

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.

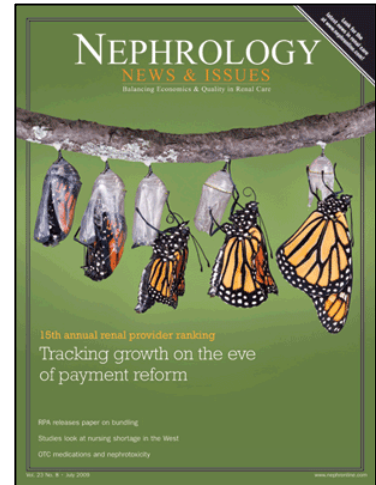
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NEPHROLOGY NEWS & ISSUES®

Balancing Economics & Quality in Renal Care

Grand View Media Group
17797 N. Perimeter Drive
Suite D-109
Scottsdale, AZ 85255
Tel.: (480) 342-9620
Fax: (480) 342-9633
www.nephronline.com

Official Publication of: None
Established: 1986
Issues Per Year: 13



FIELD SERVED

NEPHROLOGY NEWS & ISSUES serves the nephrology/renal care community including hospital-based and office-based practices or clinics, teaching/medical schools, transplant centers, libraries, manufacturers, distributors, dealers and others in the renal care community.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are nephrologists, transplant surgeons, vascular surgeons, internists, physician assistants, nurse practitioners, nurses, practice administrators or managers, medical directors, nurse administrators, transplant administrators, facility owners, renal dietitians, renal technicians, renal social workers, transplant coordinators, laboratory directors, allied professionals, researchers, government officials, librarians, as well as patients.

| AVERAGE NON-QUALIFIED CIRCULATION | |
|---|--------------|
| NON-QUALIFIED Not Included Elsewhere | Copies |
| Other Paid Circulation _____ | 13 |
| Advertiser and Agency _____ | 1,720 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | 83 |
| Digital _____ | - |
| All Other _____ | 412 |
| TOTAL | 2,228 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 26,428 | 99.7 | 25,452 | 96.0 | 976 | 3.7 |
| Sponsored Individually Addressed _____ | 72 | 0.3 | - | - | 72 | 0.3 |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | - | - | - | - | - | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 26,500 | 100.0 | 25,452 | 96.0 | 1,048 | 4.0 |

| 2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD | | | | | | | | | | | |
|---|----------------|--------------|--------------------|----------------|-----------------|----------------|----------------|--------------|--------------------|----------------|-----------------|
| 2009 Issue | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified | 2009 Issue | Number Removed | Number Added | Qualified Non-Paid | Qualified Paid | Total Qualified |
| July _____ | 248 | 301 | | | 26,500 | October _____ | 345 | 364 | | | 26,500 |
| August _____ | 871 | 883 | | | 26,500 | November _____ | 1,211 | 1,241 | | | 26,500 |
| September _____ | 69 | 77 | | | 26,500 | December _____ | 27 | 96 | | | 26,500 |
| | | | | | | TOTAL | 2,771 | 2,962 | | | |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**This issue is equal to the average of the other 5 issues reported in Paragraph two.**

| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL | Nephrologist | Physician (Note 1) | Allied Medical and Nursing (Note 2) | Administrator (Note 3) | Staff (Note 4) | Other (Note 5) | Librarian |
|---------------------------------------|-----------------|------------------|---------------|--------------------|-------------------------------------|------------------------|----------------|----------------|------------|
| Hospital Based _____ | 4,592 | 17.3 | 1,816 | 42 | 820 | 376 | 1,313 | 219 | 6 |
| Office Based (Note 6) _____ | 13,192 | 49.9 | 7,470 | 30 | 961 | 1,250 | 1,675 | 1,804 | 2 |
| Transplant Center _____ | 1,126 | 4.2 | 14 | 22 | 447 | 20 | 511 | 112 | - |
| Teaching/Medical School _____ | 640 | 2.4 | 299 | 19 | 67 | 18 | 198 | 37 | 2 |
| Library _____ | 82 | 0.3 | 2 | 1 | - | 1 | 1 | 4 | 73 |
| Government Agency _____ | 83 | 0.3 | 9 | 1 | 27 | 14 | 8 | 24 | - |
| Manufacturer/Distributor/Dealer _____ | 923 | 3.5 | 13 | 17 | 81 | 171 | 48 | 592 | 1 |
| Other _____ | 5,862 | 22.1 | 1,353 | 14 | 556 | 159 | 3,459 | 318 | 3 |
| TOTAL QUALIFIED CIRCULATION | 26,500 | 100.0 | 10,976 | 146 | 2,959 | 2,009 | 7,213 | 3,110 | 87 |
| PERCENT | 100.0 | | 41.4 | 0.6 | 11.2 | 7.6 | 27.2 | 11.7 | 0.3 |

