

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.

MMMM Group, LLC, an ICON plc Company
780 Township Line Rd.
Yardley, PA 19067
Tel.: (267) 685-3712
www.managedmarkets.com
www.ptcommunity.com

P & T is a B2B brand intended for individuals who want the latest information to help them manage their formularies and establish medication-related policies. Clinical feature articles written by experts in the field undergo a thorough peer review. A crucial aspect of P&T's mission is to highlight research and data on drug utilization, prescribing, and adverse drug reactions in order to facilitate the best possible outcomes for patients. The content of every issue is also available to subscribers globally via the online digital edition.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

P & T (PHARMACY & THERAPEUTICS)



6 Issues in the period
34,953 average circulation

WWW.PTCOMMUNITY.COM WEBSITE



10,073 average unique browsers

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
P & T (PHARMACY & THERAPEUTICS) Unique Total* (6 issues in the period)	34,953	-	34,953
a. Print	29,870	-	29,870
b. Digital	6,807	-	6,807
1. Requested	3,851	-	3,851
2. Non-Requested	2,956	-	2,956
WWW.PTCOMMUNITY.COM WEBSITE (Monthly Unique Browsers with 22,706 average Page Impressions)	10,073	-	10,073

*Unique Total represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	5,600	5,007	7,077	14,872	4,604	17,684	51.1
II. Request from recipient's company:	735	-	-	735	-	735	2.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	16,225	-	-	14,122	2,103	16,225	46.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	16,225	-	-	14,122	2,103	16,225	46.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	22,560	5,007	7,077	29,729	6,707	34,644	100.0
PERCENT	65.1	14.5	20.4	85.8	19.4	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	29,703	6,681	34,596	99.9
Individuals by name only	11	19	30	0.1
Titles or functions only	2	-	2	-
Company names only	13	7	16	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	29,729	6,707	34,644	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*
Unique Total Audit Average Qualified***:	37,680	34,718	35,299	36,072	35,809	34,953
Unique Qualified Non-Paid Total***:	37,680	34,718	35,299	36,072	35,809	34,953
Print:	31,790	29,778	30,144	29,721	29,723	29,870
Digital:	7,443	6,478	6,859	8,140	7,873	6,807
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July – December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

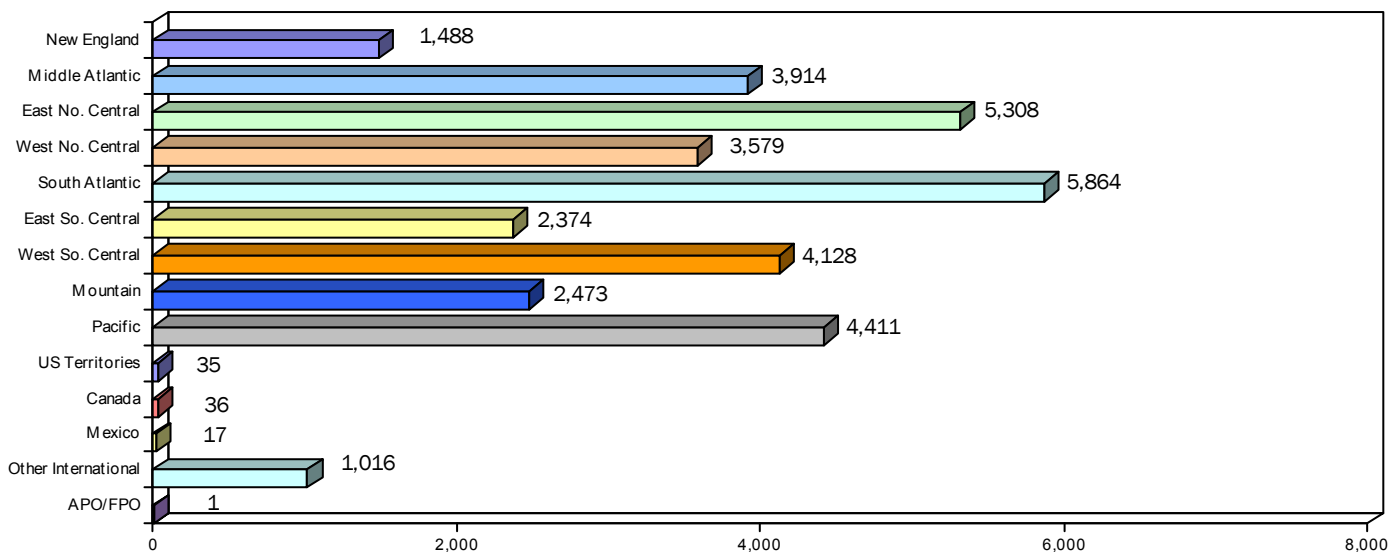
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	145	30	167		Kentucky	543	103	618	
New Hampshire	126	19	139		Tennessee	665	135	759	
Vermont	64	12	75		Alabama	497	72	556	
Massachusetts	605	156	712		Mississippi	401	55	441	
Rhode Island	91	20	104		EAST SO. CENTRAL	2,106	365	2,374	6.9
Connecticut	245	65	291		Arkansas	346	51	383	
NEW ENGLAND	1,276	302	1,488	4.3	Louisiana	583	87	643	
New York	1,492	285	1,670		Oklahoma	586	103	664	
New Jersey	674	169	771		Texas	2,174	365	2,438	
Pennsylvania	1,299	260	1,473		WEST SO. CENTRAL	3,689	606	4,128	11.9
MIDDLE ATLANTIC	3,465	714	3,914	11.3	Montana	199	27	221	
Ohio	1,233	209	1,363		Idaho	204	40	232	
Indiana	680	123	765		Wyoming	122	17	137	
Illinois	1,231	241	1,377		Colorado	473	79	536	
Michigan	888	178	1,000		New Mexico	193	45	222	
Wisconsin	702	145	803		Arizona	499	111	582	
EAST NO. CENTRAL	4,734	896	5,308	15.3	Utah	270	36	298	
Minnesota	686	118	780		Nevada	214	42	245	
Iowa	482	89	544		MOUNTAIN	2,174	397	2,473	7.1
Missouri	786	131	878		Alaska	92	19	107	
North Dakota	160	25	181		Washington	609	116	695	
South Dakota	196	29	219		Oregon	340	67	391	
Nebraska	353	62	397		California	2,742	505	3,050	
Kansas	518	83	580		Hawaii	146	30	168	
WEST NO. CENTRAL	3,181	537	3,579	10.3	PACIFIC	3,929	737	4,411	12.8
Delaware	53	15	68		UNITED STATES	29,700	5,624	33,539	96.8
Maryland	402	81	456		U.S. Territories	28	14	35	
Washington, DC	132	28	149		Canada	-	36	36	
Virginia	576	99	642		Mexico	-	17	17	
West Virginia	252	46	283		Other International	-	1,016	1,016	
North Carolina	779	175	901		APO/FPO	1	-	1	
South Carolina	388	65	432		UNIQUE TOTAL QUALIFIED CIRCULATION*	29,729	6,707	34,644	100.0
Georgia	703	151	819						
Florida	1,861	410	2,114						
SOUTH ATLANTIC	5,146	1,070	5,864	16.9					

