

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)	2,335
Middle Atlantic (NY, NJ, PA)	7,763
East No. Central (OH, IN, IL, MI, WI)	8,296
West No. Central (MN, IA, MO, ND, SD, NE, KS)	2,926
South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL)	8,617
East So. Central (KY, TN, AL, MS)	3,338
West So. Central (AR, LA, OK, TX)	4,204
Mountain (MR, ID, WY, CO, NM, AZ, UT, NV)	2,385
Pacific (AK, WA, OR, CA, HI)	6,196
US Territories (PR) and APO/FPO	13

Circulation by Specialty (in descending order)

Primary Care (IM, FP, GP, OB/Gyn)	21,261	46.1%
Orthopedic Medicine/Surgery	4,964	10.8%
Pain Medicine/Pain Management	4,374	9.5%
Neurology/Neurosurgery	4,144	9.0%
Anesthesiology/Pain Medicine	3,809	8.3%
Physical Med & Rehab/Sports Med	2,060	4.5%
Rheumatology	1,104	2.4%
Psychiatry/Psychology	826	1.8%
Pediatrics	681	1.5%
General Surgery	610	1.3%
Radiology (Oncol, Diagn & Interv)	419	0.9%
Emergency Medicine	391	0.8%
Oncology/Hematology	330	0.7%
Dental Specialties	311	0.7%
Occupational/Industrial Medicine	283	0.6%
Miscellaneous specialties (<0.5% ea)	506	1.1%
Total	46,073	100.0%

Medical Doctors

MDs	40,843
DOs	2,247
DDS/DMDs	203
DPMs	66
Total Medical Doctors	43,359 94.1%

Academia/Science (PhD, MEd, MS) **385 0.8%**

Other (PharmD, RPH, PA-C, RN, CRNA) **2,329 5.1%**

Total **46,073 100.0%**