

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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The American Journal of Orthopedics

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Issues per Year: 12



FIELD SERVED

THE AMERICAN JOURNAL OF ORTHOPEDICS serves medical and osteopathic physicians in direct patient care (both office-based and hospital-based), as well as other professional activities in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include physicians and residents in the following specialties: Orthopedic Surgery, Adult Reconstructive Orthopedics; Orthopedic Surgery, Foot/Ankle; Orthopedic Surgery, Spine; Orthopedic Surgery, Hand Surgery; Hand Surgery; Orthopedic Surgery, Musculoskeletal Oncology; Orthopedic Surgery, Pediatric Orthopedics; Orthopedic Surgery, Sports Medicine; Emergency Medicine, Sports Medicine; Orthopedic Surgery, Trauma; Hand Surgery, Plastic; Rheumatology; Orthopedic Surgery and Traumatic Surgery.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|--------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | 243 |
| Advertiser and Agency _____ | 558 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | - |
| Electronic _____ | - |
| All Other _____ | 699 |
| TOTAL | 1,500 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|--------------|----------------|---------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 29,538 | 100.0 | 29,538 | 100.0 | - | - |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 29,538 | 100.0 | 29,538 | 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 |
| February _____ | | | | | 29,557 | May _____ | | | | | 29,522 |
| March _____ | | | | | 29,568 | June _____ | | | | | 29,526 |
| April _____ | | | | | 29,531 | July _____ | | | | | 29,522 |
| | | | | | | TOTAL | | | | | |

*See Paragraph 9

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

This issue is 0.1% or 19 copies below the average of the other 5 issues reported in Paragraph two. This journal conforms to the uniform specialty/professional activity breakout which was developed by the BPA Worldwide advertiser, agency, and the 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.

| PROFESSIONAL CLASSIFICATION (SEE NOTE 3) | | | TOTAL QUALIFIED | PERCENT OF TOTAL | MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & PROFESSIONS INCLUDING APO & FPO (See Note 1) | | | | | | | | | |
|--|-----|--|-----------------|------------------|--|---------------------------------------|---------------|------------------------------|----------------------------|--------------------------|---|------------------|---------------------------|-----------------------------|
| | | | | | PATIENT CARE | | | | | | Other Professional Activity | | OSTEOPATHIC PHYSICIANS | |
| | | | | | Hospital - Based Practice | | | | | | Medical Teaching & Other Professional (G-K) | Armed Forces (L) | Office-Based Practice (M) | Hospital-Based Practice (N) |
| | | | | | Office-Based Practice (A) | Interns and/or 1st Year Residents (B) | Residents (C) | Full-Time Hospital Staff (D) | Total (Hospital-Based) (E) | TOTAL (PATIENT CARE) (F) | | | | |
| 48 | OAR | Orthopedic Surgery, Adult Reconstructive Orthopedics _____ | 1,589 | 5.4 | 1,282 | - | 22 | 115 | 137 | 1,419 | 50 | 17 | 89 | 14 |
| | OFA | Orthopedic Surgery, Foot/Ankle (See Note 2) _____ | 357 | 1.2 | 257 | - | 19 | 48 | 67 | 324 | 15 | 7 | 9 | 2 |
| | OSS | Orthopedic Surgery, Spine (See Note 2) _____ | 729 | 2.5 | 558 | 2 | 32 | 50 | 84 | 642 | 24 | 9 | 49 | 5 |
| 49 | HSO | Orthopedic Surgery, Hand Surgery _____ | 837 | 2.8 | 628 | 1 | 95 | 51 | 147 | 775 | 21 | 12 | 28 | 1 |
| | HS | Surgery, Hand (See Note 2) _____ | 451 | 1.5 | 401 | - | 3 | 25 | 28 | 429 | 12 | 5 | 5 | - |
| 50 | OMO | Orthopedic Surgery, Musculoskeletal Oncology _____ | 145 | 0.5 | 90 | - | 8 | 31 | 39 | 129 | 7 | 2 | 7 | - |
| 51 | OP | Orthopedic Surgery, Pediatric Orthopedics _____ | 957 | 3.2 | 713 | - | 22 | 172 | 194 | 907 | 19 | 4 | 21 | 6 |
| 52 | OSM | Orthopedic Surgery, Sports Medicine _____ | 1,734 | 5.9 | 1,433 | 1 | 40 | 78 | 119 | 1,552 | 39 | 30 | 101 | 12 |
| | ESM | EM, Sports Medicine (See Note 2) _____ | 243 | 0.8 | 168 | 1 | 9 | 16 | 26 | 194 | 4 | - | 37 | 8 |
| 53 | OTR | Orthopedic Surgery, Trauma _____ | 597 | 2.0 | 373 | 1 | 32 | 118 | 151 | 524 | 19 | 8 | 35 | 11 |
| 77 | HSP | Hand Surgery, Plastic _____ | 82 | 0.3 | 54 | - | 15 | 11 | 26 | 80 | 2 | - | 137 | - |
| 89 | RHU | Rheumatology _____ | 3,447 | 11.7 | 2,830 | 2 | 232 | 184 | 418 | 3,248 | 42 | 15 | 958 | 5 |
| 97 | ORS | Surgery, Orthopedic _____ | 18,159 | 61.5 | 13,158 | 15 | 2,555 | 884 | 3,454 | 16,612 | 176 | 152 | 6 | 261 |
| 100 | TRS | Surgery, Traumatic _____ | 195 | 0.7 | 107 | - | 2 | 66 | 68 | 175 | 9 | 1 | - | 4 |
| Total Copies to Physicians | | | 29,522 | 100.0 | 22,052 | 23 | 3,086 | 1,849 | 4,958 | 27,010 | 439 | 262 | 1,482 | 329 |
| Percent to Physicians | | | 100.0 | | 74.7 | 0.1 | 10.4 | 6.3 | 16.8 | 91.5 | 1.5 | 0.9 | 5.0 | 1.1 |
| TOTAL QUALIFIED CIRCULATION | | | 29,522 | 100.0 | | | | | | | | | | |

