



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2010**

# Healthcare Traveler

THE MAGAZINE FOR HEALTHCARE TRAVEL PROFESSIONALS

## Field Served:

HEALTHCARE TRAVELER serves nurses and allied healthcare professionals who are current travelers, previous travelers, interested in traveling and others allied to the field as reported in Par. 3A.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 44,000**



<b>1A AVERAGE QUALIFIED PAID CIRCULATION</b>	
Individual . . . . .	2,185
Association . . . . .	
Sponsored Individually Addressed . . . . .	
Multi-Copy Same Addressee . . . . .	
Single Copy Sales . . . . .	
<b>Total Average Qualified Paid Circulation . . . . .</b>	<b>2,185</b>

<b>1B AVERAGE QUALIFIED NON-PAID CIRCULATION</b>	
Individual . . . . .	41,815
Association . . . . .	
Multi-Copy Same Addressee . . . . .	
<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>41,815</b>

<b>1C AVERAGE NON-QUALIFIED CIRCULATION</b>	
Non-Continuous Market Coverage Copies . . . . .	
Allocated For Shows & Conventions . . . . .	
Miscellaneous, Including Staff Copies, See Par. 11(a) . . . . .	15,317
<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>15,317</b>

<b>1D AVERAGE QUALIFIED PAID &amp; NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	
None	

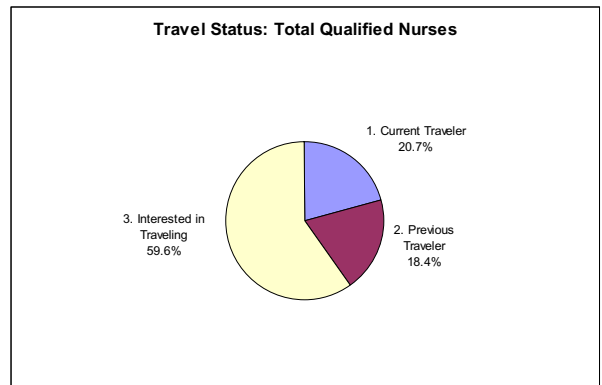
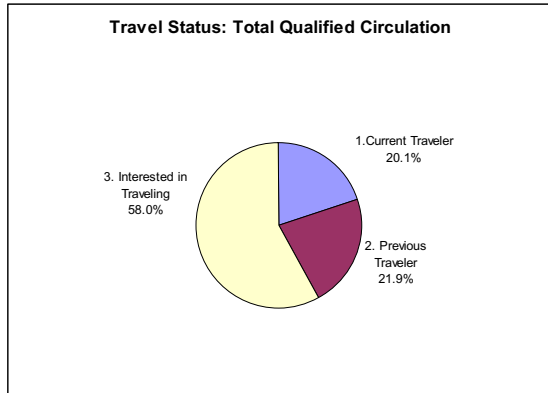
<b>2 QUALIFIED PAID &amp; NON-PAID CIRCULATION BY ISSUES &amp; QUALIFIED NON-PAID REMOVALS &amp; ADDITIONS</b>					
2010 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	44,000	3,290	40,710	2,521	2,362
Feb.	44,000	3,107	40,893	170	353
Mar.	44,000	2,914	41,086	2,014	2,207
Apr.	44,000	1,765	42,235	1,400	2,549
May	44,000	1,064	42,936	7,413	8,114
June	44,000	969	43,031	317	412
			<b>Total</b>	<b>13,835</b>	<b>15,997</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2010 ISSUE IN WHICH:  
• QUALIFIED PAID & NON-PAID CIRCULATION WAS THE SAME AS THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total Paid & Qualified Non-Paid	%	Classification by Title & Occupation								
			Nursing	Occupational Therapy	Physical Therapy	Respiratory Care	Pharmacy	Medical Technology	Speech Language Pathology	Radiologic Technology	Surgical Technology
1. Current Traveler .....	8,840	20.1	7,362	165	357	101	321	180	48	102	204
2. Previous Traveler .....	9,660	21.9	8,466	136	292	158	162	82	52	96	216
3. Interested in Traveling .....	25,500	58.0	22,494	393	643	491	315	217	122	317	508
<b>Total Travelers .....</b>	<b>44,000</b>	<b>100.0</b>	<b>38,322</b>	<b>694</b>	<b>1,292</b>	<b>750</b>	<b>798</b>	<b>479</b>	<b>222</b>	<b>515</b>	<b>928</b>
4. Others Allied to the Field .....											
Other Paid Circulation											
Subscriptions .....											
Single Copy Sales .....											
<b>Total Qualified Circulation .....</b>	<b>44,000</b>	<b>100.0</b>	<b>38,322</b>	<b>694</b>	<b>1,292</b>	<b>750</b>	<b>798</b>	<b>479</b>	<b>222</b>	<b>515</b>	<b>928</b>
<b>Percent of Total .....</b>	<b>100.0</b>		<b>87.1</b>	<b>1.6</b>	<b>2.9</b>	<b>1.7</b>	<b>1.8</b>	<b>1.1</b>	<b>0.5</b>	<b>1.2</b>	<b>2.1</b>



