

No attempt has been made to rank the information contained in this report in order of importance, since BPA International believes this is a judgment which must be made by the user of the report.

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Official Publication of: None  
Established: 1988  
Issues Per Year: 1

**FIELD SERVED**

The Little Blue Book serves the health care field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are medical doctors including MD's, DO's (Doctors of Osteopathy), and multi-copy same addressee copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	20,204
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	27,222
<b>TOTAL</b>	<b>47,426</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	215,581	63.8	207,354	61.4	8,227	2.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	122,071	36.2	-	-	122,071	36.2
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>337,652</b>	<b>100.0</b>	<b>207,354</b>	<b>61.4</b>	<b>130,298</b>	<b>38.6</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD (SEE PARAGRAPH 11)											
2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
2004 Edition _____					337,652						
<b>TOTAL</b>											

\*See Paragraph 11

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF 2004 EDITION (SEE PARAGRAPH 11)**

Business	TOTAL QUALIFIED	PERCENT OF TOTAL
Cardiovascular Disease _____	14,923	4.4
Family Practice _____	41,878	12.4
Gastroenterology _____	7,465	2.2
General Practice _____	3,374	1.0
Dermatology _____	6,855	2.0
Nephrology _____	3,687	1.1
Ophthalmology _____	11,458	3.4
Internal Medicine _____	43,357	12.8
Neurology _____	6,961	2.1
Obstetrics & Gynecology _____	20,664	6.1
Orthopedic Surgery _____	13,914	4.1
Pain Management _____	2,065	0.6
Psychiatry _____	14,844	4.4
Pulmonary Disease _____	5,077	1.5
Rheumatology _____	2,492	0.7
Sports Medicine _____	212	0.1
Emergency Medicine _____	8,128	2.4
Other Paid Circulation:		
Subscriptions _____	8,227	2.4
Multi-copy Same Addressee _____	122,071	36.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>337,652</b>	<b>100.0</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF 2004 EDITION							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
II. <b>TOTAL</b> – Request from recipient’s company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
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. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>207,354</b>	-	-			<b>207,354</b>	<b>100.0</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	207,354	-	-			207,354	100.0
Independent field reports _____	-	-	-			-	-
Licenseses – National, State or Local Government _____	-	-	-			-	-
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>207,354</b>	-	-			<b>207,354</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>100.0</b>	-	-		<b>100.0</b>	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF 2004 EDITION				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			215,581	63.8
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			122,071	36.2
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>337,652</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF 2004 EDITION									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			3,270		400-427 Kentucky _____			2,817	
030-038 New Hampshire _____			837		370-385 Tennessee _____			11,102	
050-059 Vermont _____			-		350-369 Alabama _____			3,248	
010-027 Massachusetts _____			8,366		386-397 Mississippi _____			1,080	
028-029 Rhode Island _____			3,687		<b>EAST SO. CENTRAL</b>			<b>18,247</b>	<b>5.4</b>
060-069 Connecticut _____			10,006		716-729 Arkansas _____			1,117	
<b>NEW ENGLAND</b>			<b>26,166</b>	<b>7.7</b>	700-714 Louisiana _____			5,146	
100-149 New York _____			28,944		730-749 Oklahoma _____			2,673	
070-089 New Jersey _____			12,696		750-799 Texas _____			14,598	
150-196 Pennsylvania _____			15,735		<b>WEST SO. CENTRAL</b>			<b>23,534</b>	<b>7.0</b>
<b>MIDDLE ATLANTIC</b>			<b>57,375</b>	<b>17.0</b>	590-599 Montana _____			-	
430-459 Ohio _____			18,310		832-838 Idaho _____			-	
460-479 Indiana _____			4,288		820-831 Wyoming _____			3	
600-629 Illinois _____			8,165		800-816 Colorado _____			9,879	
480-499 Michigan _____			11,931		870-884 New Mexico _____			1,250	
530-549 Wisconsin _____			7,207		850-865 Arizona _____			11,861	
<b>EAST NO. CENTRAL</b>			<b>49,901</b>	<b>14.8</b>	840-847 Utah _____			2,412	
550-567 Minnesota _____			4,069		889-898 Nevada _____			3,302	
500-528 Iowa _____			1,291		<b>MOUNTAIN</b>			<b>28,707</b>	<b>8.5</b>
630-658 Missouri _____			11,968		995-999 Alaska _____			-	
580-588 North Dakota _____			2		980-994 Washington _____			5,128	
570-577 South Dakota _____			-		970-979 Oregon _____			3,524	
680-693 Nebraska _____			1,180		900-961 California _____			29,727	
660-679 Kansas _____			2,383		967-968 Hawaii _____			1,902	
<b>WEST NO. CENTRAL</b>			<b>20,893</b>	<b>6.2</b>	<b>PACIFIC</b>			<b>40,281</b>	<b>11.9</b>
197-199 Delaware _____			2,040		<b>UNITED STATES</b>			<b>337,596</b>	<b>100.0</b>
206-219 Maryland _____			7,102		969 & 004-009			-	
200-205 Washington, DC _____			3,313		U.S. Territories _____			-	
220-246 Virginia _____			9,685		Canada _____			-	
247-268 West Virginia _____			6		Mexico _____			-	
270-289 North Carolina _____			7,749		Other International _____			56	
290-299 South Carolina _____			3,650		APO/FPO _____			-	
300-319 Georgia _____			11,271		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>337,652</b>	<b>100.0</b>
320-349 Florida _____			27,676						
<b>SOUTH ATLANTIC</b>			<b>72,492</b>	<b>21.5</b>					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
	2000	2001	2002	2003	2004*
Total Audit Average Qualified: _	292,628	279,520	323,307	308,055	342,961
Qualified Non-Paid: _____	212,750	195,620	213,599	185,865	207,354
Qualified Paid: _____	79,878	83,900	109,748	122,190	135,607
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ____	**NC	\$9.58	\$9.53	\$10.79	\$13.72

**\*NOTE: All data through December 2004 is audited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed.

#### 11. ADDITIONAL DATA

##### PARAGRAPH 2:

Additions and removals are not required for paid circulation.

##### PARAGRAPH 3a:

The Little Blue Book is published annually for 146 different areas with 13 specialty editions for each area.

##### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 207,354 copies or 100.0%, including The Little Blue Book.

Paragraph 3b includes 207,354 qualified non-paid circulation. Qualified paid circulation of 130,298 combined with the qualified non-paid circulation equal 337,652 total qualified circulation for the analyzed issue.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

10. PAID CIRCULATION DATA	
\$13.72	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
1	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

June 28, 2005

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ID Number: L074V0D4