

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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Chain Drug Review

Reporter for the Chain Drug Store Industry

Racher Press Inc.
220 Fifth Avenue
New York, NY 10001
Tel.: (212) 213-6000
Fax: (212) 213-6106
www.chaindrugreview.com

Official Publication of: None
Established: 1978
Issues per Year: 21



FIELD SERVED

CHAIN DRUG REVIEW serves the chain drug industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Drug Chain and Supermarket/Discount headquarters and their administrative/operations management, merchandise managers, buyers, district regional managers, and other titled headquarters' personnel, Drug Chain and Supermarket/Discount store managers, assistant managers, pharmacy managers and pharmacists; drug wholesalers, on-line retailers, manufacturers and manufacturers' representatives, schools, industry associates, libraries, government agencies, and other allied to the field including qualified paid copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	158
Advertiser and Agency _____	1,747
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	446
Digital _____	-
All Other _____	1,104
TOTAL	3,455

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,200	100.0	40,061	99.7	139	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	40,061	99.7	139	0.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January 4 _____	243	243	40,200
January 18 _____	3	3	40,200
February 1 _____	40	40	40,200
February 15 _____	7	7	40,200
March 1 _____	271	271	40,200
March 15 _____	10	10	40,200
April 5 _____	89	89	40,200
April 26 _____	243	243	40,200
*May 24 _____	11,340	11,340	40,200
June 7 _____	6	6	40,200
June 28 _____	26	26	40,200
TOTAL	12,278	12,278	

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2010		
This issue is equal to the average of the other 10 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. CHAIN STORE HEADQUARTERS (NOTE 1)		
(a) Drug Chains (Note 2) _____	7,955	19.8
(b) Supermarket and Mass/Discount _____	7,047	17.5
Subtotal	15,002	37.3
2. PHARMACIES (NOTE 3)		
(a) Drug Chains _____	17,451	43.4
(b) Supermarket/Discount _____	6,368	15.9
Subtotal	23,819	59.3
3. Drug Wholesalers _____	1,283	3.2
4. Manufacturing _____	87	0.2
5. Others allied to the field, including qualified paid subscribers _____	9	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0
PERCENT	100.0	

Note 1: Includes their Administrative/Operations Management, Merchandise Managers, Buyers, District/Regional Managers and Other Titled Headquarters Personnel

Note 2: Includes Drug Store Franchises

Note 3: Note 3: Includes Pharmacy Managers, Pharmacists

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	35,840	4,360	-	40,200	100.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,840	4,360	-	40,200	100.0
PERCENT	89.2	10.8	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	40,180	100.0
Individuals by name only _____	10	-
Titles or functions only _____	6	-
Company names only _____	4	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	224		400-427 Kentucky _____	585	
030-038 New Hampshire _____	256		370-385 Tennessee _____	834	
050-059 Vermont _____	94		350-369 Alabama _____	625	
010-027 Massachusetts _____	1,000		386-397 Mississippi _____	340	
028-029 Rhode Island _____	433		EAST SO. CENTRAL	2,384	5.9
060-069 Connecticut _____	460		716-729 Arkansas _____	470	
NEW ENGLAND	2,467	6.1	700-714 Louisiana _____	440	
100-149 New York _____	2,684		730-749 Oklahoma _____	375	
070-089 New Jersey _____	1,433		750-799 Texas _____	1,990	
150-196 Pennsylvania _____	2,495		WEST SO. CENTRAL	3,275	8.1
MIDDLE ATLANTIC	6,612	16.4	590-599 Montana _____	146	
430-459 Ohio _____	1,797		832-838 Idaho _____	201	
460-479 Indiana _____	903		820-831 Wyoming _____	83	
600-629 Illinois _____	1,808		800-816 Colorado _____	476	
480-499 Michigan _____	1,292		870-884 New Mexico _____	113	
530-549 Wisconsin _____	796		850-865 Arizona _____	658	
EAST NO. CENTRAL	6,596	16.4	840-847 Utah _____	297	
550-567 Minnesota _____	779		889-898 Nevada _____	288	
500-528 Iowa _____	518		MOUNTAIN	2,262	5.6
630-658 Missouri _____	798		995-999 Alaska _____	34	
580-588 North Dakota _____	79		980-994 Washington _____	731	
570-577 South Dakota _____	136		970-979 Oregon _____	485	
680-693 Nebraska _____	295		900-961 California _____	2,654	
660-679 Kansas _____	368		967-968 Hawaii _____	73	
WEST NO. CENTRAL	2,973	7.3	PACIFIC	3,977	9.8
197-199 Delaware _____	129		UNITED STATES	39,160	97.4
206-219 Maryland _____	786		969 & 004-009 U.S. Territories _____	29	
200-205 Washington, DC _____	54		Canada _____	973	
220-246 Virginia _____	1,125		Mexico _____	4	
247-268 West Virginia _____	386		Other International _____	34	
270-289 North Carolina _____	1,392		AP0/FPO _____	-	
290-299 South Carolina _____	698		TOTAL QUALIFIED CIRCULATION	40,200	100.0
300-319 Georgia _____	1,348				
320-349 Florida _____	2,696				
SOUTH ATLANTIC	8,614	21.4			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	45,344	45,000	41,160	40,200	40,200	40,200
Qualified Non-Paid: ___	45,050	44,756	40,946	40,027	40,048	40,061
Qualified Paid: _____	294	244	214	173	152	139
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: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

Paragraphs 3c and 7 are being reported at the publisher's option.

PUBLISHER'S AFFIDAVIT

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

Susan Schinitzky, Publisher

Pamela Vandernoeth, Circulation Manager

(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 June 29, 2010

State New York

County New York

Revised June 29, 2010

Type PJ

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