

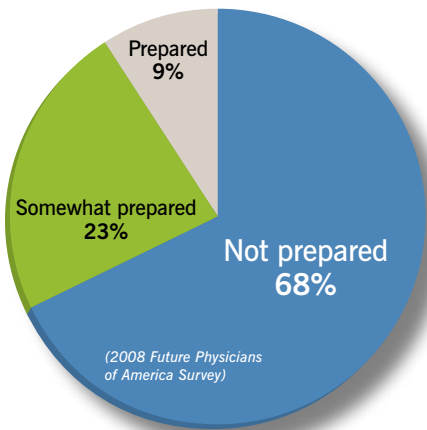
CURRENT MARKET CONDITIONS

More than 800,000 physicians practice medicine in the United States today, according to the American Medical Association. Their specialties, locations, and practice sizes might differ, but the difficulties of managing a practice are common to all of them — and the problems show no signs of slowing down.

DECLINING REIMBURSEMENT

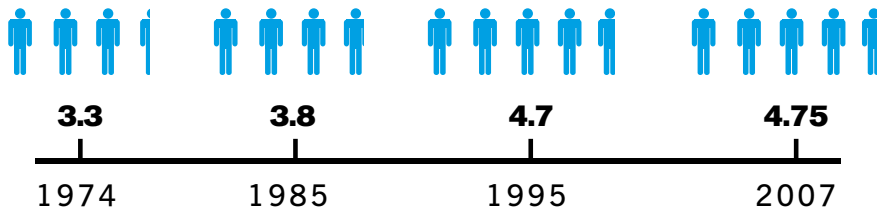
“Declining reimbursement” rated highest of issues physicians identify as impediments to the delivery of patient care in their practices, followed by “demands on physician time.”

(The Physicians Foundation: The Physicians' Perspective: Medical Practice in 2008)



LACK OF TRAINING

When asked “How well do you feel medical school prepared you to take on the business side of managing or belonging to a practice?” nearly 70% of medical students indicated they do not feel prepared.



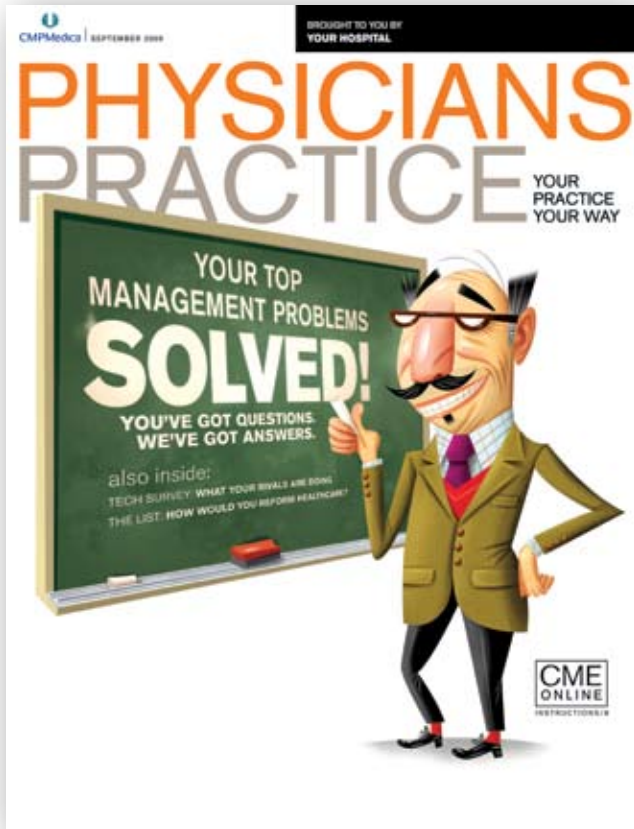
INCREASED STAFFING NEEDS

The average physician's full-time staffing needs have increased from 3.3 in 1974 to 4.75 in 2007. The annual cost of five employees is \$177,128. *(MGMA Cost Survey)*

The Result...

Only **17%** of physicians rate the financial position of their practices as “healthy and profitable.”

(The Physicians Foundation: The Physicians' Perspective: Medical Practice in 2008)



WHY PHYSICIANS PRACTICE?

- **PHYSICIANS PRACTICE** offers a comprehensive, multi-media platform that allows you to reach physicians through a combination of advertising opportunities and custom solutions.
- Our renowned editorial staff provide practical, proven solutions for the “real-world” concerns their businesses face. These include billing, coding, collections, technology, work flow, staffing, compensation, and legal and financial matters.
- As the largest circulated business publication in healthcare, almost one-third of all U.S. physicians — over 250,000 — turn to **PHYSICIANS PRACTICE** for help with effectively managing the operation and business aspects of their practices.

