

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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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
34,079 average circulation

WWW.PTCOMMUNITY.COM WEBSITE



18,508 average users

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)	34,079	-	34,079
a. Print	29,975	-	29,975
b. Digital	6,124	-	6,124
1. Requested	5,002	-	5,002
2. Non-Requested	1,122	-	1,122
WWW.PTCOMMUNITY.COM WEBSITE (Monthly Users with 29,505 average Pageviews)	18,508	-	18,508

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Qualification Source	Qualified Within					Unique Total Qualified*	Percent	
	1 Year	2 Years	3 Years	Print	Digital			
I. Direct Request:	4,946	8,642	3,716	14,636	4,625	17,304	50.9	
II. Request from recipient's company:	12	366	734	1,006	107	1,112	3.3	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	
V. TOTAL – Sources other than above (listed alphabetically):	14,995	503	87	14,356	1,243	15,585	45.8	
Association rosters and directories	-	-	-	-	-	-	-	
Business directories	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	
**Other sources	14,995	503	87	14,356	1,243	15,585	45.8	
VI. Single Copy Sales:	-	-	-	-	-	-	-	
	UNIQUE TOTAL QUALIFIED CIRCULATION*	19,953	9,511	4,537	29,998	5,975	34,001	100.0
	PERCENT	58.7	28.0	13.3	88.2	17.6	100.0	

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

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*
Unique Total Audit Average Qualified***:	35,809	34,953	34,801	34,527	34,383	34,079
Unique Qualified Non-Paid Total***:	35,809	34,953	34,801	34,527	34,383	34,079
Print:	29,723	29,870	29,965	29,801	29,983	29,975
Digital:	7,873	6,807	6,708	6,528	6,393	6,124
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 2018 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

2018	Pageviews	Sessions	Users	Average Session Duration
July	31,701	23,752	19,522	3:01
August	32,535	22,851	18,647	3:01
September	23,183	17,656	14,385	3:13
October	38,268	30,947	24,970	3:01
November	28,932	23,245	18,905	3:00
December	22,416	17,201	14,620	2:55
AVERAGE:	29,505	22,608	18,508	3:01

July –December 2018 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 Cookied Browser that accesses Internet content or advertising during a measurement period.

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

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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.

PARAGRAPH 3b:

Other sources include 8 sources of circulation for quantities of 1 copy or -% to 14,610 copies or 43.0%, including IQVIA.

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 14, 2019
State	Pennsylvania
County	Bucks
Received by BPA Worldwide	January 14, 2019
Type	BJ
ID Number	P184B0D8

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 Hospitals/VA Hospitals/Health Systems, Nursing homes/long-term care facilities/group practices, Managed Care organizations/health plans including PBMs, pharmacies 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	504
Allocated for Trade Shows and Conventions	-
All Other	140
TOTAL	644

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,079	100.0	34,079	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,079	100.0	34,079	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
July	29,985	6,236	34,164
August	30,011	6,217	34,174
September	30,000	6,213	34,159
October	30,000	6,157	34,138
November	29,998	5,975	34,001
December	29,854	5,943	33,835

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018
This issue is 0.3% or 93 copies below the average of the other 5 issues reported in Paragraph 2.

Title	Unique Total Qualified*	Percent of Total	Print	Digital	Hospitals/VA Hospitals/Health Systems	Nursing Homes/Long-Term Care Facilities/Group Practices	Managed Care/Health Plans/PBMs	Pharmacies	Other
Chairs of P&T Formulary Committee	3,220	9.5	2,853	675	2,500	214	252	50	204
Medical Director	11,030	32.4	10,131	1,105	7,040	3,321	269	2	398
Other Physician	1,916	5.6	1,799	291	1,017	109	234	2	554
Directors of Pharmacy/Chief Pharmacist	8,027	23.6	7,419	836	5,703	186	240	1,557	341
Clinical Pharmacist	1,993	5.9	1,661	641	1,559	58	175	61	140
Staff/Other Pharmacist	5,749	16.9	4,895	1,379	2,104	613	549	1,758	725
Other - US	1,519	4.5	1,227	514	706	81	219	23	490
Other - Canadian/Foreign	547	1.6	13	534	232	45	73	2	195
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,001	100.0	29,998	5,975	20,861	4,627	2,011	3,455	3,047
PERCENT	100.0		88.2	17.6	61.3	13.6	5.9	10.2	9.0

*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	11,326	33.3	9,773	2,671
No	22,675	66.7	20,225	3,304
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,001	100.0	29,998	5,975
PERCENT	100.0		88.2	17.6

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