1) _____ | 4,040 |
| SIX-MONTH AVERAGE TOTAL | 78,785 |

Note 1: Unique Browsers: See Website Glossary in Table 7.

2. CHANNEL FREQUENCY FOR PERIOD

| | Print JAOA | JAOA's Website* | <i>The DO's</i> Website* |
|--------------------------|---------------|-----------------|--------------------------|
| February _____ | 36,280 | 39,524 | 4,523 |
| March _____ | 36,988 | 49,389 | 3,991 |
| April _____ | 36,860 | 41,089 | 3,764 |
| May _____ | 37,228 | 35,818 | 3,114 |
| June _____ | 37,079 | 30,757 | 4,658 |
| July _____ | 36,870 | 30,588 | 4,190 |
| SIX MONTH AVERAGE | 36,884 | 37,861 | 4,040 |

*Unique Browsers: See Website Glossary in Table 7.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

3. DEMOGRAPHIC PROFILES

BUSINESS/OCCUPATIONAL BREAKOUT: JOA JULY 2011 PRINT ISSUE

This issue is **-%, or 17 copies**, below the average of the other five issues reported in Paragraph 2.

| PROFESSIONAL CLASSIFICATION | | | TOTAL | PERCENT OF TOTAL | MAJOR PROFESSIONAL ACTIVITY FOR U.S. AND POSSESSIONS, INCLUDING APO AND FPO. ALSO CANADA AND OTHER FOREIGN | | | |
|-----------------------------|-----|----------------------------------------------|--------|------------------|------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------|--------------------------------|
| | | | | | OSTEOPATHIC PHYSICIANS | | | |
| | | | | | OFFICE-BASED PRACTICE | HOSPITAL-BASED PRACTICE | OTHER PROFESSIONAL ACTIVITY | CANADA AND OTHER INTERNATIONAL |
| 1 | ADM | Addiction Medicine | 2 | - | 2 | - | - | - |
| 2 | ADL | Adolescent Medicine | 7 | - | 2 | 1 | 4 | - |
| 5 | AI | Allergy and Immunology | 35 | 0.1 | 26 | - | 8 | 1 |
| 7 | AN | Anesthesiology | 169 | 0.5 | 98 | 14 | 57 | - |
| 9 | CD | Cardiovascular Diseases | 335 | 0.9 | 224 | 17 | 94 | - |
| 10 | CCM | Critical Care Medicine | 88 | 0.2 | 32 | 21 | 35 | - |
| 11 | D | Dermatology | 42 | 0.1 | 32 | 1 | 9 | - |
| 15 | EM | Emergency Medicine | 352 | 1.0 | 140 | 103 | 109 | - |
| 16 | END | Endocrinology | 51 | 0.1 | 27 | 4 | 20 | - |
| 18 | FP | Family Practice | 23,342 | 63.3 | 13,348 | 1,317 | 8,654 | 23 |
| 19 | FPG | Family Practice, Geriatric Medicine | 48 | 0.1 | 23 | 2 | 23 | - |
| 20 | GE | Gastroenterology | 203 | 0.6 | 125 | 11 | 67 | - |
| 21 | GP | General Practice | 287 | 0.8 | 118 | 17 | 152 | - |
| 23 | GYN | Gynecology | 30 | 0.1 | 21 | 2 | 7 | - |
| 24 | HEM | Hematology | 81 | 0.2 | 47 | 9 | 25 | - |
| 26 | ID | Infectious Diseases | 73 | 0.2 | 32 | 9 | 32 | - |
| 27 | IM | Internal Medicine | 6,327 | 17.2 | 2,548 | 1,067 | 2,708 | 4 |
| 28 | ICE | Internal Medicine, Cardiac Electrophysiology | 9 | - | 6 | 1 | 2 | - |
| 30 | IMG | Internal Medicine, Geriatrics | 72 | 0.2 | 33 | 3 | 36 | - |
| 34 | NPM | Neonatal-Perinatal Medicine | 2 | - | 2 | - | - | - |
| 36 | NEP | Nephrology | 107 | 0.3 | 71 | 36 | - | - |
| 37 | N | Neurology | 38 | 0.1 | 24 | 3 | 11 | - |
| 39 | NM | Nuclear Medicine | 9 | - | 1 | - | 8 | - |
| 40 | NR | Nuclear Radiology | 5 | - | 2 | - | 3 | - |