Note 1: Titles Included: Transplant Surgeon, Vascular Surgeon, Internist, Other Physicians

Note 2: Titles Included: Physician Assistant (new category), Nurse Practitioner, Nephrology Nurse, Other Nurses

Note 3: Titles Included: Administrator/Manager, Medical Director, Nurse Administrator, Transplant Administrator, Facility Board/Owner, Chief Renal Technician

Note 4: Titles Included: Renal Dietitian, Renal Technician, Social Worker, Transplant Coordinator, Laboratory Director

Note 5: Titles Included: Patient, Network Director, Government Official, and Other (please specify)

Note 6: Includes Free-standing and Private Practices

| 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 | | | | | | | |
|---|------------------|--------------|--------------|--------------------|----------------|-----------------|--------------|
| QUALIFICATION SOURCE | Qualified Within | | | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: _____ | 3,500 | 998 | 757 | | | 5,255 | 19.8 |
| II. Request from recipient's company: _____ | 256 | 237 | 509 | | | 1,002 | 3.8 |
| III. Membership Benefit: _____ | - | - | - | | | - | - |
| IV. Communication from recipient or recipient's company (other than request): _____ | 33 | 199 | 193 | | | 425 | 1.6 |
| V. TOTAL - Sources other than above (listed alphabetically): _____ | 15,774 | 2,365 | 1,679 | | | 19,818 | 74.8 |
| *Association rosters and directories _____ | 13,872 | 2,365 | 1,679 | | | 17,916 | 67.6 |
| *Business directories _____ | 1,902 | - | - | | | 1,902 | 7.2 |
| Manufacturer's, distributor's, and wholesaler's lists _____ | - | - | - | | | - | - |
| Other sources _____ | - | - | - | | | - | - |
| VI. Single Copy Sales: _____ | - | - | - | | | - | - |
| TOTAL QUALIFIED CIRCULATION | 19,563 | 3,799 | 3,138 | | | 26,500 | 100.0 |
| *See Paragraph 9 | PERCENT | 73.9 | 14.3 | | | 100.0 | |

