

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Sleep Review

THE JOURNAL FOR SLEEP SPECIALISTS

Ascend Media, LLC
6100 Center Drive, Suite 1000
Los Angeles, CA 90045
Tel.: (310) 642-4400
Fax: (310) 641-0790
www.sleepreviewmag.com

Official Publication of: None
Established: 2000
Issues Per Year: 10

FIELD SERVED

SLEEP REVIEW serves sleep medicine specialists who practice in an AASM-accredited sleep disorders center, sleep laboratory, hospital/acute care, home care/postacute, private practice, physician's office, educational institution and other facilities.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include sleep physicians (MD, DO, Boarded Fellow ABSM); sleep directors/supervisors/managers; pulmonologists, neurologists; registered polysomnographic technologists (RPSGT), sleep technicians (BRPT-eligible); respiratory care practitioners/directors/ supervisors/managers, RRTs/CRTs; presidents/CEOs/owners; administrators/directors; R.EEGT/R.EPT/R.EDT, dentists (DDS/DMD), sleep educators, home care sleep providers, clinical/sleep lab coordinators and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	4
Advertiser and Agency _____	334
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	240
Electronic _____	-
All Other _____	398
TOTAL	976

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,500	100.0	20,500	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,500	100.0	20,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/ February _____	330	330			20,500						
March _____	288	288			20,500	May _____	2,414	2,414			20,500
April _____	753	753			20,500	June _____	13	13			20,500
						TOTAL	3,798	3,798			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is equal to the average of the other 4 issues reported in Paragraph two.

OCCUPATION/TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Sleep Physician (MD, DO, Boarded Fellow ABSM), Pulmonologist, Neurologist _____	10,128	49.4
Sleep Director/Supervisor/Manager _____	2,513	12.3
Reg Polysomnographic Technologist (RPSGT), Sleep Technician (BRPT-eligible) _____	2,859	13.9
Respiratory Care Practitioner/Director/Supervisor/Manager, RRT/CRT _____	3,473	16.9
President/CEO/Owner/Vice President _____	83	0.4
Administrator/Director/Manager _____	80	0.4
R.EEGT/R.EPT/R.EDT, Dentist (DDS/DMD), Sleep Educator, Home Care Sleep Provider, Clinical/Sleep Lab Coordinator and Others Allied to the field _____	1,364	6.7
TOTAL QUALIFIED CIRCULATION	20,500	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request _____	12,917	3,610	-			16,527	80.6
a. Written _____	2,316	708	-			3,024	14.7
b. Telecommunication _____	7,732	1,802	-			9,534	46.5
c. Electronic _____	2,869	1,100	-			3,969	19.4
II. TOTAL - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
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. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,973	-	-			3,973	19.4
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,973	-	-			3,973	19.4
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	16,890	3,610	-			20,500	100.0
*See Paragraph 9	PERCENT	82.4	17.6	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,500	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			20,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	165		400-427 Kentucky _____	316	
030-038 New Hampshire _____	143		370-385 Tennessee _____	512	
050-059 Vermont _____	55		350-369 Alabama _____	294	
010-027 Massachusetts _____	757		386-397 Mississippi _____	175	
028-029 Rhode Island _____	104		EAST SO. CENTRAL	1,297	6.3
060-069 Connecticut _____	344		716-729 Arkansas _____	186	
NEW ENGLAND	1,568	7.7	700-714 Louisiana _____	280	
100-149 New York _____	1,524		730-749 Oklahoma _____	222	
070-089 New Jersey _____	879		750-799 Texas _____	1,370	
150-196 Pennsylvania _____	1,205		WEST SO. CENTRAL	2,058	10.0
MIDDLE ATLANTIC	3,608	17.6	590-599 Montana _____	76	
430-459 Ohio _____	902		832-838 Idaho _____	110	
460-479 Indiana _____	495		820-831 Wyoming _____	44	
600-629 Illinois _____	803		800-816 Colorado _____	280	
480-499 Michigan _____	753		870-884 New Mexico _____	79	
530-549 Wisconsin _____	349		850-865 Arizona _____	294	
EAST NO. CENTRAL	3,302	16.1	840-847 Utah _____	140	
550-567 Minnesota _____	345		889-898 Nevada _____	101	
500-528 Iowa _____	252		MOUNTAIN	1,124	5.5
630-658 Missouri _____	459		995-999 Alaska _____	39	
580-588 North Dakota _____	64		980-994 Washington _____	348	
570-577 South Dakota _____	79		970-979 Oregon _____	219	
680-693 Nebraska _____	157		900-961 California _____	1,375	
660-679 Kansas _____	211		967-968 Hawaii _____	50	
WEST NO. CENTRAL	1,567	7.7	PACIFIC	2,031	9.9
197-199 Delaware _____	56		UNITED STATES	20,354	99.3
206-219 Maryland _____	336		969 & 004-009 U.S. Territories _____	57	
200-205 Washington, DC _____	40		Canada _____	79	
220-246 Virginia _____	469		Mexico _____	-	
247-268 West Virginia _____	147		Other International _____	3	
270-289 North Carolina _____	622		AP0/FPO _____	7	
290-299 South Carolina _____	302		TOTAL QUALIFIED CIRCULATION	20,500	100.0
300-319 Georgia _____	605				
320-349 Florida _____	1,222				
SOUTH ATLANTIC	3,799	18.5			

7. 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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	20,475	20,500	20,500	20,500	20,500	20,500
Qualified Non-Paid: _	20,475	20,500	20,500	20,500	20,500	20,500
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Other Sources include 4 sources of circulation for quantities of 136 copies or 0.7% to 3,057 copies or 14.9%, including SK & A Information Services, Inc.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Darren Sextro, Publisher

Susi Cordill, VP of Circulation

(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 Worldwide.

Date signed July 14, 2009

State CA

County Los Angeles

Received by BPA Worldwide July 14, 2009

Type PJ

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