

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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



Allied Media, LLC
6100 Center Drive, Suite 1000
Los Angeles, CA 90045
Tel. No.: (310) 642-4400
Fax No.: (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 AASM); pulmonologists, neurologists, sleep directors/supervisors/managers; registered polysomnographic technologists (RPSGT), sleep technicians (BRPT-eligible); respiratory care practitioners/directors/supervisors/managers, RRTs/CRTs; 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 _____	7
Advertiser and Agency _____	337
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	304
Digital _____	-
All Other _____	455
TOTAL	1,103

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 FOR PERIOD	
2011 Issue	Total Qualified
January/February _____	20,500
March _____	20,500
April _____	20,500
May _____	20,500
June _____	20,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 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 AASM), Pulmonologist, Neurologist _____	10,327	50.3
Sleep Director/Supervisor/Manager _____	2,952	14.4
Reg Polysomnographic Technologist (RPSGT), Sleep Technician (BRPT-eligible) _____	2,374	11.6
Respiratory Care Practitioner/Director/Supervisor/Manager, RRT/CRT _____	3,072	15.0
Dentist (DDS/DMD) _____	585	2.9
R.EEGT/R.EPT/R.EDT, Sleep Educator, Home Care Sleep Provider, Clinical/Sleep Lab Coordinator _____	1,104	5.4
Others Allied to the field _____	86	0.4
TOTAL QUALIFIED CIRCULATION	20,500	100.0
PERCENT	100.0	

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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Request: _____	12,984	3,668	-	16,652	81.2
II. *Other Than Request: _____	3,848	-	-	3,848	18.8
III. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,832	3,668	-	20,500	100.0
PERCENT	82.1	17.9	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	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 2011					
Region	Total Qualified	Percent	Region	Total Qualified	Percent
NEW ENGLAND	1,414	6.9	MOUNTAIN	1,103	5.4
ME, NH, VT, MA, RI, CT _____			MT, ID, WY, CO, NM, AZ, UT, NV _____		
MIDDLE ATLANTIC	3,904	19.1	PACIFIC	1,821	8.9
NY, NJ, PA _____			AK, WA, OR, CA, HI _____		
EAST NO. CENTRAL	3,295	16.1	UNITED STATES	20,390	99.5
OH, IN, IL, MI, WI _____			U.S. TERRITORIES _____	42	0.2
WEST NO. CENTRAL	1,605	7.8	CANADA _____	60	0.3
MN, IA, MO, ND, SD, NE, KS _____			MEXICO _____	-	-
SOUTH ATLANTIC	3,856	18.8	OTHER INTERNATIONAL _____	5	-
DE, MD, DC, VA, WV, NC, SC, GA, FL _____			APO/FPO _____	3	-
EAST SO. CENTRAL	1,339	6.5			
KY, TN, AL, MS _____			TOTAL QUALIFIED CIRCULATION	20,500	100.0
WEST SO. CENTRAL	2,053	10.0			
AR, LA, OK, TX _____					

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 107 copies or 0.5% to 2,247 copies or 11.0%, including SK&A.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and testify that all data set forth in this statement are true.	Date signed	July 15, 2011
Susi Cordill, VP, Circulation	State	California
John Riester, Group Publisher	County	Los Angeles
(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	July 15, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	S361P0J1
It will be included in the annual audit made by BPA Worldwide.		