

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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# Renal Business TODAY

YOUR PRACTICE MANAGEMENT RESOURCE

Virgo Publishing LLC  
3300 N. Central Ave., Ste. 300  
Phoenix, AZ 85012  
Tel. No.: 480-990-1101  
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[www.renalbusiness.com](http://www.renalbusiness.com)

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Issues Per Year: 10  
(See Additional Data)



**FIELD SERVED**

RENAL BUSINESS TODAY serves the renal care community including free-standing dialysis clinics, private practices, in-hospital clinics, transplant centers, laboratories, manufacturers, vendors, professional associations, government agencies, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are nephrologists, transplant surgeons, vascular surgeons, internists, urologists, nephrology fellows, nephrology professors, medical directors, nurse administrators, specialists, transplant administrators, nephrology nurses, renal technicians, renal dieticians, renal social workers, administrators, facility board/owners, presidents, CEOs/COOs/COOs, vice presidents, chief nurses, chief technicians, coordinators, directors, managers/supervisors, specialists, nurse practitioners, RNs/LPNs, government officials, network directors, research personnel, transplant coordinators, lab directors, marketing/sales managers, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	185
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	167
Digital _____	-
All Other _____	150
<b>TOTAL</b>	<b>502</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,000	100.0	20,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>20,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2a. QUALIFIED CIRCULATION BY ISSUES			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	73	73	20,000
February _____	735	735	20,000
March _____	1,416	1,416	20,000
April _____	234	234	20,000
May _____	2,820	2,820	20,000
June _____	61	61	20,000
<b>TOTAL</b>	<b>5,339</b>	<b>5,339</b>	

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	37,635	18,340	14,002	1.31	01:33	03:09
February _____	56,206	23,366	18,151	1.29	00:51	02:28
March _____	45,385	21,478	16,974	1.27	01:02	02:14
April _____	55,021	19,936	15,556	1.28	00:45	02:26
May _____	39,447	16,609	12,859	1.29	00:57	02:23
June _____	38,080	15,697	12,178	1.29	00:58	02:26
<b>AVERAGE:</b>	<b>45,296</b>	<b>19,238</b>	<b>14,953</b>	<b>1.29</b>	<b>01:01</b>	<b>02:31</b>

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Nephrologists	Administrative (Note 1)	Physician (Note 2)	Nursing/Staff (Note 3)	Allied Medical (Note 4)	Marketing/Sales (Note 5)	Other
Chain Freestanding Dialysis Center _____	4,079	20.4	431	2,128	21	1,393	14	9	83
Office Based (Individual Free-Standing and Private Practice) _____	9,944	49.7	5,502	2,441	311	1,599	12	4	75
Hospital Based Clinic _____	5,134	25.7	1,642	1,088	421	1,829	36	-	118
Transplant Centers _____	160	0.8	24	51	27	35	22	-	1
Laboratory _____	78	0.4	7	29	8	2	15	4	13
Manufacturer/Vendor _____	185	0.9	6	87	3	9	9	32	39
Associations _____	49	0.2	6	30	1	2	3	-	7
Government Agency _____	112	0.6	20	53	16	15	7	1	-
Other _____	259	1.3	31	132	30	42	11	5	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>7,669</b>	<b>6,039</b>	<b>838</b>	<b>4,926</b>	<b>129</b>	<b>55</b>	<b>344</b>
<b>PERCENT</b>	<b>100.0</b>		<b>38.4</b>	<b>30.2</b>	<b>4.2</b>	<b>24.6</b>	<b>0.6</b>	<b>0.3</b>	<b>1.7</b>

Note 1: Administrative includes Administrator, CEO/CFO/COO, Chief Nurse, Chief Technician, Coordinator, Director, Facility Board/Owner, Manager/Supervisor, Medical Director, Nurse Administrator, President, Specialist, Transplant Administrator, Vice President, and Other Administrative

Note 2: Physician includes Internist, Nephrology Fellow, Nephrology Professor, Transplant Surgeon, Urologist, Vascular Surgeon, and Other Physician.

