

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JULY 2011**

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Quadrant Healthcom Inc.
7 Century Drive
Suite 302
Parsippany, NJ 07054
Tel. No.: (973) 206-3434
FAX No.: (973) 206-9378
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, 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 _____	46
Advertiser and Agency _____	509
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	108
Digital _____	-
All Other _____	867
TOTAL	1,530

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,968	100.0	39,968	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,968	100.0	39,968	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February _____	39,846
March _____	39,765
April _____	39,756
May _____	39,821
June _____	40,325
July _____	40,297

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
February _____	33,921	14,728	12,915	1.14	01:05	02:30
March _____	42,227	18,463	16,401	1.13	01:07	02:33
April _____	40,887	18,676	16,417	1.14	01:08	02:27
May _____	36,670	20,201	17,985	1.12	01:12	02:10
June _____	46,943	22,193	19,588	1.13	01:05	02:20
July _____	38,158	18,233	16,562	1.10	01:03	02:12
AVERAGE:	39,801	18,749	16,645	1.13	01:07	02:22

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011
This issue is 1.0% or 394 copies above the average of the other 5 issues reported in Paragraph two.

Numeric Code	Alpha Code	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 _____	415	1.0	338	-	70	-	7
23	GYN	Gynecology _____	2,124	5.3	1,956	-	81	26	61
32	MFM	Maternal & Fetal Medicine _____	615	1.5	364	5	122	87	37
44	OCC	Obstetrics & Gynecology/Critical Care Medicine __	6	-	2	-	-	3	1
43	OBG	Obstetrics & Gynecology _____	36,369	90.3	28,674	3,503	1,850	352	1,990
42	OBS	Obstetrics _____	189	0.5	153	-	21	8	7
88	REN	Reproductive Endocrinology _____	579	1.4	529	-	35	-	15
TOTAL COPIES TO PHYSICIANS			40,297	100.0	32,016	3,508	2,179	476	2,118
PERCENT TO PHYSICIANS			100.0		79.5	8.7	5.4	1.2	5.3
TOTAL QUALIFIED CIRCULATION			40,297	100.0					

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	14,362	1,691	5,308	21,361	53.0
a. Written _____	-	350	5,114	5,464	13.6
b. Telecommunication _____	14,263	1,208	-	15,471	38.4
c. Electronic _____	99	133	194	426	1.1
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): _____	18,936	-	-	18,936	47.0
*Association rosters and directories _____	18,936	-	-	18,936	47.0
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,298	1,691	5,308	40,297	100.0
PERCENT	82.6	4.2	13.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	40,297	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	40,297	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	166		Kentucky _____	476	
New Hampshire _____	183		Tennessee _____	881	
Vermont _____	96		Alabama _____	527	
Massachusetts _____	1,053		Mississippi _____	308	
Rhode Island _____	196		EAST SO. CENTRAL	2,192	5.4
Connecticut _____	662		Arkansas _____	276	
NEW ENGLAND	2,356	5.8	Louisiana _____	670	
New York _____	3,326		Oklahoma _____	374	
New Jersey _____	1,485		Texas _____	2,990	
Pennsylvania _____	1,723		WEST SO. CENTRAL	4,310	10.7
MIDDLE ATLANTIC	6,534	16.2	Montana _____	96	
Ohio _____	1,541		Idaho _____	142	
Indiana _____	659		Wyoming _____	61	
Illinois _____	1,791		Colorado _____	664	
Michigan _____	1,452		New Mexico _____	209	
Wisconsin _____	637		Arizona _____	726	
EAST NO. CENTRAL	6,080	15.1	Utah _____	283	
Minnesota _____	605		Nevada _____	273	
Iowa _____	242		MOUNTAIN	2,454	6.1
Missouri _____	708		Alaska _____	80	
North Dakota _____	56		Washington _____	729	
South Dakota _____	71		Oregon _____	498	
Nebraska _____	190		California _____	4,723	
Kansas _____	299		Hawaii _____	199	
WEST NO. CENTRAL	2,171	5.4	PACIFIC	6,229	15.5
Delaware _____	106		UNITED STATES	40,297	100.0
Maryland _____	1,050		U.S. Territories _____	-	
Washington, DC _____	303		Canada _____	-	
Virginia _____	1,036		Mexico _____	-	
West Virginia _____	195		Other International _____	-	
North Carolina _____	1,211		APO/FPO _____	-	
South Carolina _____	580		TOTAL QUALIFIED CIRCULATION	40,297	100.0
Georgia _____	1,268				
Florida _____	2,222				
SOUTH ATLANTIC	7,971	19.8			

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
	August 2008-January 2009	February-July 2009	August 2009-January 2010	February-July 2010	August 2010 - January 2011	February-July 2011*
Total Audit Average Qualified: _____	40,415	39,759	39,639	39,766	39,637	39,968
Qualified Non-Paid: ____	40,415	39,759	39,639	39,766	39,637	39,968
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: February - July 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 18,936 copies or 47.0%, including American Medical Association.

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

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 24, 2011
Donna Sickles, Corporate Director of Audience Development	State	New Jersey
Dianne Reynolds, Publisher	County	Morris
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Revised	August 24, 2011
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	0004P0J1