CIRCULATION

PHYSICIANS PRACTICE provides the ideal audience for advertisers to target the physicians they need to reach.

GROUP SIZE

Our broad reach mirrors the national demographics — *Physicians Practice* is distributed to solo practitioners and groups of all sizes.

BUYING POWER

93% of surveyed readers said they influence or finalize purchasing decisions in their practices. (2006 *Physicians Practice* readership survey)

SPECIALTY

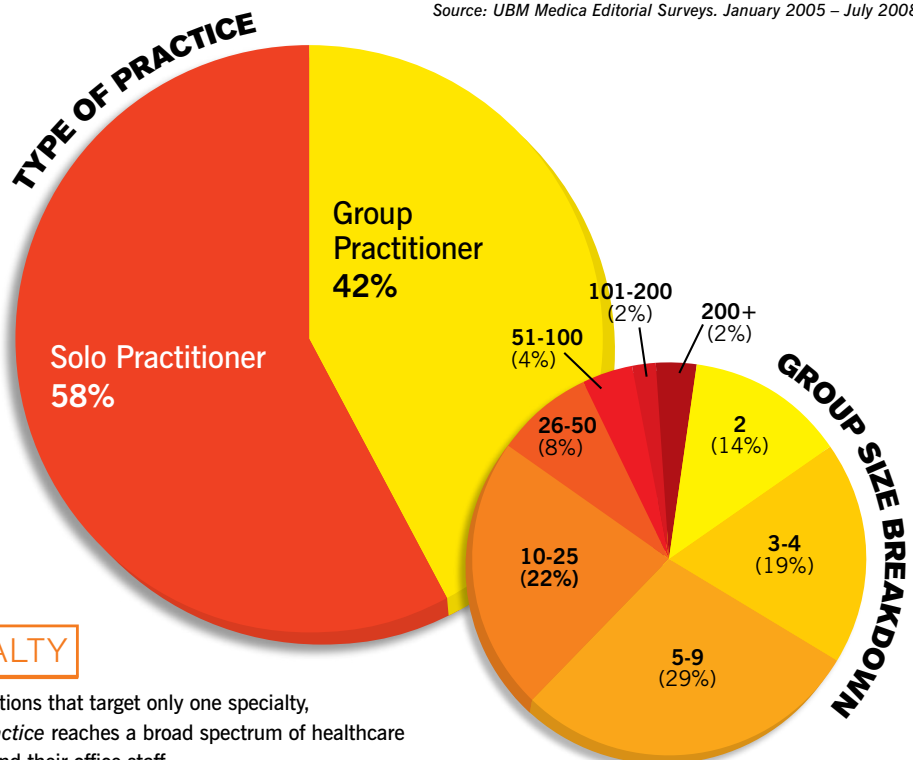
Unlike publications that target only one specialty, *Physicians Practice* reaches a broad spectrum of healthcare practitioners and their office staff.

PHYSICIAN READERSHIP TRENDS

What sources of information do you use to keep up-to-date on the latest news in your field?

JOURNALS	86.5%
Meetings	70.9%
Internet	49.2%
Colleagues	48.8%
Sponsored Events	32.3%

