

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
34,383 average circulation

WWW.PTCOMMUNITY.COM WEBSITE



16,898 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)	34,383	-	34,383
a. Print	29,983	-	29,983
b. Digital	6,393	-	6,393
1. Requested	4,867	-	4,867
2. Non-Requested	1,526	-	1,526
WWW.PTCOMMUNITY.COM WEBSITE (Monthly Users with 28,134 average Pageviews)	16,898	-	16,898

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

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

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	7,188	7,278	3,201	14,589	5,138	17,667	51.5
II. Request from recipient's company:	58	326	734	997	122	1,118	3.3
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	14,940	442	101	14,415	1,084	15,483	45.2
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	14,940	442	101	14,415	1,084	15,483	45.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	22,186	8,046	4,036	30,001	6,344	34,268	100.0
PERCENT	64.7	23.5	11.8	87.6	18.6	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 CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Unique Total Audit Average Qualified***:	36,072	35,809	34,953	34,801	34,527	34,383
Unique Qualified Non-Paid Total***:	36,072	35,809	34,953	34,801	34,527	34,383
Print:	29,721	29,723	29,870	29,965	29,801	29,983
Digital:	8,140	7,873	6,807	6,708	6,528	6,393
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 2017 - June 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
January	24,556	18,010	14,186	3:52
February	28,684	20,362	15,856	3:57
March	29,375	22,193	18,033	3:38
April	27,907	20,308	16,755	3:42
May	29,910	22,253	18,445	3:34
June	28,372	21,966	18,118	3:04
AVERAGE:	28,134	20,848	16,898	3:37

January – June 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 Cookie 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 14,585 copies or 42.6%, 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	July 5, 2018
State	Pennsylvania
County	Bucks
Received by BPA Worldwide	July 5, 2018
Type	BJ
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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	484
Allocated for Trade Shows and Conventions	50
All Other	217
TOTAL	751

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,383	100.0	34,383	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,383	100.0	34,383	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January	29,994	6,346	34,547
February	29,921	6,244	34,392
March	30,001	6,975	34,869
April	30,001	6,143	34,001
May	30,001	6,344	34,268
June	29,981	6,308	34,222

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is 0.4% or 138 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	3,237	9.4	2,848	708	2,349	23	201	174	490
Medical Director	11,158	32.6	10,364	1,011	6,961	10	990	216	2,981
Other Physician	1,877	5.5	1,742	320	918	9	74	42	834
Directors of Pharmacy/Chief Pharmacist	8,279	24.1	7,678	858	5,737	21	193	206	2,122
Clinical Pharmacist	2,003	5.8	1,642	667	1,496	57	54	109	287
Staff/Other Pharmacist	5,740	16.8	4,804	1,492	2,021	58	599	286	2,776
Other - US	1,266	3.7	923	580	415	8	83	160	600
Other - Canadian/Foreign	708	2.1	-	708	279	6	77	85	261
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,268	100.0	30,001	6,344	20,176	192	2,271	1,278	10,351
PERCENT	100.0		87.5	18.5	58.9	0.6	6.6	3.7	30.2

*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	11,328	33.1	9,632	2,861
No	22,940	66.9	20,369	3,483
UNIQUE TOTAL QUALIFIED CIRCULATION*	34,268	100.0	30,001	6,344
PERCENT	100.0		87.5	18.5

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