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.PTCOMMUNITY.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	20,241	12,097	8,273	1.46	01:50	01:22
August	28,321	16,965	11,194	1.52	02:04	01:28
September	24,043	15,215	10,835	1.40	02:10	01:19
October	21,082	14,024	10,815	1.30	02:33	01:22
November	22,799	14,438	10,806	1.34	02:21	01:26
December	19,752	11,854	8,516	1.39	02:05	01:28
AVERAGE:	22,706	14,098	10,073	1.40	02:10	01:24

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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 of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 3,603 copies or 10.4% to 12,622 copies or 36.4%, including Firstmark, Inc. and SK&A Information Services.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Maureen Dwyer Liberti, Vice President, Group Publisher

Jacquelyn Ott, 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 26, 2017

State Pennsylvania

County Bucks

Received by BPA Worldwide January 26, 2017

Type BJ

ID Number P184B0D6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

FIELD SERVED
P & T: A Peer-Reviewed Journal for Managed Care and Hospital Formulary Management serves the pharmacy and therapeutics committee members of hospital/VA/DOD facilities, nursing home/long term care facilities, managed care organizations including PBMs, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION
 Qualified recipients are pharmacy and therapeutic committee members including: Chairs of P&T Committees; Medical Directors; Physicians with various medical specialties; Pharmacists including Director of Pharmacy, Chief Pharmacists, Clinical Pharmacists, Staff and other titled Pharmacists; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	494
Allocated for Trade Shows and Conventions	-
All Other	194
TOTAL	688

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,953	100.0	34,953	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,953	100.0	34,953	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
July	30,181	6,855	35,397
August	30,260	6,911	35,521
September	29,324	6,854	34,513
October	29,989	6,758	34,931
November	29,729	6,707	34,644
December	29,738	6,760	34,714

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
 This issue is 1.1% or 371 copies below the average of the other 5 issues reported in Paragraph 2.

TITLE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Hospital/ Health System	VA Hospitals	Nursing Home/Long-Term Care Facility	Health Plan Managed Care, PBM	Other
Chairs of P&T Formulary Committee	8,374	24.2	7,431	1,176	7,585	11	186	385	207
Medical Director	7,399	21.4	6,452	1,115	5,672	10	1,034	254	429
Other Physician	2,672	7.7	2,515	228	1,674	13	296	28	661
Directors of Pharmacy/Chief Pharmacist	3,145	9.1	2,241	522	1,810	17	132	117	1,069
Clinical Pharmacist	2,445	7.1	1,211	312	1,039	30	41	78	1,257
Staff/Other Pharmacist	7,855	22.7	5,127	1,256	1,857	58	580	355	5,005
Other - US	1,710	4.9	4,752	1,072	678	8	87	274	663
Other - Canadian/Foreign	1,044	3.0	18	1,027	-	-	-	-	1,044
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,644	100.0	29,729	6,707	20,315	147	2,356	1,491	10,335
PERCENT	100.0		85.8	19.4	58.7	0.4	6.8	4.3	29.8

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

Pharmacy & Therapeutics Formulary Committee/Subcommittee Members/Contributor	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
Yes	14,092	40.7	11,999	3,068
No	20,552	59.3	17,730	3,639
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,644	100.0	29,729	6,707
PERCENT	100.0		85.8	19.4

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.