

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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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HME News

THE BUSINESS NEWSPAPER FOR HOME MEDICAL EQUIPMENT PROVIDERS

United Publications, Inc.
106 Lafayette Street
P.O. Box 998
Yarmouth, ME 04096
Tel. No.: (207) 846-0600
FAX No.: (207) 846-0657
www.hmenews.com

Official Publication of: None
Established: 1995
Issues Per Year: 12



FIELD SERVED

HME NEWS serves HME (Home Medical Equipment) Providers: HME rental/sales dealers, suppliers; rehabilitation technology suppliers; pharmacies with HME; mass outlet/mass merchandisers with HME; hospitals, including hospital owned or affiliated HME; in-patient facilities, including sleep labs, rehab centers, skilled nursing facilities. Also served are other home health care businesses: HME wholesalers, distributors; HME manufacturers/sales reps; HHA, VNA, home health/hospice; insurance carriers, health care payers; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owner/president; VP/general manager/director; HME manager; HME buyer/assistant buyer; account manager/exec, sales; pharmacist/pharmacy manager; clinician/medical professional including respiratory, rehabilitation, occupational therapist; case manager; and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	54
Advertiser and Agency _____	1,130
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	117
Digital _____	-
All Other _____	1,330
TOTAL	2,631

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,100	100.0	17,100	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,100	100.0	17,100	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	155	155	17,100
February _____	174	174	17,100
March _____	368	368	17,100
April _____	1,611	1,611	17,100
May _____	1,321	1,321	17,100
June _____	82	82	17,100
TOTAL	3,711	3,711	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/ President	Vice Pres./ General Mgr./ Director	HME Manager	HME Buyer/ Assistant Buyer	Account Mgr./Exec; Sales	Pharmacist/ Pharmacy Mgr.	Clinician/ Medical Professional including Respiratory Rehabilitation, Occupational Therapist; Case Manager	Other Titled Personnel
HOME MEDICAL EQUIPMENT PROVIDERS:										
HME rental/sales Dealer, Supplier; Rehabilitation Technology Supplier _____	13,440	78.6	5,644	1,859	1,356	329	1,261	28	916	2,047
Hospital owned or affiliated HME; In-Patient Facility, including sleep lab, rehab center, skilled nursing facility _____	533	3.1	89	121	45	19	45	6	115	93
Pharmacy with HME; Mass Merchandiser with HME _____	1,807	10.6	537	243	258	90	123	194	90	272
Providers Sub- Total	15,780	92.3	6,270	2,223	1,659	438	1,429	228	1,121	2,412
OTHER HOME HEALTH CARE BUSINESSES:										
HME Wholesale, Distributor _____	745	4.3	211	148	39	26	160	2	31	128
HHA/VNA/Home Health/Hospice _____	205	1.2	55	38	15	6	27	2	30	32
Others Allied to the Field including insurance carrier, health care payer _____	370	2.2	172	54	18	7	14	1	40	64
TOTAL QUALIFIED CIRCULATION	17,100	100.0	6,708	2,463	1,731	477	1,630	233	1,222	2,636
PERCENT	100.0		39.2	14.4	10.1	2.8	9.5	1.4	7.2	15.4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,714	2,211	-	13,925	81.4
II. Request from recipient's company: _____	946	573	-	1,519	8.9
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,656	-	-	1,656	9.7
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	1,656	-	-	1,656	9.7
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,316	2,784	-	17,100	100.0
PERCENT	83.7	16.3	-	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	17,100	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	17,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	109		400-427 Kentucky _____	417	
030-038 New Hampshire _____	65		370-385 Tennessee _____	557	
050-059 Vermont _____	25		350-369 Alabama _____	376	
010-027 Massachusetts _____	245		386-397 Mississippi _____	204	
028-029 Rhode Island _____	55		EAST SO. CENTRAL	1,554	9.1
060-069 Connecticut _____	177		716-729 Arkansas _____	275	
NEW ENGLAND	676	4.0	700-714 Louisiana _____	302	
100-149 New York _____	752		730-749 Oklahoma _____	293	
070-089 New Jersey _____	420		750-799 Texas _____	1,440	
150-196 Pennsylvania _____	784		WEST SO. CENTRAL	2,310	13.5
MIDDLE ATLANTIC	1,956	11.4	590-599 Montana _____	74	
430-459 Ohio _____	839		832-838 Idaho _____	89	
460-479 Indiana _____	382		820-831 Wyoming _____	23	
600-629 Illinois _____	673		800-816 Colorado _____	196	
480-499 Michigan _____	601		870-884 New Mexico _____	81	
530-549 Wisconsin _____	266		850-865 Arizona _____	187	
EAST NO. CENTRAL	2,761	16.1	840-847 Utah _____	134	
550-567 Minnesota _____	240		889-898 Nevada _____	71	
500-528 Iowa _____	215		MOUNTAIN	855	5.0
630-658 Missouri _____	471		995-999 Alaska _____	21	
580-588 North Dakota _____	57		980-994 Washington _____	218	
570-577 South Dakota _____	63		970-979 Oregon _____	125	
680-693 Nebraska _____	128		900-961 California _____	1,197	
660-679 Kansas _____	256		967-968 Hawaii _____	34	
WEST NO. CENTRAL	1,430	8.4	PACIFIC	1,595	9.3
197-199 Delaware _____	34		UNITED STATES	17,020	99.5
206-219 Maryland _____	296		969 & 004-009 U.S. Territories _____	45	
200-205 Washington, DC _____	15		Canada _____	35	
220-246 Virginia _____	404		Mexico _____	-	
247-268 West Virginia _____	153		Other International _____	-	
270-289 North Carolina _____	628		APO/FPO _____	-	
290-299 South Carolina _____	315		TOTAL QUALIFIED CIRCULATION	17,100	100.0
300-319 Georgia _____	570				
320-349 Florida _____	1,468				
SOUTH ATLANTIC	3,883	22.7			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	17,100	17,100	17,100	17,100	17,100	17,100
Qualified Non-Paid: ____	17,100	17,100	17,100	17,100	17,100	17,100
Qualified Paid: _____	-	-	-	-	-	-
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 2009-June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,656 copies or 9.7%, including Dun & Bradstreet.

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

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

Rick Rector, Publisher

Brenda Boothby, CCCP, 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 July 14, 2010

State Maine

County Cumberland

Received by BPA Worldwide July 14, 2010

Type PJ

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