

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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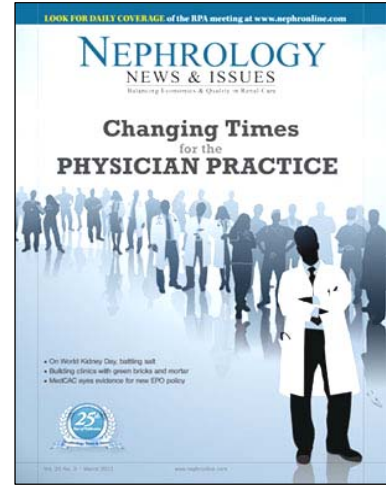
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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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NEPHROLOGY NEWS & ISSUES®

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Official Publication of: None
Established: 1986
Issues Per Year: 13



FIELD SERVED

NEPHROLOGY NEWS & ISSUES serves the nephrology/renal care community including Dialysis Centers, Freestanding; Dialysis Clinics, Hospital Based; Private Practices / Office Based; Transplant Centers; Laboratories; Manufacturers / Vendors; Government Agencies and others in the renal care community.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Nephrologists, Transplant Surgeons, Vascular Surgeons, Internists, Physician Assistants, Nurse Practitioners, Nephrology Nurses, Administrators, Presidents, Vice Presidents, CEOs, CFOs, COOs, Medical Directors, Facility Board or Owners, Transplant Administrators, Nurse Managers, Network Directors, Chief Technicians, Managers, Supervisors, Laboratory Directors, Dietitians, Technicians, Social Workers, Transplant Coordinators, Government Officials, Librarians, as well as Patients and Others Allied to the Industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	6
Advertiser and Agency _____	888
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	443
Digital _____	-
All Other _____	653
TOTAL	1,990

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,428	99.7	25,823	97.4	605	2.3
Sponsored Individually Addressed __	72	0.3	-	-	72	0.3
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,500	100.0	25,823	97.4	677	2.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	25,010	1,490	26,500
February _____	25,192	1,308	26,500
March _____	25,424	1,076	26,500
April _____	24,993	1,507	26,500
Buyers Guide _____	24,993	1,507	26,500
May _____	25,014	1,486	26,500
June _____	25,050	1,450	26,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is equal to the average of the other 6 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Nephrologist	Physician (Note 1)	Allied Medical and Nursing (Note 2)	Administrator (Note 3)	Staff (Note 4)	Other (Note 5)
Dialysis Center, Freestanding _____	807	3.1	702	105	58	4	129	332	262	22
Dialysis Clinic, Hospital-Based _____	9,882	37.3	9,481	401	1,673	28	456	6,631	948	146
Private Practice / Office Based _____	8,494	32.0	7,854	640	6,276	27	435	960	660	136
Transplant Center _____	365	1.4	301	64	23	15	38	22	259	8
Laboratory _____	318	1.2	317	1	311	1	-	4	1	1
Manufacturer / Vendor _____	341	1.3	237	104	19	12	62	123	34	91
Government Agency _____	105	0.4	62	43	10	2	25	21	17	30
Other _____	6,188	23.4	6,060	128	1,102	27	517	362	3,536	644
TOTAL QUALIFIED CIRCULATION	26,500	100.0	25,014	1,486	9,472	116	1,662	8,455	5,717	1,078
PERCENT	100.0		94.4	5.6	35.7	0.4	6.3	31.9	21.6	4.1

Note 1: Titles Included: Transplant Surgeon, Vascular Surgeon, Internist and Other Physicians

Note 2: Titles Included: Physician Assistant, Nurse Practitioner, Nephrology Nurse and Other Nursing Staff

Note 3: Titles Included: Administrator, President, Vice President, CEO / CFO / COO, Medical Director, Facility Board / Owner, Transplant Administrator, Nurse Manager, Network Director,

Chief Technician, Manager / Supervisor, Laboratory Director and Other Administrators

Note 4: Titles Included: Dietitian, Technician, Social Worker, Transplant Coordinator and Other Staff

Note 5: Titles Included: Librarian, Patient, Government Official and Others Allied to the Industry

