

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012

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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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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Official Publication of: AAWC
Established: 1980
Issues Per Year: 12

FIELD SERVED

Ostomy Wound Management serves a multidisciplinary market and includes advanced practice nurses, physicians, and allied health professionals, who are involved in the care of patients with wounds, ostomies, incontinence problems, malnourishment, and skin breakdown.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Clinical Nurse Specialists, Critical Care Nurses, Discharge Planners/Case Managers, WOCNs, Home Care DONs, Home Care Field Nurses, Infection Control, Inservice Educators, Long-Term Care DONs, Hospital DONs, Med Surg/OR Nurses, Nurse Practitioners, Oncology Nurses, Physical Therapists, Colorectal Surgeons, Family Practice Physicians, Medical Directors, Physician Assistants, AAWC members, and other titled and non-titled personnel within the field served.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	732
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	58
Digital _____	-
All Other _____	232
TOTAL	1,022

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,558	95.7	22,248	94.4	310	1.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	1,005	4.3	1,005	4.3	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,563	100.0	23,253	98.7	310	1.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2012 Issue	Total Qualified
July _____	23,503
August _____	23,530
September _____	23,593
October _____	23,577
November _____	23,586
December _____	23,585

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012		
This issue is 0.1% or 28 copies above the average of the other 5 issues reported in Paragraph two.		
JOB FUNCTION (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL
Clinical Nurse Specialists, Critical Care Nurses, Discharge Planners/Case Managers, WOCNs, Home Care DONs, Home Care Field Nurses, Infection Control, Inservice Educators, Long-Term Care DONs, Hospital DONs, Med Surg/OR Nurses, Nurse Practitioners, Oncology Nurses, Physical Therapists, Colorectal Surgeons, Family Practice Physicians, Medical Directors, Physician Assistants, AAWC members, and other titled and non-titled personnel within the field served.	23,586	100.0
TOTAL QUALIFIED CIRCULATION	23,586	100.0

Note 1: Ostomy Wound Management serves a multidisciplinary market and includes advanced practice nurses, physicians, and allied health professionals, who are involved in the care of patients with wounds, ostomies, incontinence problems, malnourishment, and skin breakdown.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL – Direct Request: _____	4,722	5,068	4,110	13,900	58.9
a. Written _____	1,335	1,252	985	3,572	15.1
b. Telecommunication _____	1,421	1,137	1,827	4,385	18.6
c. Electronic _____	1,966	2,679	1,298	5,943	25.2
II. TOTAL – Request from recipient's company: _____	146	-	-	146	0.6
a. Written _____	-	-	-	-	-
b. Telecommunication _____	146	-	-	146	0.6
c. Electronic _____	-	-	-	-	-
III. TOTAL – Membership Benefit: _____	1,096	30	-	1,126	4.8
a. Individual _____	1,096	30	-	1,126	4.8
b. Organizational _____	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	8,400	12	2	8,414	35.7
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	8,400	12	2	8,414	35.7
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,364	5,110	4,112	23,586	100.0
PERCENT	60.9	21.7	17.4	100.0	

*See Additional Data

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

Regions	Total Qualified	Percent	Regions	Total Qualified	Percent
NEW ENGLAND	1,881	8.0	PACIFIC	1,764	7.5
MIDDLE ATLANTIC	3,968	16.9	UNITED STATES	23,422	99.3
EAST NO. CENTRAL	3,571	15.1	U.S. Territories	24	0.1
WEST NO. CENTRAL	2,317	9.8	CANADA	63	0.3
SOUTH ATLANTIC	4,605	19.5	MEXICO	2	-
EAST SO. CENTRAL	1,727	7.3	OTHER INTERNATIONAL	73	0.3
WEST SO. CENTRAL	2,387	10.1	APO/FPO	2	-
MOUNTAIN	1,202	5.1	TOTAL QUALIFIED CIRCULATION	23,586	100.0

ADDITIONAL DATA**PARAGRAPH 3b:**

Other sources include 2 sources of circulation for quantities of 278 copies or 1.2% to 8,136 copies or 34.5%, including SK&A.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Jeremy Bowden, Publisher

Bill Malriat, Audience Development 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 circulation statement has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwi

Date signed

January 14, 2013

State

PA

County

Chester

Received by BPA Worldwide

January 14, 2013

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