

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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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 and other allied to the field including qualified paid copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	142
Advertiser and Agency _____	1,739
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	445
Digital _____	-
All Other _____	1,257
TOTAL	3,583

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	40,076	99.7	124	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,200	100.0	40,076	99.7	124	0.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January 3 _____	63	63	40,200
January 17 _____	4	3	40,200
February 14 _____	224	224	40,200
February 28 _____	11	11	40,200
March 14 _____	163	163	40,200
March 28 _____	7	7	40,200
April 11 _____	105	105	40,200
April 25 _____	83	83	40,200
*May 23 _____	10,591	10,591	40,200
June 6 _____	8	8	40,200
June 27 _____	33	33	40,200
TOTAL	11,292	11,291	

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 23, 2011		
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) _____	8,183	20.4
(b) Supermarket and Mass/Discount _____	6,877	17.1
Subtotal	15,060	37.5
2. PHARMACIES (NOTE 3)		
(a) Drug Chains _____	18,537	46.1
(b) Supermarket/Discount _____	5,276	13.1
Subtotal	23,813	59.2
3. Drug Wholesalers _____	1,242	3.1
4. Manufacturing _____	76	0.2
5. Others allied to the field, including qualified paid subscribers _____	9	-
TOTAL QUALIFIED CIRCULATION	40,200	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: Includes Pharmacy Managers, Pharmacists

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 23, 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	37,166	3,034	-	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	37,166	3,034	-	40,200	100.0
PERCENT	92.5	7.5	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 23, 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	40,181	100.0
Individuals by name only _____	8	-
Titles or functions only _____	7	-
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 23, 2011			
State	Total Qualified	Percent	
Maine _____	248		
New Hampshire _____	232		
Vermont _____	101		
Massachusetts _____	996		
Rhode Island _____	419		
Connecticut _____	484		
NEW ENGLAND	2,480	6.2	
New York _____	2,752		
New Jersey _____	1,431		
Pennsylvania _____	2,496		
MIDDLE ATLANTIC	6,679	16.6	
Ohio _____	2,050		
Indiana _____	1,009		
Illinois _____	1,794		
Michigan _____	1,442		
Wisconsin _____	742		
EAST NO. CENTRAL	7,037	17.5	
Minnesota _____	733		
Iowa _____	472		
Missouri _____	725		
North Dakota _____	88		
South Dakota _____	131		
Nebraska _____	271		
Kansas _____	369		
WEST NO. CENTRAL	2,789	6.9	
Delaware _____	114		
Maryland _____	805		
Washington, DC _____	65		
Virginia _____	1,112		
West Virginia _____	393		
North Carolina _____	1,470		
South Carolina _____	739		
Georgia _____	1,408		
Florida _____	2,796		
SOUTH ATLANTIC	8,902	22.1	
Kentucky _____	669		
Tennessee _____	883		
Alabama _____	600		
Mississippi _____	321		
EAST SO. CENTRAL	2,473	6.2	
Arkansas _____	456		
Louisiana _____	425		
Oklahoma _____	357		
Texas _____	1,897		
WEST SO. CENTRAL	3,135	7.8	
Montana _____	115		
Idaho _____	179		
Wyoming _____	60		
Colorado _____	410		
New Mexico _____	118		
Arizona _____	547		
Utah _____	237		
Nevada _____	207		
MOUNTAIN	1,873	4.7	
Alaska _____	18		
Washington _____	606		
Oregon _____	392		
California _____	2,415		
Hawaii _____	54		
PACIFIC	3,485	8.7	
UNITED STATES	38,853	96.7	
U.S. Territories _____	34		
Canada _____	1,274		
Mexico _____	3		
Other International _____	36		
APO/FPO _____	-		
TOTAL QUALIFIED CIRCULATION	40,200	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	41,160	40,200	40,200	40,200	40,200	40,200
Qualified Non-Paid: ____	40,946	40,027	40,048	40,061	40,068	40,076
Qualified Paid: _____	214	173	152	139	132	124
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 2010 – 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

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 July 6, 2011

State New York

County New York

Revised July 6, 2011

Type PJ

ID Number C038P0J1