| 42 | OBS | Obstetrics | 6 | - | 3 | 2 | 1 | - |
| 43 | OBG | Obstetrics and Gynecology | 1,388 | 3.8 | 767 | 243 | 378 | - |
| 45 | OM | Occupational Medicine | 26 | 0.1 | 10 | - | 16 | - |
| 46 | ON | Oncology, Medical | 35 | 0.1 | 19 | 4 | 12 | - |
| 47 | OPH | Ophthalmology | 52 | 0.2 | 44 | - | 8 | - |
| 49 | HSO | Orthopedic Surgery, Hand Surgery | 3 | - | 3 | - | - | - |
| 51 | OPH | Orthopedic Surgery, Pediatric Orthopedics | 7 | - | 6 | 1 | - | - |
| 54 | OTO | Otolaryngology | 53 | 0.2 | 36 | - | 17 | - |
| 55 | ATP | Pathology, Anatomic | 15 | - | 6 | 2 | 7 | - |
| 56 | PTH | Pathology, Anatomic/Clinical | 10 | - | 1 | - | 9 | - |
| 57 | BBK | Pathology, Blood Banking | 1 | - | - | - | 1 | - |
| 59 | CLP | Pathology, Clinical | 1 | - | - | - | 1 | - |
| 61 | FOP | Pathology, Forensic | 2 | - | - | - | 2 | - |
| 66 | PD | Pediatrics | 2,250 | 6.1 | 1,033 | 269 | 945 | 3 |
| 67 | PDA | Pediatrics, Allergy | 6 | - | 5 | - | 1 | - |
| 68 | PDC | Pediatrics, Cardiology | 1 | - | 1 | - | - | - |
| 70 | PDE | Pediatrics, Endocrinology | 3 | - | 1 | - | 2 | - |
| 71 | PG | Pediatrics, Gastroenterology | 4 | - | - | 2 | 2 | - |
| 72 | PHO | Pediatrics, Hematology - Oncology | 3 | - | - | - | 3 | - |
| 76 | PM | Physical Medicine and Rehabilitation | 49 | 0.1 | 31 | 6 | 12 | - |
| 78 | GPM | Preventive Medicine, General | 9 | - | 6 | 1 | 2 | - |
| 79 | P | Psychiatry | 91 | 0.3 | 40 | 15 | 36 | - |
| 80 | CHP | Psychiatry, Child | 6 | - | 4 | 2 | - | - |
| 82 | PHO | Public Health | 11 | - | 1 | - | 10 | - |
| 83 | PUD | Pulmonary Diseases | 111 | 0.3 | 72 | 5 | 34 | - |
| 84 | RO | Radiation Oncology | 2 | - | 2 | - | - | - |
| 85 | RO | Radiology | 65 | 0.2 | 26 | 3 | 36 | - |
| 86 | DR | Radiology, Diagnostic | 76 | 0.2 | 44 | 2 | 30 | - |
| 87 | PDR | Radiology, Pediatric | 1 | - | 1 | - | - | - |
| 89 | RHU | Rheumatology | 55 | 0.2 | 31 | 5 | 19 | - |
| 91 | CDS | Surgery, Cardiovascular | 10 | - | 8 | - | 2 | - |
| 92 | CRS | Surgery, Colon and Rectal | 9 | - | 1 | - | 8 | - |
| 94 | GS | Surgery, General | 168 | 0.5 | 72 | 22 | 74 | - |
| 95 | HNS | Surgery, Head and Neck | 1 | - | - | - | 1 | - |
| 96 | NS | Surgery, Neurological | 14 | - | 6 | 2 | 6 | - |
| 97 | ORS | Surgery, Orthopedic | 200 | 0.6 | 158 | 15 | 27 | - |
| 99 | PS | Surgery, Plastic | 10 | - | 8 | - | 2 | - |
| 100 | TS | Surgery, Thoracic | 3 | - | 1 | - | 2 | - |
| 101 | TRS | Surgery, Traumatic | 5 | - | 4 | 1 | - | - |
| 102 | U | Surgery, Urological | 51 | 0.1 | 40 | 1 | 10 | - |
| 103 | VS | Surgery, Vascular | 62 | 0.2 | 1 | 50 | 11 | - |
| 104 | OS | Other Speciality | 8 | - | 5 | - | 3 | - |
| 105 | US | Other Unspecified | 115 | 0.3 | - | - | 115 | - |
| TOTAL COPIES TO PHYSICIANS | | | 36,712 | 99.6 | 19,481 | 3,291 | 13,909 | 31 |
| PERCENT TO PHYSICIANS | | | 99.6 | - | 52.9 | 8.9 | 37.7 | 0.1 |
| Medical Students | | | 158 | 0.4 | | | | |
| TOTAL QUALIFIED CIRCULATION | | | 36,870 | 100.0 | | | | |
| PERCENT | | | 100.0 | | | | | |

