

# Practical PAIN MANAGEMENT

The journal with the practitioner in mind.

## Circulation & Demographics

Revision #17 (as of August 7, 2008)

### SELECT DATABASE

We have selected over 45,000 medical practitioners who have indicated that pain management is high on their agenda, and who, based on our analysis, are most likely to read our publication. During 2008, we increased our circulation to the present number by incorporating the names of doctors supplied by pharmaceutical companies from their customer lists, by exhibiting at major pain meetings where sign-up opportunities are available, and through subscriber requests. By diligently pursuing subscription renewals and refreshing addresses through list firms, we have maintained our Periodical Publishing Permit in compliance and can report that over 57% of our recipients are current requesters. A Periodical Publishing Permit assures faster delivery, your assurance that the mailing is accurate, and separation from Standard Mail that is available without circulation monitoring.

### SELECTION/QUALIFICATION PROCESS

Practical Pain Management initially built its circulation by employing the services of Integrated Business Service, Inc. a renowned medical and research firm that owns Medbase200®, a master file of more than 200 medical, dental and healthcare databases and which also serve as the source for list brokers. We also continue to receive additional qualified doctors thru "passed on magazine" subscription requests, subscription cards, pain organization members, pharmaceutical company lists, and subscription marketing efforts.

Demographics by Region	
New England (ME, NH, VT, MA, RI, CT)	2,288
Middle Atlantic (NY, NJ, PA)	7,621
East No. Central (OH, IN, IL, MI, WI)	7,052
West No. Central (MN, IA, MO, ND, SD, NE, KS)	2,933
South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL)	8,651
East So. Central (KY, TN, AL, MS)	3,437
West So. Central (AR, LA, OK, TX)	4,341
Mountain (MR, ID, WY, CO, NM, AZ, UT, NV)	2,701
Pacific (AK, WA, OR, CA, HI)	6,546
US Territories (PR) and APO/FPO	67

Circulation by Specialty (in descending order)		
Primary Care (IM, FP, GP, OB/Gyn)	22,088	48.4%
Orthopedic Medicine/Surgery	4,497	9.9%
Neurology/Neurosurgery	3,875	8.5%
Anesthesiology/Pain Medicine	3,716	8.1%
Pain Medicine/Pain Management	3,661	8.0%
Physical Med & Rehab/Sports Med	1,991	4.4%
Psychiatry/Psychology	924	2.0%
Rheumatology	839	1.8%
General Surgery	665	1.5%
Dental Specialties	515	1.1%
Emergency Medicine	450	1.0%
Pediatrics	453	1.0%
Radiology (Oncol, Diagn & Interv)	413	0.9%
Oncology/Hematology	290	0.6%
Occupational/Industrial Medicine	269	0.6%
Miscellaneous specialties (< 0.5% ea)	991	2.2%
<b>Total</b>	<b>45,637</b>	<b>100.0%</b>

### Medical Doctors

MDs	39,735	
DOs	2,113	
DDS/DMDs	401	
DPMs	181	
<b>Total Medical Doctors</b>	<b>42,430</b>	<b>93.0%</b>
<b>Academia/Science (PhD, MEd, MS, etc)</b>	<b>770</b>	<b>1.7%</b>
<b>Other (PharmD, RPH, PA-C, RN, CRNA, etc)</b>	<b>2,437</b>	<b>5.3%</b>
<b>Total</b>	<b>45,637</b>	<b>100.0%</b>