



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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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THE MM&M BRAND first published in 1966, has evolved beyond its flagship monthly print publication to also include a comprehensive website, e-newsletters, events, social media channels, an awards program and more. With coverage provided by a seasoned editorial staff as well as industry experts, the focus is on producing a mix of news, analysis, commentary, features and special reports to provide the tools needed to make crucial decisions in the dynamic and complex healthcare market. It reaches an executive audience of leaders, thinkers, and decision-makers in healthcare marketing including marketers from all the top healthcare manufacturers as well as their partner agencies, vendors and media outlets.

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

MM&M MAGAZINE



6 issues in the period
16,412 average circulation

MM&M WEBSITE



70,818 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
MM&M MAGAZINE (6 issues in the period)	16,138	274	16,412
MM&M WEBSITE (Monthly Users with 259,120 average Pageviews)	70,818	-	70,818

FIELD SERVED

MM&M serves healthcare manufacturers, including pharmaceutical, biotechnology and medical device/diagnostic companies, as well as healthcare/marketing communication firms (including advertising agencies and accredited CME), media companies, market research firms, creative/design firms, consultants, service suppliers, government agencies, law firms, trade associations, CRO's and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel involved in executive management, marketing/advertising management, product/brand/therapeutic management, sales management, medical director, media, market research, R & D management, creative/production/traffic, public relations, regulatory affairs, consulting, managed care, technology and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	183
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	183

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,409	100.0	16,138	98.3	271	1.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	3	-	-	-	3	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,412	100.0	16,138	98.3	274	1.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January	16,412
February	16,412
March	16,412
April	16,412
May	16,412
June	16,412

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Classification by Function														
	Total Qualified	Percent of Total	Executive Management (A)	Marketing/Advertising Management (B)	Product/Brand/Therapeutic Management (C)	Sales Management (D)	Medical Director (E)	Media (F)	Market Research (G)	R & D (H)	Creative/Production/Traffic (I)	Regulatory Affairs (J)	CME, Managed Care, Public Relations and Consulting (K)	Technology (L)	Other Functions (M)
1. Healthcare Manufacturers (including Pharmaceutical, Device, Diagnostic, Equipment and Product Companies)/ Biotechnology	11,521	70.2	3,648	3,431	1,866	725	135	39	198	629	40	115	313	260	122
2. Advertising/Marketing/Communications/Medical Agencies	3,493	21.3	1,316	971	312	196	88	93	39	18	124	5	215	74	42
3. Media Companies	398	2.4	123	77	32	79	3	53	4	3	-	1	11	9	3
4. Service/Support Companies including Market Research, Creative/Design firms, Consultants, Government Agencies, Law Firms, Trade Associations, CROs, etc.	778	4.7	371	75	53	64	8	7	34	31	10	3	100	11	11
5. Others Allied to the Field	222	1.4	34	24	8	17	-	-	1	3	3	1	13	-	118
TOTAL QUALIFIED CIRCULATION	16,412	100.0	5,492	4,578	2,271	1,081	234	192	276	684	177	125	652	354	296

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	13,912	-	-	13,912	84.8
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,500	-	-	2,500	15.2
Association rosters and directories	-	-	-	-	-
*Business directories	2,500	-	-	2,500	15.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,412	-	-	16,412	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,353	99.6
Individuals by name only	26	0.2
Titles or functions only	3	-
Company names only	28	0.2
Multi-Copy Same Addressee copies	2	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,412	100.0

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*
Total Audit Average Qualified:	16,471	16,412	16,412	16,412	16,412	16,412
Qualified Non-Paid:	16,115	16,056	16,063	16,074	16,109	16,138
Qualified Paid:	356	356	349	338	303	274
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	\$144.41	\$141.30	\$141.54	\$139.00

*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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	24		Kentucky	59	
New Hampshire	49		Tennessee	215	
Vermont	20		Alabama	78	
Massachusetts	1,151		Mississippi	36	
Rhode Island	55		EAST SO. CENTRAL	388	2.4
Connecticut	319		Arkansas	30	
NEW ENGLAND	1,618	9.9	Louisiana	51	
New York	1,735		Oklahoma	62	
New Jersey	2,171		Texas	630	
Pennsylvania	1,292		WEST SO. CENTRAL	773	4.7
MIDDLE ATLANTIC	5,198	31.7	Montana	14	
Ohio	510		Idaho	23	
Indiana	274		Wyoming	9	
Illinois	968		Colorado	197	
Michigan	212		New Mexico	24	
Wisconsin	254		Arizona	165	
EAST NO. CENTRAL	2,218	13.5	Utah	127	
Minnesota	424		Nevada	45	
Iowa	65		MOUNTAIN	604	3.7
Missouri	241		Alaska	1	
North Dakota	14		Washington	166	
South Dakota	15		Oregon	77	
Nebraska	51		California	2,208	
Kansas	112		Hawaii	-	
WEST NO. CENTRAL	922	5.6	PACIFIC	2,452	14.9
Delaware	54		UNITED STATES	16,390	99.9
Maryland	301		U.S. Territories	2	
Washington, DC	45		Canada	8	
Virginia	226		Mexico	-	
West Virginia	29		Other International	12	
North Carolina	493		APO/FPO	-	
South Carolina	119				
Georgia	313				
Florida	637				
SOUTH ATLANTIC	2,217	13.5			
			TOTAL QUALIFIED CIRCULATION	16,412	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MMM-ONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	212,412	102,227	67,098	2:28
February	217,319	94,929	60,744	2:45
March	271,477	114,430	76,201	2:30
April	283,690	114,136	77,572	2:24
May	299,738	114,775	76,885	2:25
June	270,089	99,852	66,411	2:35
AVERAGE:	259,120	106,724	70,818	2:31

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 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:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,500 copies or 15.2%, including Pharmaceutical Marketers Directory.

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.

Tracey Harilall, Circulation Manager

John Crewe, Chief Operating Officer

(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 13, 2018

State

New York

City

New York

Received by BPA Worldwide

July 13, 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.