

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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U.S. PHARMACIST is a B2B brand intended for individuals with broad-based interests in pharmaceutical industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

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

U.S. PHARMACIST MAGAZINE



6 Issues in the period
 169,599 average circulation

U.S. PHARMACIST E-NEWSLETTER



25 issued in the period
 329,895 average per occurrence

U.S. PHARMACIST WEBSITE



154,802 average users

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| U.S. PHARMACIST MAGAZINE (6 issues in the period) | 169,599 | - | 169,599 |
| a. Print | 150,049 | - | 150,049 |
| b. Digital | 19,550 | - | 19,550 |
| 1. Requested | 18,687 | - | 18,687 |
| 2. Non-Requested | 863 | - | 863 |
| U.S. PHARMACIST E-NEWSLETTER | | | |
| a. USP Weekly Newsletter (25 issued in the period) | 329,895 | - | 329,895 |
| U.S. PHARMACIST WEBSITE (Monthly Users with 265,157 average Pageviews) | 154,802 | - | 154,802 |

FIELD SERVED

U.S. PHARMACIST serves:

- Independent retail and chain store pharmacies operating prescription departments
- Specialty pharmacies
- Department, Discount stores and Supermarkets operating prescription departments
- Drug purchasing headquarters, including discount chain stores and supermarkets, drug chain stores, department or variety chain stores
- Hospital, hospital related clinic, nursing home or other long term care facility, hospice, free-standing clinic, and alternate site/home health care pharmacies, H.M.O.'s and Institutions
- Drug wholesalers/distributors
- Consultant pharmacy offices
- Pharmacy faculty/students, pharmaceutical manufacturer and other pharmacists not elsewhere classified

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are pharmacists, staff pharmacists, pharmacy owner, pharmacy manager/director/supervisor, consultant pharmacist, buyer of Rx products, buyer of OTC products, buyer of home health care products, and other related titled and non-titled personnel within the field served.

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 403 |
| Advertiser and Agency | 1,116 |
| Allocated for Trade Shows and Conventions | 142 |
| All Other | 222 |
| TOTAL | 1,883 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 157,596 | 92.9 | 157,596 | 92.9 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | 12,003 | 7.1 | 12,003 | 7.1 | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 169,599 | 100.0 | 169,599 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017 Issue | Number Removed | Number Added | Print | Digital | Total Qualified |
|--------------|----------------|---------------|---------|---------|-----------------|
| July | 504 | 717 | 150,012 | 20,112 | 170,124 |
| August | 2,270 | 1,269 | 150,134 | 18,989 | 169,123 |
| September | 722 | 1,154 | 150,068 | 19,487 | 169,555 |
| October | 1,516 | 1,585 | 150,025 | 19,599 | 169,624 |
| November | 7,997 | 8,947 | 150,043 | 20,531 | 170,574 |
| December | 2,024 | 40 | 150,010 | 18,580 | 168,590 |
| TOTAL | 15,033 | 13,712 | | | |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
This issue is 0.7% or 1,171 copies above the average of the other 5 issues reported in Paragraph 2.

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Print | Digital |
|---|-----------------|------------------|----------------|---------------|
| 1. PHARMACIES | | | | |
| 1a. Single Outlet Stores | 29,294 | 17.2 | 26,123 | 3,171 |
| 1a. 2 & 3 Stores | 4,950 | 2.9 | 4,154 | 796 |
| 1b. Chain Stores of 4 or more Stores | 87,726 | 51.4 | 82,378 | 5,348 |
| 2. Rx Departments in Supermarkets and Discount/Department Stores | 5,808 | 3.4 | 4,718 | 1,090 |
| 3. Drug Purchasing Headquarters for: Drug Chain Stores, Discount/Department/Variety Chain Stores, Supermarkets | 2,581 | 1.5 | 1,945 | 636 |
| 5. Wholesalers/Distributors | 78 | 0.1 | 57 | 21 |
| 6. Health Maintenance Organizations (H.M.O.'s) | 886 | 0.5 | 641 | 245 |
| Sub-Total Retail | 131,323 | 77.0 | 120,016 | 11,307 |
| 7. Specialty Pharmacy | 1,944 | 1.1 | 1,505 | 439 |
| 8. Hospitals, Hospital Related Clinics, Nursing Homes or other Long Term Care Facilities, Hospices, Free-standing Clinics, and Alternate Site/Home Health Care operating an Rx Department/Service, and Institutions | 35,411 | 20.8 | 27,342 | 8,069 |
| 9. Consultant Pharmacy Office | 1,680 | 1.0 | 1,132 | 548 |
| Sub-Total Health Systems | 39,035 | 22.9 | 29,979 | 9,056 |
| 10. Others Allied to the Field (Note 1) | 13 | - | 4 | 9 |
| Deans & Faculty in schools of pharmacy & pharmacy students | 203 | 0.1 | 44 | 159 |
| TOTAL QUALIFIED CIRCULATION | 170,574 | 100.0 | 150,043 | 20,531 |
| PERCENT | 100.0 | | 88.0 | 12.0 |

