

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  
19 West College Avenue  
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  
34,801 average circulation

**WWW.PTCOMMUNITY.COM WEBSITE**



16,376 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>P &amp; T (PHARMACY &amp; THERAPEUTICS) Unique Total*</b> (6 issues in the period)	34,801	-	34,801
a. Print	29,965	-	29,965
b. Digital	6,708	-	6,708
1. Requested	4,240	-	4,240
2. Non-Requested	2,468	-	2,468
<b>WWW.PTCOMMUNITY.COM WEBSITE</b> (Monthly Users with 31,473 average Pageviews)	16,376	-	16,376

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

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,145	3,701	4,408	14,548	4,476	17,254	49.9
II. Request from recipient's company:	290	772	-	1,062	-	1,062	3.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>16,224</b>	-	-	<b>14,345</b>	<b>1,879</b>	<b>16,224</b>	<b>47.0</b>
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	16,224	-	-	14,345	1,879	16,224	47.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>25,659</b>	<b>4,473</b>	<b>4,408</b>	<b>29,955</b>	<b>6,355</b>	<b>34,540</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.3</b>	<b>12.9</b>	<b>12.8</b>	<b>86.7</b>	<b>18.4</b>	<b>100.0</b>	

\*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 MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	29,943	6,318	34,495	99.9
Individuals by name only	3	29	32	0.1
Titles or functions only	-	-	-	-
Company names only	9	8	13	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>29,955</b>	<b>6,355</b>	<b>34,540</b>	<b>100.0</b>

\*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	Circulation Claim	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Unique Total Audit Average Qualified***:	34,718	35,299	36,072	35,809	34,953	34,801
Unique Qualified Non-Paid Total***:	34,718	35,299	36,072	35,809	34,953	34,801
Print:	29,778	30,144	29,721	29,723	29,870	29,965
Digital:	6,478	6,859	8,140	7,873	6,807	6,708
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 2016 – June 2017 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.



## WEBSITE CHANNEL

WWW.PTCOMMUNITY.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	24,481	14,398	10,929	1:31
February	33,535	21,890	16,784	1:16
March	37,098	26,236	20,399	1:13
April	29,576	20,442	15,812	1:10
May	32,985	22,949	17,725	1:12
June	31,166	22,764	16,609	3:29
<b>AVERAGE:</b>	<b>31,473</b>	<b>21,446</b>	<b>16,376</b>	<b>1:38</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**Sessions:** A single continuous set of activity attributable to a cookie 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.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The 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](http://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 362 copies or 1.0% to 15,862 copies or 46.0%, including Quintiles IMS, Inc.

### 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	July 19, 2017
State	Pennsylvania
County	Bucks
Received by BPA Worldwide	July 19, 2017
Type	BJ
ID Number	P184B0J7

#### 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](http://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	495
Allocated for Trade Shows and Conventions	-
All Other	155
<b>TOTAL</b>	<b>650</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,801	100.0	34,801	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,801</b>	<b>100.0</b>	<b>34,801</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Unique Total Qualified*
January	29,753	6,804	34,764
February	29,766	6,852	34,816
March	30,385	6,876	35,246
April	30,000	6,876	34,861
May	29,955	6,355	34,540
June	29,930	6,488	34,580

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
 This issue is 0.9% or 313 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	5,026	14.6	4,414	850	4,380	12	180	243	211
Medical Director	11,628	33.7	10,513	1,276	6,354	10	4,441	264	559
Other Physician	1,331	3.9	1,256	215	816	13	60	32	410
Directors of Pharmacy/Chief Pharmacist	3,144	9.1	2,862	555	1,566	20	151	244	1,163
Clinical Pharmacist	2,570	7.4	2,294	464	1,144	41	45	69	1,271
Staff/Other Pharmacist	8,575	24.8	7,649	1,460	2,116	59	596	349	5,455
Other - US	1,252	3.6	967	521	446	4	79	179	544
Other - Canadian/Foreign	1,014	2.9	-	1,014	-	-	-	-	1,014
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>34,540</b>	<b>100.0</b>	<b>29,955</b>	<b>6,355</b>	<b>16,822</b>	<b>159</b>	<b>5,552</b>	<b>1,380</b>	<b>10,627</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.7</b>	<b>18.4</b>	<b>48.7</b>	<b>0.5</b>	<b>16.1</b>	<b>4.0</b>	<b>30.7</b>

\*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	10,687	30.9	8,938	2,713
No	23,853	69.1	21,017	3,642
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>34,540</b>	<b>100.0</b>	<b>29,955</b>	<b>6,355</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.7</b>	<b>18.4</b>

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