| 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 | | | | |
|--|--------------------|----------------|-----------------|--------------|
| MAILING ADDRESS | Qualified Non-Paid | Qualified Paid | Total Qualified | Percent |
| Individuals by name and title and/or function _____ | | | 23,511 | 88.8 |
| Individuals by name only _____ | | | 437 | 1.6 |
| Titles or functions only _____ | | | 2,468 | 9.3 |
| Company names only _____ | | | 84 | 0.3 |
| Multi-Copy Same Addressee copies _____ | | | - | - |
| Single Copy Sales _____ | | | - | - |
| TOTAL QUALIFIED CIRCULATION | | | 26,500 | 100.0 |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009 | | | | | | | | |
|--|-----------------|-------------|--------------------------------------|-----------------|--------------|------------------|-----------------|---------|
| State & Zip Code | Total Qualified | Percent | State & Zip Code | Total Qualified | Percent | State & Zip Code | Total Qualified | Percent |
| 039-049 Maine _____ | 94 | | 400-427 Kentucky _____ | 305 | | | | |
| 030-038 New Hampshire _____ | 70 | | 370-385 Tennessee _____ | 646 | | | | |
| 050-059 Vermont _____ | 41 | | 350-369 Alabama _____ | 325 | | | | |
| 010-027 Massachusetts _____ | 751 | | 386-397 Mississippi _____ | 193 | | | | |
| 028-029 Rhode Island _____ | 80 | | EAST SO. CENTRAL | 1,469 | 5.5 | | | |
| 060-069 Connecticut _____ | 313 | | 716-729 Arkansas _____ | 195 | | | | |
| NEW ENGLAND | 1,349 | 5.1 | 700-714 Louisiana _____ | 464 | | | | |
| 100-149 New York _____ | 2,028 | | 730-749 Oklahoma _____ | 216 | | | | |
| 070-089 New Jersey _____ | 1,007 | | 750-799 Texas _____ | 2,163 | | | | |
| 150-196 Pennsylvania _____ | 1,363 | | WEST SO. CENTRAL | 3,038 | 11.5 | | | |
| MIDDLE ATLANTIC | 4,398 | 16.6 | 590-599 Montana _____ | 49 | | | | |
| 430-459 Ohio _____ | 1,087 | | 832-838 Idaho _____ | 87 | | | | |
| 460-479 Indiana _____ | 564 | | 820-831 Wyoming _____ | 26 | | | | |
| 600-629 Illinois _____ | 1,110 | | 800-816 Colorado _____ | 381 | | | | |
| 480-499 Michigan _____ | 817 | | 870-884 New Mexico _____ | 134 | | | | |
| 530-549 Wisconsin _____ | 497 | | 850-865 Arizona _____ | 502 | | | | |
| EAST NO. CENTRAL | 4,075 | 15.4 | 840-847 Utah _____ | 193 | | | | |
| 550-567 Minnesota _____ | 481 | | 889-898 Nevada _____ | 131 | | | | |
| 500-528 Iowa _____ | 257 | | MOUNTAIN | 1,503 | 5.7 | | | |
| 630-658 Missouri _____ | 578 | | 995-999 Alaska _____ | 17 | | | | |
| 580-588 North Dakota _____ | 62 | | 980-994 Washington _____ | 467 | | | | |
| 570-577 South Dakota _____ | 95 | | 970-979 Oregon _____ | 243 | | | | |
| 680-693 Nebraska _____ | 191 | | 900-961 California _____ | 2,609 | | | | |
| 660-679 Kansas _____ | 222 | | 967-968 Hawaii _____ | 100 | | | | |
| WEST NO. CENTRAL | 1,886 | 7.1 | PACIFIC | 3,436 | 13.0 | | | |
| 197-199 Delaware _____ | 90 | | UNITED STATES | 26,172 | 98.8 | | | |
| 206-219 Maryland _____ | 597 | | 969 & 004-009 U.S. Territories _____ | 153 | | | | |
| 200-205 Washington, DC _____ | 117 | | Canada _____ | 75 | | | | |
| 220-246 Virginia _____ | 705 | | Mexico _____ | 3 | | | | |
| 247-268 West Virginia _____ | 122 | | Other International _____ | 96 | | | | |
| 270-289 North Carolina _____ | 804 | | APO/FPO _____ | 1 | | | | |
| 290-299 South Carolina _____ | 299 | | TOTAL QUALIFIED CIRCULATION | 26,500 | 100.0 | | | |
| 300-319 Georgia _____ | 842 | | | | | | | |
| 320-349 Florida _____ | 1,442 | | | | | | | |
| SOUTH ATLANTIC | 5,018 | 18.9 | | | | | | |

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|--|--------------|--------------|---------------------|----------------------|----------------------|-----------------------|
| | 2006 | 2007 | January - June 2008 | July - December 2008 | January - June 2009* | July - December 2009* |
| Total Audit Average Qualified: _____ | 21,023 | 25,179 | 26,817 | 26,886 | 26,500 | 26,500 |
| Qualified Non-Paid: ____ | 19,637 | 23,104 | 24,786 | 25,168 | 25,301 | 25,452 |
| Qualified Paid: _____ | 1,386 | 2,075 | 2,031 | 1,718 | 1,199 | 1,048 |
| Post Expire Copies included in Paid Circulation: _____ | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: _____ | \$51.66 | \$44.30 | \$48.13 | \$47.88 | **NC | **NC |

***NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

| | |
|------|--|
| **NC | Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any) |
| 13 | Issues Per Year |
| **NC | All Single Copy Sales Prices for the Period |
| **NC | Renewal Rate of Paid Subscribers (Optional) |

9. ADDITIONAL DATA:**PARAGRAPH 3b:**

Association rosters and directories include 30 sources of circulation for quantities of 1 copy or -% to 7,746 copies or 29.2%, including American Medical Association Listing of Nephrologists and Renal Physicians Association.

Business directories include 1 source of circulation for a quantity of 1,902 copies or 7.2%.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Phyllis Kehoe, Vice President, Account Services

Delicia Poole, Director of Circulation & Fulfillment

(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 February 1, 2010

State Arizona

County Maricopa

Received by BPA Worldwide February 1, 2010

Type PD

ID Number N013POD9