

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

Since 1931, BPA Worldwide has set the standard for thoroughness, accuracy, transparency and timeliness in media and event audits.

For media buyers and media owners all over the globe, BPA Worldwide helps turn assurance into insight, and insight into advantage.

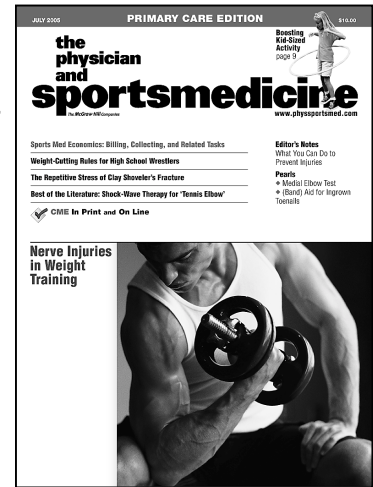
A not-for-profit media-auditing organization since 1931, BPA Worldwide is governed by a board of directors comprising media buyers and media owners. BPA's membership spans more than 25 countries, and includes more than 2,500 media properties—including B-to-B publications, consumer magazines, newspapers, Web sites, events, databases, email newsletters and wireless media—and more than 2,600 advertiser and agency representatives.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

the physician and sportsmedicine

McGraw-Hill Healthcare Information
4530 West 77th Street
Minneapolis, MN 55435
Tel. No.: (952) 835-3222
FAX No.: (952) 835-3460
website: www.physsportsmed.com

Official Publication of: None
Established: 1973
Issues Per Year: 12



FIELD SERVED

THE PHYSICIAN AND SPORTSMEDICINE serves physicians in the United States and others via paid circulation.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are medical and osteopathic doctors in selected specialties as reported in Paragraph 3a in office and hospital based practice.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	100,703	100.0	96,608	95.9	4,095	4.1
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	47	-	-	-	47	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	100,750	100.0	96,608	95.9	4,142	4.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2005 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2005 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____					101,105	May _____					100,660
March _____					100,900	June _____					100,580
April _____					100,784	July _____					100,466
						TOTAL					

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2005

This issue is 0.3% or 340 copies below the average of the other 5 issues reported in Paragraph two.

This journal conforms to the uniform specialty/professional activity breakdown which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Physicians Market in September 1972, revised June 1975, January 1976, July 1986, and August 1993, requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

					MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES (See Note 1)						
					Patient Care					Osteopathic Physicians	
					Office Based Practice (A)	Hospital Based Practice			TOTAL (PATIENT CARE) (F)	Office Based Practice (M)	Hospital Based Practice (N)
PROFESSIONAL CLASSIFICATION (SEE NOTE 2)						Residents (C)	Full-Time Hosp. Staff (D)	Total (Hospital Based) (E)			
9	CD	Cardiovascular Diseases _____	4,572	4.6	4,073	54	138	192	4,265	306	1
18	FM/FP	Family Medicine/ Family Practice ____	45,517	45.3	37,967	148	813	961	38,928	6,337	252
21	GP	General Practice _____	5,437	5.4	5,174	-	243	243	5,417	19	1
27	IM	Internal Medicine _____	24,394	24.3	21,768	83	1,207	1,290	23,058	1,294	42
52	OSM	Orthopedic Surgery, Sports Medicine _	234	0.2	220	6	4	10	230	3	1
66	PD	Pediatrics _____	8,070	8.0	7,872	-	-	-	7,872	184	14
97	ORS	Surgery, Orthopedic _____	6,006	6.0	5,558	14	188	202	5,760	236	10
	FSM	Family Practice, Sports Medicine (See Note 3) _____	288	0.3	189	33	8	41	230	51	7
		Osteopathic, Other (See Note 3) ____	2,097	2.1	-	-	-	-	-	1,778	319
		TOTAL QUALIFIED COPIES TO PHYSICIANS _____	96,615	96.2	82,821	338	2,601	2,939	85,760	10,208	647
		PERCENT TO PHYSICIANS _____	96.2	-	82.4	0.3	2.6	2.9	85.3	10.2	0.6
		Other Paid Circulation (Optional):									
		Subscriptions _____	3,851	3.8							
		Single Copy Sales _____	-	-							
		TOTAL QUALIFIED CIRCULATION	100,466	100.0							

Note 1: Comparable Major Professional Activity categories B, G-L and O-R have been omitted at the publisher's option.

Note 2: Comparable classifications 1-8, 10-17, 19-20, 22-26, 28-51, 53-65, 67-96, and 98-105 have been omitted at the publisher's option.

