

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.

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THE Clinical Advisor

Haymarket Media Inc.
114 West 26th Street
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New York, NY 10001
Tel.: (646) 638-6000
Fax: (646) 638-6117

Official Publication of: None
Established: 1998
Issues Per Year: 12

FIELD SERVED

THE CLINICAL ADVISOR FOR NURSE PRACTITIONERS AND PHYSICIAN ASSISTANTS serves nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are licensed nurse practitioners and physician Assistants in the United States as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	280
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	225
All Other _____	800
TOTAL	1,305

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	125,000	100.0	125,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	125,000	100.0	125,000	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 _____					125,000	May _____					125,000
March _____					125,000	June _____					125,000
April _____					125,000	July _____					125,000
						TOTAL					

*See Paragraph 11

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2008
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
Nurse Practitioners_____	85,000	68.0
Physician Assistants_____	40,000	32.0
TOTAL QUALIFIED CIRCULATION	125,000	100.0

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: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
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): _____	125,000	-	-			125,000	100.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	125,000	-	-			125,000	100.0
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	125,000	-	-			125,000	100.0
*See Paragraph 11	PERCENT	100.0	-	-		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 _____			125,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			125,000	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	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	1,213		400-427 Kentucky _____	1,884				
030-038 New Hampshire _____	1,066		370-385 Tennessee _____	2,881				
050-059 Vermont _____	427		350-369 Alabama _____	1,096				
010-027 Massachusetts _____	3,866		386-397 Mississippi _____	1,263				
028-029 Rhode Island _____	430		EAST SO. CENTRAL	7,124	5.7			
060-069 Connecticut _____	2,107		716-729 Arkansas _____	595				
NEW ENGLAND	9,109	7.3	700-714 Louisiana _____	1,079				
100-149 New York _____	12,391		730-749 Oklahoma _____	1,082				
070-089 New Jersey _____	3,009		750-799 Texas _____	7,779				
150-196 Pennsylvania _____	6,647		WEST SO. CENTRAL	10,535	8.4			
MIDDLE ATLANTIC	22,047	17.6	590-599 Montana _____	464				
430-459 Ohio _____	3,035		832-838 Idaho _____	626				
460-479 Indiana _____	1,659		820-831 Wyoming _____	245				
600-629 Illinois _____	2,514		800-816 Colorado _____	2,502				
480-499 Michigan _____	3,780		870-884 New Mexico _____	796				
530-549 Wisconsin _____	2,828		850-865 Arizona _____	2,831				
EAST NO. CENTRAL	13,816	11.1	840-847 Utah _____	966				
550-567 Minnesota _____	2,357		889-898 Nevada _____	621				
500-528 Iowa _____	1,378		MOUNTAIN	9,051	7.2			
630-658 Missouri _____	2,308		995-999 Alaska _____	550				
580-588 North Dakota _____	425		980-994 Washington _____	2,715				
570-577 South Dakota _____	479		970-979 Oregon _____	2,005				
680-693 Nebraska _____	863		900-961 California _____	10,318				
660-679 Kansas _____	1,704		967-968 Hawaii _____	350				
WEST NO. CENTRAL	9,514	7.6	PACIFIC	15,938	12.8			
197-199 Delaware _____	455		UNITED STATES	125,000	100.0			
206-219 Maryland _____	3,598		969 & 004-009 U.S. Territories _____	-				
200-205 Washington, DC _____	585		Canada _____	-				
220-246 Virginia _____	3,343		Mexico _____	-				
247-268 West Virginia _____	1,022		Other International _____	-				
270-289 North Carolina _____	4,863		APO/FPO _____	-				
290-299 South Carolina _____	1,674		TOTAL QUALIFIED CIRCULATION	125,000				
300-319 Georgia _____	3,574							
320-349 Florida _____	8,752							
SOUTH ATLANTIC	27,866	22.3						

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: ___	114,000	119,950	120,000	122,084	125,000
Qualified Non-Paid: _____	114,000	119,950	120,000	122,084	125,000
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	**NC	**NC	**NC	**NC	**NC

***NOTE: 2008 figures are unaudited. Average qualified circulation year for all Medical publications is February through January.**
****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 and removals are not required to be reported since the circulation list is obtained from the Verispan franchise mailing list house each issue.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 125,000 copies or 100.0%, including Verispan's Allied Health Care Practitioners.

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	August 15, 2008
Tom Hennessy, Publisher	State	New York
Carol Harms, Circulation Manager	County	New York
(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	August 15, 2008
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	C452P0J8
It will be included in the annual audit made by BPA Worldwide.		