Note 3: Nursing/Staff includes Nephrology Nurse, Nurse Practitioner, Renal Dietician, Renal Social Worker, Renal Technician, RN/LPN, and Other Nursing/Staff

Note 4: Allied Medical includes Government Official, Lab Director, Network Director, Research Personnel, Transplant Coordinator, and Other Allied Medical.

Note 5: Marketing/Sales includes Marketing Manager, Sales Manager, and Other Marketing/Sales Manager.

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. Direct Request: _____	8,124	3,307	1,569	13,000	65.0
II. Request from recipient's company: _____	150	38	47	235	1.2
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	6,765	-	-	6,765	33.8
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	6,765	-	-	6,765	33.8
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,039</b>	<b>3,345</b>	<b>1,616</b>	<b>20,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.2</b>	<b>16.7</b>	<b>8.1</b>	<b>100.0</b>	

\*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 _____	19,984	99.9
Individuals by name only _____	15	0.1
Titles or functions only _____	1	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	70		Kentucky _____	267	
New Hampshire _____	63		Tennessee _____	526	
Vermont _____	27		Alabama _____	334	
Massachusetts _____	525		Mississippi _____	207	
Rhode Island _____	71		<b>EAST SO. CENTRAL</b>	<b>1,334</b>	<b>6.7</b>
Connecticut _____	235		Arkansas _____	209	
<b>NEW ENGLAND</b>	<b>991</b>	<b>4.9</b>	Louisiana _____	442	
New York _____	1,362		Oklahoma _____	190	
New Jersey _____	594		Texas _____	1,670	
Pennsylvania _____	1,019		<b>WEST SO. CENTRAL</b>	<b>2,511</b>	<b>12.5</b>
<b>MIDDLE ATLANTIC</b>	<b>2,975</b>	<b>14.9</b>	Montana _____	53	
Ohio _____	821		Idaho _____	72	
Indiana _____	411		Wyoming _____	20	
Illinois _____	871		Colorado _____	282	
Michigan _____	616		New Mexico _____	86	
Wisconsin _____	334		Arizona _____	313	
<b>EAST NO. CENTRAL</b>	<b>3,053</b>	<b>15.3</b>	Utah _____	126	
Minnesota _____	288		Nevada _____	116	
Iowa _____	201		<b>MOUNTAIN</b>	<b>1,068</b>	<b>5.3</b>
Missouri _____	460		Alaska _____	21	
North Dakota _____	66		Washington _____	309	
South Dakota _____	81		Oregon _____	187	
Nebraska _____	113		California _____	1,982	
Kansas _____	162		Hawaii _____	55	
<b>WEST NO. CENTRAL</b>	<b>1,371</b>	<b>6.9</b>	<b>PACIFIC</b>	<b>2,554</b>	<b>12.8</b>
Delaware _____	62		<b>UNITED STATES</b>	<b>19,964</b>	<b>99.8</b>
Maryland _____	442		U.S. Territories _____	32	
Washington, DC _____	117		Canada _____	-	
Virginia _____	445		Mexico _____	-	
West Virginia _____	125		Other International _____	4	
North Carolina _____	609		APO/FPO _____	-	
South Carolina _____	321		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>
Georgia _____	785				
Florida _____	1,201				
<b>SOUTH ATLANTIC</b>	<b>4,107</b>	<b>20.5</b>			

AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July-December 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010*	January-June 2011*
Total Audit Average Qualified: _____	20,000	20,000	20,000	20,000	20,000	20,000
Qualified Non-Paid: _____	20,000	20,000	20,000	20,000	20,000	20,000
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

\*\*NC = None Claimed

#### ADDITIONAL DATA

##### CHANGE IN FREQUENCY:

Effective with the August 2011 issue, Renal Business Today will change its frequency from 12 to 10 issues per year.

##### PARAGRAPH 2b:

WEBSITE GLOSSARY:
<b>Unique Browsers:</b> An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

##### PARAGRAPH 3b:

Other sources include 4 sources of circulation for quantities of 15 copies or -% to 3,121 copies or 15.6%, including 2011 SK&A Nephrologists List.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 25, 2011
Peggy Jackson, Executive Vice President, Health & Nutrition Division	State	Arizona
Katherine Clements, Group Publisher	County	Maricopa
(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 25, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	R188P0J1