

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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OSTOMY WOUND MANAGEMENT is a B2B brand intended for individuals with broad-based interests in wound, continence, ostomy, and skin care. The brand content and editorial scope of the publication includes feature articles (original research, literature reviews, and case studies), columns addressing specific practice concerns (e.g., preventing skin compromise, improving nutrition), product and industry news, and opinion-based contributions. Content is also available on the tablet app, and articles are available on the Web site.

FIELD SERVED

OSTOMY WOUND MANAGEMENT serves a multidisciplinary market and includes advanced practice nurses, physicians, and allied health professionals, who are involved in the care of patients with wounds, ostomies, incontinence problems, malnourishment, and skin breakdown. Also served are others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Clinical Nurse Specialists, Critical Care Nurses, Discharge Planners/Case Managers, WOCNs, Home Care DONs, Home Care Field Nurses, Infection Control Nurses, Inservice Educators, Long-Term Care DONs, Hospital DONs, Med Surg/OR Nurses, Nurse Practitioners, Oncology Nurses, Physical Therapists, Colorectal Surgeons, Family Practice Physicians, Medical Directors, Physician Assistants, AAWC members, and other titled and non-titled personnel within the field served.

CHANNELS

OSTOMY WOUND MANAGEMENT MAGAZINE



6 Issues in the period
23,136 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OSTOMY WOUND MANAGEMENT MAGAZINE (6 issues in the period)	22,961	175	23,136

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	753
Allocated for Trade Shows and Conventions	183
All Other	156
TOTAL	1,092

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,738	94.0	21,563	93.2	175	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	1,398	6.0	1,398	6.0	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,136	100.0	22,961	99.2	175	0.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
January	23,094
February	23,116
March	23,167
April	23,156
May	23,150
June	23,135

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is 0.1% or 16 copies above the average of the other 5 issues reported in Paragraph 2.

JOB FUNCTION (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL
Clinical Nurse Specialists, Critical Care Nurses, Discharge Planners/Case Managers, WOCNs, Home Care DONs, Home Care Field Nurses, Infection Control Nurses, Inservice Educators, Long-Term Care DONs, Hospital DONs, Med Surg/OR Nurses, Nurse Practitioners, Oncology Nurses, Physical Therapists, Colorectal Surgeons, Family Practice Physicians, Medical Directors, Physician Assistants, AAWC members, and other titled and non-titled personnel within the field served.	23,150	100.0
TOTAL QUALIFIED CIRCULATION	23,150	100.0
PERCENT	100.0	

Note 1: Ostomy Wound Management serves a multidisciplinary market and includes advanced practice nurses, physicians, and allied health professionals, who are involved in the care of patients with wounds, ostomies, incontinence problems, malnourishment, and skin breakdown.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

