

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JULY 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.

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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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Dowden Health Media
110 Summit Avenue
Montvale, NJ 07645
Tel.: (201) 740-6100
Fax: (201) 391-2778
www.obgmanagement.com

Official Publication of: None
Established: 1989
Issues Per Year: 12

FIELD SERVED

OBG MANAGEMENT serves physicians (MD's and DO's) who specialize in obstetrics and gynecology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based and hospital-based physicians who practice direct patient care in Obstetrics and Gynecology, Obstetrics only, Gynecology only, Gynecology Oncology, Maternal-Fetal medicine and Reproductive Endocrinology, as well as residents and fellows in Obstetrics & Gynecology.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	984
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	175
All Other _____	574
TOTAL	1,733

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,450	100.0	40,450	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,450	100.0	40,450	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____					40,191	May _____					40,480
March _____					40,201	June _____					40,445
April _____					40,628	July _____					40,753
						TOTAL					

*See Paragraph 11

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2008

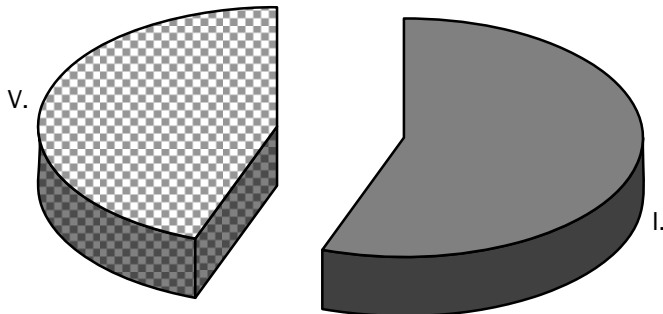
This issue is 0.9% or 364 copies above the average of the other 5 issues reported in Paragraph two.

This journal conforms to the uniform specialty/professional activity breakout, which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Physicians Market in September 1972, revised in June 1975, January 1976, July 1976, 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	TOTAL QUALIFIED	PERCENT OF TOTAL	Patient Care			Other Professional Activity	Osteopathic Physicians
					Office Based Practice (A)	Hospital Based Practice			
						Residents (C)	Full-Time Hospital Staff (D)		
22.	GO	Gynecological Oncology _____	433	1.1	340	-	66	17	10
23.	GYN	Gynecology _____	2,220	5.4	2,062	-	85	31	42
32.	MFM	Maternal & Fetal Medicine _____	546	1.3	350	-	132	45	19
42.	OBS	Obstetrics _____	197	0.5	160	-	23	11	3
43.	OBG	Obstetrics & Gynecology _____	36,771	90.3	28,732	4,157	1,616	356	1,910
88.	REN	Reproductive Endocrinology _____	586	1.4	508	-	44	22	12
		TOTAL COPIES TO PHYSICIANS _____	40,753	100.0	32,152	4,157	1,966	482	1,996
		PERCENT TO PHYSICIANS _____	100.0	-	78.9	10.2	4.8	1.2	4.9
		TOTAL QUALIFIED CIRCULATION	40,753	100.0					

3b. Qualification by Source

	Qualification by Source	Copies	%
I.	Recipient Request _____	22,642	55.6
II.	Company Request _____	-	-
III.	Membership Benefit _____	-	-
IV.	Other Than Request _____	-	-
V.	Other Sources _____	18,111	44.4
VI.	Single Copy Sales _____	-	-



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 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: _____	8,432	9,418	4,792			22,642	55.6
a. Written _____	6,541	9,359	4,469			20,369	50.1
b. Telecommunication _____	342	-	-			342	0.8
c. Electronic _____	1,549	59	323			1,931	4.7
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): _____	18,111	-	-			18,111	44.4
*Association rosters and directories _____	18,111	-	-			18,111	44.4
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	26,543	9,418	4,792			40,753	100.0
*See Paragraph 11 PERCENT	65.1	23.1	11.8			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			40,753	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			40,753	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent		
039-049 Maine _____	172		400-427 Kentucky _____	506			
030-038 New Hampshire _____	188		370-385 Tennessee _____	881			
050-059 Vermont _____	104		350-369 Alabama _____	537			
010-027 Massachusetts _____	1,058		386-397 Mississippi _____	313			
028-029 Rhode Island _____	197		EAST SO. CENTRAL	2,237	5.5		
060-069 Connecticut _____	671		716-729 Arkansas _____	265			
NEW ENGLAND	2,390	5.9	700-714 Louisiana _____	649			
100-149 New York _____	3,570		730-749 Oklahoma _____	381			
070-089 New Jersey _____	1,565		750-799 Texas _____	2,919			
150-196 Pennsylvania _____	1,795		WEST SO. CENTRAL	4,214	10.3		
MIDDLE ATLANTIC	6,930	17.0	590-599 Montana _____	107			
430-459 Ohio _____	1,557		832-838 Idaho _____	132			
460-479 Indiana _____	685		820-831 Wyoming _____	51			
600-629 Illinois _____	1,838		800-816 Colorado _____	643			
480-499 Michigan _____	1,529		870-884 New Mexico _____	212			
530-549 Wisconsin _____	625		850-865 Arizona _____	703			
EAST NO. CENTRAL	6,234	15.3	840-847 Utah _____	264			
550-567 Minnesota _____	610		889-898 Nevada _____	274			
500-528 Iowa _____	231		MOUNTAIN	2,386	5.9		
630-658 Missouri _____	727		995-999 Alaska _____	74			
580-588 North Dakota _____	49		980-994 Washington _____	716			
570-577 South Dakota _____	68		970-979 Oregon _____	492			
680-693 Nebraska _____	201		900-961 California _____	4,751			
660-679 Kansas _____	295		967-968 Hawaii _____	216			
WEST NO. CENTRAL	2,181	5.4	PACIFIC	6,249	15.3		
197-199 Delaware _____	110		UNITED STATES	40,753	100.0		
206-219 Maryland _____	1,053		969 & 004-009 U.S. Territories _____	-			
200-205 Washington, DC _____	296		Canada _____	-			
220-246 Virginia _____	1,039		Mexico _____	-			
247-268 West Virginia _____	191		Other International _____	-			
270-289 North Carolina _____	1,203		AP0/FPO _____	-			
290-299 South Carolina _____	559		TOTAL QUALIFIED CIRCULATION	40,753	100.0		
300-319 Georgia _____	1,308						
320-349 Florida _____	2,173						
SOUTH ATLANTIC	7,932	19.5					

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
	2004	2005	2006	2007	*2008
Total Audit Average Qualified	39,332	40,004	39,985	39,920	40,450
Qualified Non-Paid Total	39,332	40,004	39,985	39,920	40,450
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: 2008 data is unaudited.**
****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 613 copies or 1.5% and 17,498 copies or 42.9%, 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	July 21, 2008
Deborah O'Brien, Audience Development Manager	State	Florida
Jennifer Day, Publisher	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	July 21, 2008
IMPORTANT NOTE:	Type	PD
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	0004P0J8