Note 1 - Comparable categories O-R have been omitted at the publisher's option.

Note 2 - Non-comparable category added at the publisher's option.

Note 3 - Comparable categories 1-47, 54-76, 78-88, 90-96, 98-99, 101-106, Hospitals, Nursing Homes, Medical Libraries, Schools and Associations, Medical Students, and Others Allied to the Field have been omitted at the publisher's option.

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

| QUALIFICATION SOURCE | Qualified Within | | | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|--|------------------|--------------|--------------|--------------------|----------------|-----------------|--------------|
| | 1 year | 2 years | 3 years | | | | |
| I. TOTAL - Direct Request: _____ | 5,747 | 8,064 | 3,409 | | | 17,220 | 58.3 |
| a. Written _____ | 2,274 | 5,045 | 2,019 | | | 9,338 | 31.6 |
| b. Telecommunication _____ | 3,473 | 3,017 | 982 | | | 7,472 | 25.3 |
| c. Electronic _____ | - | 2 | 408 | | | 410 | 1.4 |
| 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): _____ | 12,302 | - | - | | | 12,302 | 41.7 |
| Association rosters and directories _____ | - | - | - | | | - | - |
| Business directories _____ | - | - | - | | | - | - |
| Manufacturer's, distributor's and wholesaler's lists _____ | - | - | - | | | - | - |
| *Other sources _____ | 12,302 | - | - | | | 12,302 | 41.7 |
| VI. TOTAL - Single Copy Sales: _____ | - | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 18,049 | 8,064 | 3,409 | | | 29,522 | 100.0 |
| PERCENT | 61.1 | 27.3 | 11.6 | | | 100.0 | |

*See Paragraph 9

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

| MAILING ADDRESS | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
|---|--------------------|----------------|-----------------|--------------|
| Individuals by name and title and/or function _____ | | | 29,522 | 100.0 |
| Individuals by name only _____ | | | - | - |
| Titles or functions only _____ | | | - | - |
| Company names only _____ | | | - | - |
| Multi-Copy Same Addressee copies _____ | | | - | - |
| Single Copy Sales _____ | | | - | - |
| TOTAL QUALIFIED CIRCULATION | | | 29,522 | 100.0 |