**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	<b>32,843</b>	<b>10,074</b>		<b>42,917</b>	<b>100.0</b>
Written .....	785	551		1,336	3.1
Telecommunication .....	18,840	6,502		25,342	59.1
Internet and E-mail .....	13,218	3,021		16,239	37.8
Total Direct request from recipient's company:					
Written .....					
Telecommunication .....					
Internet and E-mail .....					
Total Communication other than request:	<b>19</b>			<b>19</b>	<b>0.0</b>
Written .....					
Telecommunication .....	9			9	0.0
Internet and E-mail .....	10			10	0.0
Association .....					
Business Directories .....					
Lists .....					
Acquired Circulation .....					
Other Sources .....					
<b>Total Qualified Non-Paid Circulation .....</b>	<b>32,862</b>	<b>10,074</b>		<b>42,936</b>	<b>100.0</b>
<b>Percent .....</b>	<b>76.5</b>	<b>23.5</b>		<b>100.0</b>	
Paid Subscription Circulation .....				1,064	
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>44,000</b>	

**3C**

## MAILING ADDRESS ANALYSIS

	Total Paid & Qualified Non-Paid	%
Individual by name and title and/or occupation .....	43,976	100.0
Individual by name only .....	12	0.0
Title or occupation only .....	5	0.0
Company name only .....	7	0.0
Multi-Copy Same Addressee .....		
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>44,000</b>	<b>100.0</b>
Single Copy Sales .....		
<b>Total Qualified Circulation .....</b>	<b>44,000</b>	

**4**

## GEOGRAPHIC ANALYSIS

State & ZIP Code	Total Paid & Qualified Non-Paid	%
New England		
ME 039-049.....	332	
NH 030-038.....	200	
VT 050-059.....	94	
MA 010-027.....	985	
RI 028-029.....	142	
CT 060-069.....	578	
<b>New England</b>	<b>2,331</b>	<b>5.3</b>
Middle Atlantic		
NY 100-149.....	2,466	
NJ 070-089.....	1,134	
PA 150-196.....	2,469	
<b>Middle Atlantic</b>	<b>6,069</b>	<b>13.8</b>
East N. Central		
OH 430-459.....	1,979	
IN 460-479.....	990	
IL 600-629.....	1,705	
MI 480-499.....	1,435	
WI 530-549.....	1,107	
<b>East N. Central</b>	<b>7,216</b>	<b>16.4</b>
West N. Central		
MN 550-567.....	631	
IA 500-528.....	651	
MO 630-658.....	1,182	
ND 580-588.....	467	
SD 570-577.....	186	
NE 680-693.....	340	
KS 660-679.....	402	
<b>West N. Central</b>	<b>3,859</b>	<b>8.8</b>
South Atlantic		
DE 197-199.....	127	
MD 206-219.....	786	
DC 200, 202-205.....	36	
VA 201, 220-246.....	1,032	
WV 247-268.....	302	
NC 270-289.....	1,455	
SC 290-299.....	641	
GA 300-319.....	1,419	
FL 320-349.....	3,674	
<b>South Atlantic</b>	<b>9,472</b>	<b>21.5</b>
East S. Central		
KY 400-427.....	635	
TN 370-385.....	1,059	
AL 350-369.....	857	
MS 386-397.....	537	
<b>East S. Central</b>	<b>3,088</b>	<b>7.0</b>

State & ZIP Code	Total Paid & Qualified Non-Paid	%
West S. Central		
AR 716-729.....	700	
LA 700-714.....	770	
OK 730-749.....	474	
TX 750-799.....	2,914	
<b>West S. Central</b>	<b>4,858</b>	<b>11.1</b>
Mountain		
MT 590-599.....	132	
ID 832-838.....	249	
WY 820-831.....	82	
CO 800-816.....	800	
NM 870-884.....	373	
AZ 850-865.....	942	
UT 840-847.....	223	
NV 889-898.....	202	
<b>Mountain</b>	<b>3,003</b>	<b>6.8</b>
Pacific		
AK 995-999.....	89	
WA 980-994.....	579	
OR 970-979.....	489	
CA 900-961.....	2,504	
HI 967-968.....	113	
<b>Pacific</b>	<b>3,774</b>	<b>8.6</b>
Single Copy Sales .....		
U.S. Unclassified .....		
<b>United States</b>	<b>43,670</b>	<b>99.3</b>
Poss. & Other Areas		
004-009, 969.....	60	0.1
<b>U.S. &amp; Poss., etc.</b>	<b>43,730</b>	<b>99.4</b>
Canada .....		
Mexico .....	250	0.6
Military or Civilian		
Personnel Overseas ..	20	0.0
Other International .....		
<b>Total International</b>	<b>270</b>	<b>0.6</b>
E-Mail Address Only ...		
Other Unclassified .....		
<b>Grand Total</b>	<b>44,000</b>	<b>100.0</b>



**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2010**

**5** **PRICE DATA** Reporting not required

**7** **SALES CHANNELS** Reporting not required

**6** **TERM DATA** Reporting not required

**8** **PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9** **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
Reporting not required

**10** **RENEWAL ANALYSIS OF PAID CIRCULATION**  
Reporting not required

**11** **EXPLANATORY**  
Audit Cycle: June Ending.  
(a) Miscellaneous includes checking and promotion copies, averaging 1,408 copies per issue, served to advertisers and agencies.

**Definition of Recipient Qualification:**

Qualified recipients are: Primarily healthcare professionals whose discipline is nursing. Also qualified are those in allied healthcare professions including but not limited to occupational therapy, physical therapy, respiratory care, pharmacy, medical technology, speech language pathology, radiologic technology, surgical technology and others.

**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules**

Parent Company: Advanstar Communications, Inc.

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Signed: July 6, 2010

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