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

4. SOURCE AND AGE

| JAOA's JULY 2011 PRINT ISSUE | | | | | |
|-------------------------------------------------------------------------------|----------------|---------|---------|---------------|--------------|
| SOURCE | SOURCED WITHIN | | | TOTAL | PERCENT |
| | 1 YEAR | 2 YEARS | 3 YEARS | | |
| Print JAOA Total | | | | | |
| 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): | 36,870 | - | - | 36,870 | 100.0 |
| *Association rosters and directories | 36,712 | - | - | 36,712 | 99.6 |
| Business directories | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| *Other sources | 158 | - | - | 158 | 0.4 |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL CIRCULATION | 36,870 | - | - | 36,870 | 100.0 |
| PERCENT | 100.0 | - | - | 100.0 | |

*See Table 7

5. GEOGRAPHIC DISTRIBUTION

| State | JAOA's JULY 2011 PRINT ISSUE | |
|------------------------------------|------------------------------|--------------|
| | TOTAL | PERCENT |
| Maine | 462 | |
| New Hampshire | 166 | |
| Vermont | 38 | |
| Massachusetts | 373 | |
| Rhode Island | 134 | |
| Connecticut | 234 | |
| NEW ENGLAND | 1,407 | 3.8 |
| New York | 2,049 | |
| New Jersey | 1,872 | |
| Pennsylvania | 3,863 | |
| MIDDLE ATLANTIC | 7,784 | 21.1 |
| Ohio | 2,299 | |
| Indiana | 529 | |
| Illinois | 1,329 | |
| Michigan | 3,192 | |
| Wisconsin | 495 | |
| EAST NORTH CENTRAL | 7,844 | 21.3 |
| Minnesota | 284 | |
| Iowa | 780 | |
| Missouri | 1,253 | |
| North Dakota | 27 | |
| South Dakota | 72 | |
| Nebraska | 105 | |
| Kansas | 441 | |
| WEST NORTH CENTRAL | 2,962 | 8.0 |
| Delaware | 150 | |
| Maryland | 354 | |
| Washington, DC | 33 | |
| Virginia | 580 | |
| West Virginia | 498 | |
| North Carolina | 499 | |
| South Carolina | 263 | |
| Georgia | 498 | |
| Florida | 2,810 | |
| SOUTH ATLANTIC | 5,685 | 15.4 |
| Kentucky | 322 | |
| Tennessee | 400 | |
| Alabama | 241 | |
| Mississippi | 201 | |
| EAST SOUTH CENTRAL | 1,164 | 3.2 |
| Arkansas | 169 | |
| Louisiana | 72 | |
| Oklahoma | 1,057 | |
| Texas | 2,212 | |
| WEST SOUTH CENTRAL | 3,510 | 9.5 |
| Montana | 110 | |
| Idaho | 178 | |
| Wyoming | 38 | |
| Colorado | 657 | |
| New Mexico | 150 | |
| Arizona | 1,051 | |
| Utah | 177 | |
| Nevada | 327 | |
| MOUNTAIN | 2,688 | 7.3 |
| Alaska | 97 | |
| Washington | 571 | |
| Oregon | 414 | |
| California | 2,533 | |
| Hawaii | 100 | |
| PACIFIC | 3,715 | 10.1 |
| UNITED STATES | 36,759 | 99.7 |
| U.S. Territories | 6 | |
| Canada | 17 | |
| Mexico | - | |
| Other International | 10 | |
| APO/FPO | 78 | |
| TOTAL QUALIFIED CIRCULATION | 36,870 | 100.0 |