Note 1: Including Departments, Hospital Government Supply offices, Hospital and College Libraries, State Boards of Pharmacy, National & Local Pharmaceutical Associations, Pharmaceutical Manufacturers, and Other Pharmacists not elsewhere classified

Qualified recipients are pharmacists, staff pharmacists, pharmacy owner, pharmacy manager/director/supervisor, consultant pharmacist, buyer of Rx products, buyer of OTC products, buyer of home health care products, and other related titled and non-titled personnel within the field served.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

| QUALIFICATION SOURCE | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|---|------------------|---------------|---------------|----------------|---------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 76,570 | 54,829 | 14,685 | 126,405 | 19,679 | 146,084 | 85.6 |
| II. Request from recipient's company: | - | - | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | 1 | 4 | - | 5 | - | 5 | - |
| V. TOTAL – Sources other than above (listed alphabetically): | 24,485 | - | - | 23,633 | 852 | 24,485 | 14.4 |
| Association rosters and directories | - | - | - | - | - | - | - |
| Business directories | - | - | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| *Other sources | 24,485 | - | - | 23,633 | 852 | 24,485 | 14.4 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 101,056 | 54,833 | 14,685 | 150,043 | 20,531 | 170,574 | 100.0 |
| PERCENT | 59.3 | 32.1 | 8.6 | 88.0 | 12.0 | 100.0 | |

*See Additional Data

3b. Qualification by Source



3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

| MAILING ADDRESS | Print | Digital | Total Qualified | Percent |
|---|----------------|---------------|-----------------|--------------|
| Individuals by name and title and/or function | 137,999 | 20,525 | 158,524 | 93.0 |
| Individuals by name only | 11 | 3 | 14 | - |
| Titles or functions only | 12 | 2 | 14 | - |
| Company names only | 18 | 1 | 19 | - |
| Multi-Copy Same Addressee copies | 12,003 | - | 12,003 | 7.0 |
| Single Copy Sales | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 150,043 | 20,531 | 170,574 | 100.0 |

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|---|---------------------|----------------------|---------------------|----------------------|---------------------|-----------------------|
| | January – June 2015 | July – December 2015 | January – June 2016 | July – December 2016 | January – June 2017 | July – December 2017* |
| Unique Total Audit Average Qualified: | 158,165 | 159,108 | 161,742 | 162,282 | 164,764 | 169,599 |
| Unique Qualified Non-Paid: | 157,971 | 159,002 | 161,742 | 162,282 | 164,764 | 169,599 |
| Print: | 147,622 | 147,726 | 147,337 | 146,687 | 145,485 | 150,049 |
| Digital: | 10,349 | 11,276 | 14,405 | 15,595 | 19,279 | 19,550 |
| Unique Qualified Paid: | 194 | 106 | - | - | - | - |
| Print: | 194 | 106 | - | - | - | - |
| Digital: | - | - | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | **NC | **NC | **NC | **NC | **NC |

*NOTE: July - December 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

E-NEWSLETTER CHANNEL

| 2017 | USP Weekly Newsletter | 2017 | USP Weekly Newsletter |
|---|-----------------------|-----------------|-----------------------|
| JULY | | OCTOBER | |
| July 5 | 324,868 | October 4 | 335,621 |
| July 12 | 326,009 | October 11 | 336,684 |
| July 19 | 326,530 | October 18 | 265,094 |
| July 26 | 327,942 | October 25 | 266,108 |
| AUGUST | | NOVEMBER | |
| August 2 | 328,375 | November 1 | 340,824 |
| August 9 | 328,445 | November 8 | 341,388 |
| August 16 | 329,471 | November 15 | 342,334 |
| August 23 | 330,662 | November 22 | 343,286 |
| August 30 | 331,433 | November 29 | 347,641 |
| SEPTEMBER | | DECEMBER | |
| September 6 | 332,880 | December 6 | 345,676 |
| September 13 | 333,540 | December 13 | 346,508 |
| September 20 | 334,517 | December 20 | 346,953 |
| September 27 | 334,580 | | |
| USP Weekly Newsletter (25 issued in the period) | | AVERAGE: | 329,895 |

WEBSITE CHANNEL

WWW.USPHARMACIST.COM

| 2017 | PAGEVIEWS | SESSIONS | USERS | AVERAGE SESSION DURATION |
|-----------------|----------------|----------------|----------------|--------------------------|
| July | 238,316 | 168,759 | 142,384 | 0:59 |
| August | 252,839 | 174,503 | 147,061 | 1:02 |
| September | 234,776 | 162,083 | 136,591 | 1:03 |
| October | 293,613 | 207,190 | 175,729 | 0:59 |
| November | 296,129 | 210,421 | 176,760 | 0:59 |
| December | 275,271 | 180,937 | 150,290 | 1:08 |
| AVERAGE: | 265,157 | 183,982 | 154,802 | 1:01 |

July – December 2017 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 Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition existed first, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 24,485 copies or 14.4%, including SK&A Healthcare Database.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are 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.

Addie Blackburn, Publisher

Emelda Barea, VP, Corporate Circulation & Distribution

(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 | January 17, 2018 |
| State | New York |
| County | New York |
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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.