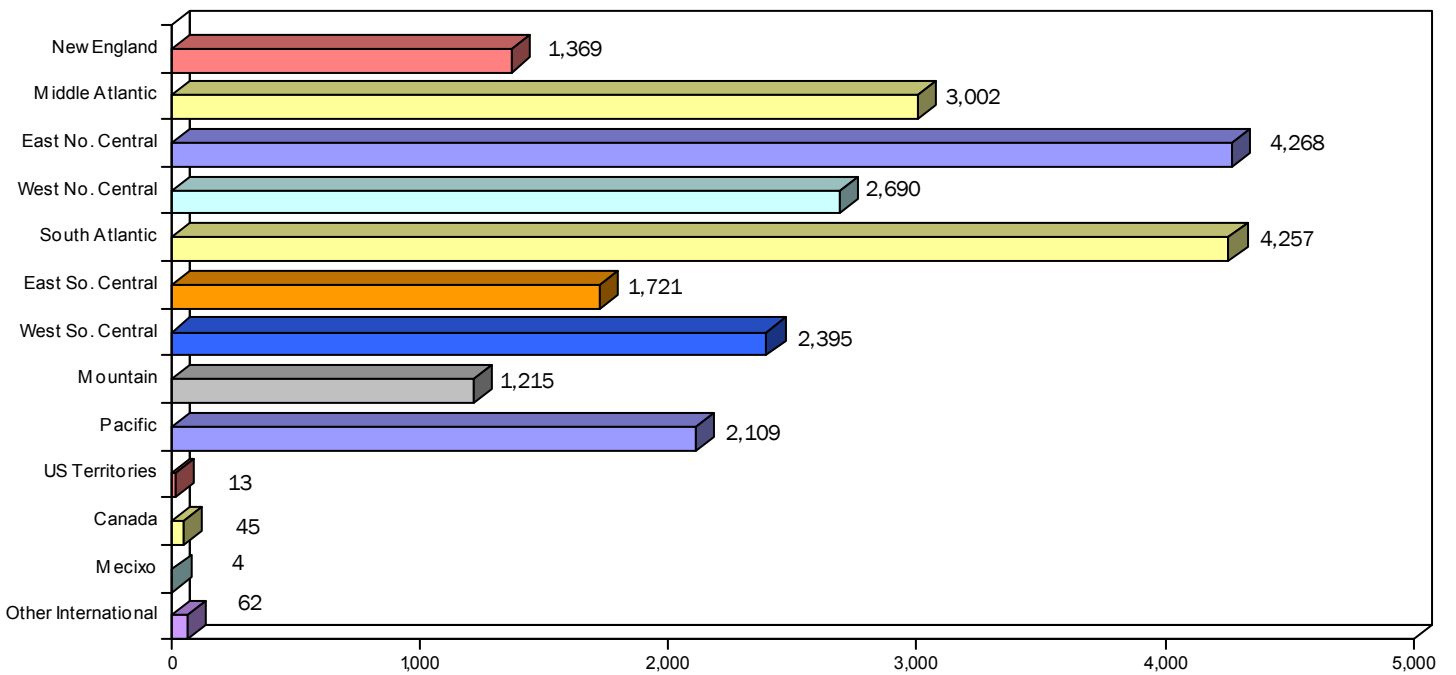
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	4,875	4,026	3,887	12,788	55.2
a. Written	1,007	1,389	812	3,208	13.8
b. Telecommunication	2,871	1,735	2,061	6,667	28.8
c. Electronic	997	902	1,014	2,913	12.6
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	1,387	-	-	1,387	6.0
a. Individual	1,387	-	-	1,387	6.0
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):	8,975	-	-	8,975	38.8
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	8,975	-	-	8,975	38.8
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,237	4,026	3,887	23,150	100.0
PERCENT	65.8	17.4	16.8	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

Region	Total Qualified	Percent	Region	Total Qualified	Percent
NEW ENGLAND	1,369	5.9	UNITED STATES	23,026	99.5
MIDDLE ATLANTIC	3,002	13.0	U.S. Territories	13	0.1
EAST NO. CENTRAL	4,268	18.4	Canada	45	0.2
WEST NO. CENTRAL	2,690	11.7	Mexico	4	-
SOUTH ATLANTIC	4,257	18.4	Other International	62	0.2
EAST SO. CENTRAL	1,721	7.4	APO/FPO	-	-
WEST SO. CENTRAL	2,395	10.4			
MOUNTAIN	1,215	5.2	TOTAL QUALIFIED CIRCULATION	23,150	100.0
PACIFIC	2,109	9.1			

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

OFFICIAL PUBLICATION OF:

Ostomy Wound Management is the official publication of the AAWC (Association for the Advancement of Wound Care).

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 8,975 copies or 38.8%, including SK&A.

PUBLISHER'S AFFIDAVIT

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

Jeremy Bowden, Publisher

Bill Malriat, Audience Development Manager

(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 July 16, 2015

State Pennsylvania

County Chester

Received by BPA Worldwide July 16, 2015

Type BD

ID Number 0163B0J5

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.