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	4,941	707	691	4,853	1,486	6,339	23.9
II. Request from recipient's company: _____	186	24	59	269	-	269	1.0
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	106	106	-	106	0.4
V. TOTAL - Sources other than above (listed alphabetically): _____	16,065	721	3,000	19,786	-	19,786	74.7
*Association rosters and directories _____	9,792	721	2,931	13,444	-	13,444	50.7
*Business directories _____	-	-	69	69	-	69	0.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	6,273	-	-	6,273	-	6,273	23.7
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,192	1,452	3,856	25,014	1,486	26,500	100.0
PERCENT	80.0	5.4	14.6	94.4	5.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	24,276	1,486	25,762	97.2
Individuals by name only _____	332	-	332	1.3
Titles or functions only _____	406	-	406	1.5
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,014	1,486	26,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	117	4	121		Kentucky _____	288	18	306	
New Hampshire _____	102	5	107		Tennessee _____	604	35	639	
Vermont _____	53	4	57		Alabama _____	317	15	332	
Massachusetts _____	755	31	786		Mississippi _____	265	9	274	
Rhode Island _____	98	2	100		EAST SO. CENTRAL	1,474	77	1,551	5.9
Connecticut _____	305	14	319		Arkansas _____	212	10	222	
NEW ENGLAND	1,430	60	1,490	5.6	Louisiana _____	398	16	414	
New York _____	1,854	100	1,954		Oklahoma _____	249	11	260	
New Jersey _____	876	50	926		Texas _____	1,846	108	1,954	
Pennsylvania _____	1,290	79	1,369		WEST SO. CENTRAL	2,705	145	2,850	10.8
MIDDLE ATLANTIC	4,020	229	4,249	16.0	Montana _____	53	8	61	
Ohio _____	966	67	1,033		Idaho _____	104	4	108	
Indiana _____	504	26	530		Wyoming _____	45	-	45	
Illinois _____	1,139	74	1,213		Colorado _____	432	29	461	
Michigan _____	829	56	885		New Mexico _____	147	10	157	
Wisconsin _____	469	29	498		Arizona _____	434	30	464	
EAST NO. CENTRAL	3,907	252	4,159	15.7	Utah _____	162	10	172	
Minnesota _____	494	22	516		Nevada _____	163	8	171	
Iowa _____	244	15	259		MOUNTAIN	1,540	99	1,639	6.2
Missouri _____	493	30	523		Alaska _____	39	2	41	
North Dakota _____	81	7	88		Washington _____	474	27	501	
South Dakota _____	78	7	85		Oregon _____	218	13	231	
Nebraska _____	174	14	188		California _____	2,565	140	2,705	
Kansas _____	235	11	246		Hawaii _____	96	6	102	
WEST NO. CENTRAL	1,799	106	1,905	7.2	PACIFIC	3,392	188	3,580	13.5
Delaware _____	67	4	71		UNITED STATES	24,751	1,475	26,226	99.0
Maryland _____	530	47	577		U.S. Territories _____	103	3	106	
Washington, DC _____	113	3	116		Canada _____	117	5	122	
Virginia _____	588	33	621		Mexico _____	-	-	-	
West Virginia _____	138	6	144		Other International _____	43	3	46	
North Carolina _____	712	50	762		AP0/FPO _____	-	-	-	
South Carolina _____	272	19	291		TOTAL QUALIFIED CIRCULATION	25,014	1,486	26,500	100.0
Georgia _____	732	53	785						
Florida _____	1,332	104	1,436						
SOUTH ATLANTIC	4,484	319	4,803	18.1					

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	26,886	26,500	26,500	26,499	26,500	26,500
Qualified Non-Paid: _____	25,168	25,301	25,452	25,658	25,841	25,823
Print Version Only _____	25,168	25,301	25,452	23,999	23,858	24,427
Digital Version Only _____	-	-	-	1,659	1,983	1,396
Qualified Paid _____	1,718	1,199	1,048	841	659	677
Print Version Only _____	1,718	1,199	1,048	841	657	670
Digital Version Only _____	-	-	-	-	2	7
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$47.88	**NC	**NC	**NC	**NC	**NC

***NOTE: January – June 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:**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Association rosters and directories includes 7 sources of circulation for quantities of 2 copies or -% to 7,379 copies or 27.8%, including American Medical Association Listing of Nephrologists and Renal Physicians Association.

Business directories include 1 source of circulation for a quantity of 69 copies or 0.3%.

Other sources includes 2 sources of circulation for quantities of 1,474 copies or 5.6% to 4,799 copies or 18.1%, including a list of Hospital Administrators.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,025	99.7	24,427	97.3	598	2.4
Sponsored Individually Addressed _____	72	0.3	-	-	72	0.3
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,097	100.0	24,427	97.3	670	2.7

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,403	100.0	1,396	99.5	7	0.5
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,403	100.0	1,396	99.5	7	0.5

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Phyllis Kehoe, Vice President, Account Services

Delicia Poole, Director of Circulation & Fulfillment

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 13, 2011

State

Arizona

County

Maricopa

Received by BPA Worldwide

July 13, 2011

Type

PD

ID Number

N013POJ1