

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

# PULMONARY REVIEWS®

Quadrant Healthcom Inc.  
7 Century Dr., Suite 302  
Parsippany, NJ 07054  
Tel.: (973) 206-3434  
Fax: (973) 206-9378  
[www.pulmonaryreviews.com](http://www.pulmonaryreviews.com)

Official Publication of: None  
Established: 1996  
Issues Per Year: 12



**FIELD SERVED**

PULMONARY REVIEWS serves medical and osteopathic physicians in the field of pulmonary, critical care and infectious disease in office-based practices, hospital-based practices, medical teaching, and other professional activities in the United States.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians with primary or secondary specialty in Pulmonary Disease, Critical Care Medicine, Pulmonary Critical Care, Pediatric Pulmonary and Infectious Disease Medicine.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	7
Advertiser and Agency _____	370
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	561
<b>TOTAL</b>	<b>938</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,773	100.0	13,773	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,773</b>	<b>100.0</b>	<b>13,773</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____					13,711	May _____					13,910
March _____					13,744	June _____					13,836
April _____					13,724	July _____					13,715
						<b>TOTAL</b>					

\*See Paragraph 9

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009**

This issue is 0.5% or 70 copies below 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 the publisher committee for the Physicians Market in September 1972, revised June 1975, January 1976, July 1986, 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 (See Note 2)			TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & POSSESSIONS INCLUDING APO & FPO (SEE NOTE 1)						
					PATIENT CARE					TOTAL Patient Care (F)	Total Osteopaths (M, N)
					HOSPITAL-BASED PRACTICE			Office Based Practice (A)	Residents (C)		
83	PUD	Pulmonary Diseases _____	6,299	45.9	5,454	90	503	593	6,047	252	
10	CCM	Critical Care Medicine _____	731	5.3	414	7	283	290	704	27	
	PCC	Pulmonary Critical Care _____	2,176	15.9	1,791	17	267	284	2,075	101	
74	PDP	Pediatrics, Pulmonology _____	579	4.2	460	4	106	110	570	9	
26	ID	Infectious Diseases _____	3,398	24.8	2,857	11	449	460	3,317	81	
	CCP	Pediatric Critical Care Medicine _____	278	2.0	182	1	87	88	270	8	
	CCS	Surgery, Critical Care _____	50	0.4	24	-	22	22	46	4	
		Physicians with a secondary specialty in Pulmonary Diseases, Critical Care Medicine, Pulmonary Critical Care, and Pediatrics Pulmonary, Pediatric Critical Care Medicine and Surgical Critical Care (See Note 4) _____	204	1.5	172	2	22	24	196	8	
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>13,715</b>	<b>100.0</b>	<b>11,354</b>	<b>132</b>	<b>1,739</b>	<b>1,871</b>	<b>13,225</b>	<b>490</b>	
<b>PERCENT</b>			<b>100.0</b>								

Note 1: Comparable classifications G-L and P-R have been omitted at the publisher's option.

Note 2: Comparable classifications 1-9, 11-25, 27-73, 75-82, 84-105, Hospitals, Nursing Homes, Medical Libraries, Schools and Associations, Medical Students, and Others allied to the field have been omitted at the publisher's options.

Note 3: Comparable classifications H, I, K, O have been omitted at the publisher's option.

Note 4: Non-Comparable classification added at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct request: _____	<b>3,855</b>	<b>2,645</b>	<b>1,557</b>			<b>8,057</b>	<b>58.8</b>
a. Written _____	1,431	915	329			2,675	19.5
b. Telecommunication _____	2,415	1,730	1,228			5,373	39.2
c. Electronic _____	9	-	-			9	0.1
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
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. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>5,658</b>	-	-			<b>5,658</b>	<b>41.2</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	5,658	-	-			5,658	41.2
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,513</b>	<b>2,645</b>	<b>1,557</b>			<b>13,715</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>69.4</b>	<b>19.3</b>	<b>11.3</b>		<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			13,715	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>13,715</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	65		400-427 Kentucky _____	174	
030-038 New Hampshire _____	49		370-385 Tennessee _____	297	
050-059 Vermont _____	26		350-369 Alabama _____	171	
010-027 Massachusetts _____	409		386-397 Mississippi _____	80	
028-029 Rhode Island _____	80		<b>EAST SO. CENTRAL</b>	<b>722</b>	<b>5.3</b>
060-069 Connecticut _____	223		716-729 Arkansas _____	90	
<b>NEW ENGLAND</b>	<b>852</b>	<b>6.2</b>	700-714 Louisiana _____	209	
100-149 New York _____	1,314		730-749 Oklahoma _____	121	
070-089 New Jersey _____	567		750-799 Texas _____	814	
150-196 Pennsylvania _____	858		<b>WEST SO. CENTRAL</b>	<b>1,234</b>	<b>9.0</b>
<b>MIDDLE ATLANTIC</b>	<b>2,739</b>	<b>20.0</b>	590-599 Montana _____	32	
430-459 Ohio _____	611		832-838 Idaho _____	34	
460-479 Indiana _____	246		820-831 Wyoming _____	8	
600-629 Illinois _____	587		800-816 Colorado _____	183	
480-499 Michigan _____	413		870-884 New Mexico _____	50	
530-549 Wisconsin _____	217		850-865 Arizona _____	214	
<b>EAST NO. CENTRAL</b>	<b>2,074</b>	<b>15.1</b>	840-847 Utah _____	86	
550-567 Minnesota _____	210		889-898 Nevada _____	55	
500-528 Iowa _____	61		<b>MOUNTAIN</b>	<b>662</b>	<b>4.8</b>
630-658 Missouri _____	307		995-999 Alaska _____	16	
580-588 North Dakota _____	25		980-994 Washington _____	216	
570-577 South Dakota _____	28		970-979 Oregon _____	129	
680-693 Nebraska _____	81		900-961 California _____	1,236	
660-679 Kansas _____	98		967-968 Hawaii _____	32	
<b>WEST NO. CENTRAL</b>	<b>810</b>	<b>5.9</b>	<b>PACIFIC</b>	<b>1,629</b>	<b>11.9</b>
197-199 Delaware _____	55		<b>UNITED STATES</b>	<b>13,714</b>	<b>100.0</b>
206-219 Maryland _____	390		969 & 004-009 U.S. Territories _____	1	
200-205 Washington, DC _____	113		Canada _____	-	
220-246 Virginia _____	367		Mexico _____	-	
247-268 West Virginia _____	88		Other International _____	-	
270-289 North Carolina _____	401		APO/FPO _____	-	
290-299 South Carolina _____	166		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,715</b>	<b>100.0</b>
300-319 Georgia _____	397				
320-349 Florida _____	1,015				
<b>SOUTH ATLANTIC</b>	<b>2,992</b>	<b>21.8</b>			

7. 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
	2005	2006	2007	February-July 2008	August 2008-January 2009	February-July 2009*
Total Audit Average Qualified: _____	13,740	13,544	13,709	13,676	13,739	13,773
Qualified Non-Paid: _____	13,740	13,544	13,709	13,676	13,739	13,773
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: February-July 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

8. 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)

**9. ADDITIONAL DATA**

**PARAGRAPH 2:**

Additions and deletions are not required since the circulation is obtained from Healthcare Data Solutions.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 5,658 copies or 41.3%, including Healthcare Data Solutions.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED**

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Susan Levey, Publisher	Date signed	August 10, 2009
Donna Sickles, Corporate Circulation Director	State	New Jersey
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Morris
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	August 10, 2009
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Type	PD
	ID Number	P424P0J9