* See Table 7. Note: E-newsletter data not reported at the option of the publisher.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

6. JAOA's WEBSITE ACTIVITY BY MONTH (See Table 7)

| MONTH | PAGE IMPRESSIONS | USER SESSIONS | UNIQUE BROWSERS | UNIQUE BROWSER FREQUENCY | PAGE DURATION | USER SESSION DURATION |
|-----------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| February | 102,416 | 44,689 | 39,524 | 1.13 | 00:57 | 02:11 |
| March | 128,167 | 56,236 | 49,389 | 1.14 | 00:57 | 02:10 |
| April | 107,689 | 47,081 | 41,089 | 1.15 | 00:53 | 02:02 |
| May | 96,129 | 41,033 | 35,818 | 1.15 | 00:53 | 02:04 |
| June | 83,461 | 35,308 | 30,757 | 1.15 | 00:52 | 02:04 |
| July | 80,225 | 34,990 | 30,588 | 1.14 | 00:48 | 01:51 |
| AVERAGE: | 99,681 | 43,223 | 37,861 | 1.14 | 00:53 | 02:04 |

6. THE DO's WEBSITE ACTIVITY BY MONTH (See Table 7)

| MONTH | PAGE IMPRESSIONS | USER SESSIONS | UNIQUE BROWSERS | UNIQUE BROWSER FREQUENCY | PAGE DURATION | USER SESSION DURATION |
|-----------------|------------------|---------------|-----------------|--------------------------|---------------|-----------------------|
| February | 13,609 | 5,100 | 4,523 | 1.13 | 01:57 | 05:14 |
| March | 11,718 | 4,549 | 3,991 | 1.14 | 01:45 | 04:33 |
| April | 9,838 | 4,286 | 3,764 | 1.14 | 01:43 | 03:56 |
| May | 7,761 | 3,520 | 3,114 | 1.13 | 01:25 | 03:12 |
| June | 12,219 | 5,369 | 4,658 | 1.15 | 01:37 | 03:43 |
| July | 11,088 | 4,890 | 4,190 | 1.17 | 01:48 | 04:11 |
| AVERAGE: | 11,039 | 4,619 | 4,040 | 1.14 | 01:43 | 04:08 |

7. ADDITIONAL DATA

EXECUTIVE SUMMARY, TABLES 1, 2 AND 6:

Unique browsers are reported as "individuals" throughout this report.

| WEBSITE GLOSSARY: | |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 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 |
| Unique Browser Frequency: | The average number of user sessions per Unique Browser over the selected reporting period |
| Page Duration: | The average time a browser spent viewing any page(s) on the site |
| User Session Duration: | The average time a browser remained on the site per session |

TABLE 2 - LATE MAILING OF ISSUE:

32,717 copies, or 86.7%, of the May issue mailed on June 17, 2011
 2,350 copies, or 6.2%, of the May issue mailed on June 18, 2011
 430 copies, or 1.1%, of the May issue mailed on June 21, 2011
 604 copies, or 1.6%, of the May issue mailed on June 21, 2011
 1,636 copies, or 4.3%, of the May issue mailed on June 22, 2011

TABLE 4:

The American Osteopathic Association's membership database is one source of circulation for a quantity of 36,712 copies, or 99.6%. Other sources are rosters from osteopathic medical colleges for a quantity of 158 copies, or 0.4%.

TABLE 5:

Geographic data are not available for website activity and are therefore not reported herein.

| AVERAGE CIRCULATION FOR JAOA's PRINT ISSUES FOR THE PERIOD | | | | | | |
|-------------------------------------------------------------------|---------------|--------------|---------------|--------------|--------|---------|
| CIRCULATION | Total | | Non-Paid | | Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 36,884 | 100.0 | 36,884 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 36,884 | 100.0 | 36,884 | 100.0 | - | - |

| PUBLISHER'S AFFIDAVIT | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|--------------------|
| We hereby make oath and say that all data set forth in this statement are true. | Date signed | September 19, 2011 |
| Gilbert E. D'Alonzo, Jr, DO, editor in chief | State | Illinois |
| Debbie Blissmer, circulation manager | County | Cook |
| (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 | September 19, 2011 |
| 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 | J003B0J1 |

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 for the latest audit reports, membership information and publishing and advertising industry news.