Note 3: Non-comparable additional data reported at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY 2005							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Non-Paid Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	96,615	-	-			96,615	100.0
*Association rosters and directories _____	96,615	-	-			96,615	100.0
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED NON-PAID CIRCULATION	96,615	-	-			96,615	100.0
*See Paragraph 11 PERCENT	100.0	-	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2005				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			97,227	96.8
Individuals by name only _____			1,453	1.4
Titles or functions only _____			33	-
Company names only _____			1,707	1.8
Multi-Copy Same Addressee copies _____			46	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			100,466	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2005									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			526		400-427 Kentucky _____			1,545	
030-038 New Hampshire _____			446		370-385 Tennessee _____			2,298	
050-059 Vermont _____			267		350-369 Alabama _____			1,659	
010-027 Massachusetts _____			1,759		386-397 Mississippi _____			856	
028-029 Rhode Island _____			386		EAST SO. CENTRAL			6,358	6.3
060-069 Connecticut _____			1,111		716-729 Arkansas _____			999	
NEW ENGLAND			4,495	4.5	700-714 Louisiana _____			1,454	
100-149 New York _____			6,015		730-749 Oklahoma _____			1,223	
070-089 New Jersey _____			3,225		750-799 Texas _____			6,338	
150-196 Pennsylvania _____			5,234		WEST SO. CENTRAL			10,014	10.0
MIDDLE ATLANTIC			14,474	14.4	590-599 Montana _____			230	
430-459 Ohio _____			4,575		832-838 Idaho _____			441	
460-479 Indiana _____			1,757		820-831 Wyoming _____			200	
600-629 Illinois _____			4,418		800-816 Colorado _____			1,503	
480-499 Michigan _____			3,810		870-884 New Mexico _____			377	
530-549 Wisconsin _____			2,348		850-865 Arizona _____			1,630	
EAST NO. CENTRAL			16,908	16.8	840-847 Utah _____			658	
550-567 Minnesota _____			2,093		889-898 Nevada _____			603	
500-528 Iowa _____			1,209		MOUNTAIN			5,642	5.6
630-658 Missouri _____			2,103		995-999 Alaska _____			177	
580-588 North Dakota _____			205		980-994 Washington _____			2,033	
570-577 South Dakota _____			328		970-979 Oregon _____			1,158	
680-693 Nebraska _____			769		900-961 California _____			10,511	
660-679 Kansas _____			1,072		967-968 Hawaii _____			544	
WEST NO. CENTRAL			7,779	7.7	PACIFIC			14,423	14.4
197-199 Delaware _____			315		UNITED STATES			98,732	98.3
206-219 Maryland _____			1,793		969 & 004-009 U.S. Territories _____			1,102	
200-205 Washington, DC _____			188		Canada _____			288	
220-246 Virginia _____			2,491		Mexico _____			10	
247-268 West Virginia _____			738		Other International _____			324	
270-289 North Carolina _____			2,948		APO/FPO _____			10	
290-299 South Carolina _____			1,499		TOTAL QUALIFIED CIRCULATION			100,466	100.0
300-319 Georgia _____			2,738						
320-349 Florida _____			5,929						
SOUTH ATLANTIC			18,639	18.6					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2001	2002	2003	*2004	**2005
Total Audit Average Qualified:	107,346	105,397	102,674	101,308	100,750
Qualified Non-Paid: _____	96,615	96,603	96,616	96,606	96,608
Qualified Paid: _____	10,732	8,795	6,058	4,702	4,142
Post Expire Copies included in Paid Circulation: _____	9.9%	11.7%	12.8%	***NC	***NC
Average Annual Order Price: _	\$57.26	\$41.89	\$47.13	***NC	***NC

***NOTE: The audited average qualified circulation for February-July 2004 = 101,500. The unaudited average qualified circulation for August 2004 - January 2005 = 101,117. Yielding an average qualified circulation of 101,308. With each successive year, new data will be added until five years of data is displayed.**

**2005 data is unaudited.

***NC = None Claimed.

10. PAID CIRCULATION DATA

***NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
\$10/US, \$12/CND, \$18/INTL	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	140
Advertiser and Agency _____	505
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	100
All Other _____	612
TOTAL	1,357

PARAGRAPH 2:

Additions and removals are not required since the circulation lists are obtained from an American Medical Association and American Osteopathic Association franchise mailing house each month.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 10,855 copies or 11.2% and 85,760 copies or 88.8%, including American Osteopathic Association & American Medical Association.

Paragraph 3b includes 96,615 qualified non-paid circulation. Qualified paid circulation of 3,851 combined with the qualified non-paid circulation equal 100,466 total qualified circulation for the analyzed issue.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		Date signed	August 9, 2005
M. James Dougherty, Group Vice President		State	Minnesota
Adriana Pulkrabek, Asst. Circulation Manager		County	Hennepin
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		Received by BPA Worldwide	August 9, 2005
IMPORTANT NOTE:		Type	PJu
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.		ID Number	P169P0J5