Source: UBM Medica Editorial Surveys. January 2005 – July 2008



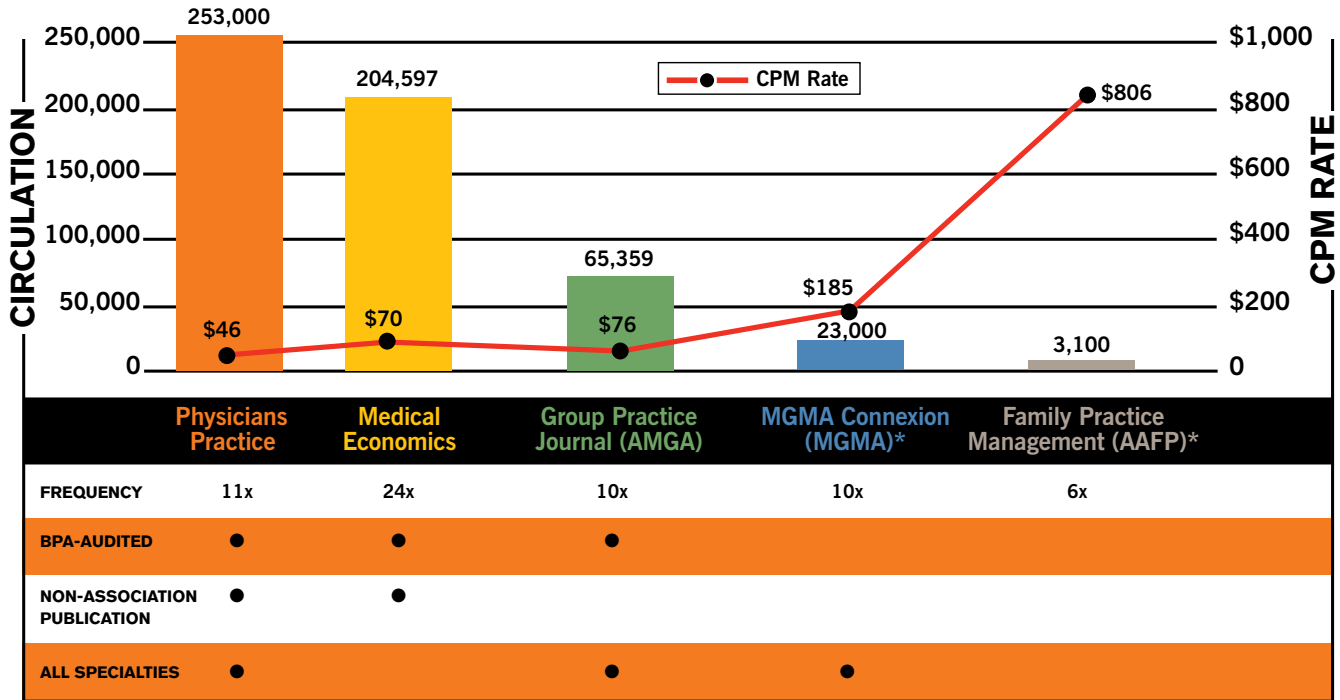
Source: Direct Medical Data, September 2009

HOW WE TOP THE COMPETITION

Advertisers turn to **PHYSICIANS PRACTICE** because we offer unsurpassed quality at an outstanding value, making us the clear leader amongst our competitors.

COMPETITIVE ANALYSIS OF PRACTICE MANAGEMENT JOURNALS

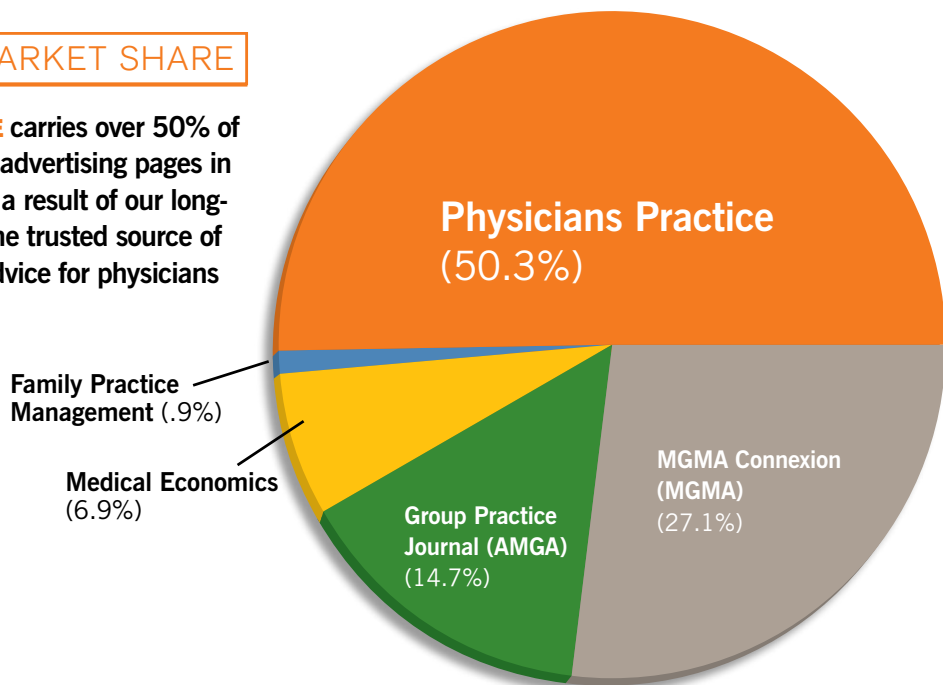
PHYSICIANS PRACTICE reaches a larger, broader audience at a lower CPM rate than any other publication of its kind.



Source: Publisher's own print data from 2010 media kits. *Resigned BPA membership as of 2008 Circulation Statements.

B2B ADVERTISING MARKET SHARE

PHYSICIANS PRACTICE carries over 50% of the non-pharmaceutical advertising pages in the marketplace. This is a result of our long-standing reputation as the trusted source of practice management advice for physicians and their office staff.



Source: Internal Tracking Report based on January 2009 - September 2009 Publications