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

| State & Zip Code | Total Qualified | Percent | State & Zip Code | Total Qualified | Percent |
|------------------------------|-----------------|-------------|--------------------------------------|-----------------|--------------|
| 039-049 Maine _____ | 152 | | 400-427 Kentucky _____ | 379 | |
| 030-038 New Hampshire _____ | 177 | | 370-385 Tennessee _____ | 639 | |
| 050-059 Vermont _____ | 86 | | 350-369 Alabama _____ | 438 | |
| 010-027 Massachusetts _____ | 901 | | 386-397 Mississippi _____ | 199 | |
| 028-029 Rhode Island _____ | 142 | | EAST SO. CENTRAL | 1,655 | 5.6 |
| 060-069 Connecticut _____ | 437 | | 716-729 Arkansas _____ | 222 | |
| NEW ENGLAND | 1,895 | 6.4 | 700-714 Louisiana _____ | 409 | |
| 100-149 New York _____ | 2,067 | | 730-749 Oklahoma _____ | 340 | |
| 070-089 New Jersey _____ | 924 | | 750-799 Texas _____ | 1,837 | |
| 150-196 Pennsylvania _____ | 1,527 | | WEST SO. CENTRAL | 2,808 | 9.5 |
| MIDDLE ATLANTIC | 4,518 | 15.3 | 590-599 Montana _____ | 116 | |
| 430-459 Ohio _____ | 1,291 | | 832-838 Idaho _____ | 148 | |
| 460-479 Indiana _____ | 571 | | 820-831 Wyoming _____ | 64 | |
| 600-629 Illinois _____ | 1,141 | | 800-816 Colorado _____ | 549 | |
| 480-499 Michigan _____ | 1,024 | | 870-884 New Mexico _____ | 148 | |
| 530-549 Wisconsin _____ | 587 | | 850-865 Arizona _____ | 451 | |
| EAST NO. CENTRAL | 4,614 | 15.6 | 840-847 Utah _____ | 268 | |
| 550-567 Minnesota _____ | 582 | | 889-898 Nevada _____ | 162 | |
| 500-528 Iowa _____ | 244 | | MOUNTAIN | 1,906 | 6.5 |
| 630-658 Missouri _____ | 634 | | 995-999 Alaska _____ | 70 | |
| 580-588 North Dakota _____ | 60 | | 980-994 Washington _____ | 658 | |
| 570-577 South Dakota _____ | 82 | | 970-979 Oregon _____ | 371 | |
| 680-693 Nebraska _____ | 174 | | 900-961 California _____ | 3,261 | |
| 660-679 Kansas _____ | 267 | | 967-968 Hawaii _____ | 128 | |
| WEST NO. CENTRAL | 2,043 | 6.9 | PACIFIC | 4,488 | 15.2 |
| 197-199 Delaware _____ | 101 | | UNITED STATES | 29,519 | 100.0 |
| 206-219 Maryland _____ | 679 | | 969 & 004-009 U.S. Territories _____ | 1 | |
| 200-205 Washington, DC _____ | 138 | | Canada _____ | - | |
| 220-246 Virginia _____ | 753 | | Mexico _____ | - | |
| 247-268 West Virginia _____ | 151 | | Other International _____ | - | |
| 270-289 North Carolina _____ | 878 | | APO/FPO _____ | 2 | |
| 290-299 South Carolina _____ | 414 | | TOTAL QUALIFIED CIRCULATION | 29,522 | 100.0 |
| 300-319 Georgia _____ | 754 | | | | |
| 320-349 Florida _____ | 1,724 | | | | |
| SOUTH ATLANTIC | 5,592 | 19.0 | | | |

7. 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 |
|--|--------------|--------------|--------------|---------------------|----------------------|----------------------|
| | 2005 | 2006 | 2007 | January - June 2008 | July - December 2008 | January - June 2009* |
| Total Audit Average Qualified: _____ | 29,472 | 29,636 | 29,794 | 29,901 | 29,795 | 29,538 |
| Qualified Non-Paid: _____ | 29,472 | 29,636 | 29,794 | 29,901 | 29,795 | 29,538 |
| 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: January - 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) |
| 12 | Issues Per Year |
| **NC | All Single Copy Sales Prices for the Period |
| **NC | Renewal Rate of Paid Subscribers (Optional) |

9. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required since the circulation is obtained from Healthcare Data Solutions.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 12,302 copies or 41.7%, including Healthcare Data Solutions.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED

PUBLISHER'S AFFIDAVIT

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

Sharon Finch, Senior VP

Donna Sickles, Corporate Circulation Director

(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 August 10, 2009

State New Jersey

County Morris

Received by BPA Worldwide August 10, 2009

Type PD

ID Number A219P0J9