

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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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Imaging Center Institute
17291 Irvine Blvd., Suite 406
Tustin, CA 92780
Tel. No.: 714.832.6400
FAX No.: 714.832.6406
www.imagingcenterinstitute.com

Official Publication of: None
Established: 2008
Issues Per Year: 6

FIELD SERVED

RADIOLOGY BUSINESS JOURNAL serves hospital, multi-hospital system, hospital outpatient imaging center, freestanding outpatient imaging center, radiology group practice, hospital-based radiology practice, managed care organization, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include chief of radiology, medical director, radiologist, radiology business manager, director of radiology services, director of ambulatory/outpatient services, imaging center executive/manager, chief information officer, chief executive officer, chief operating officer, chief financial officer, radiation oncologist, medical physicist, PACS/RIS administrator, group practice physicians/executive, consultant, practice manager/administrator, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	537
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	398
TOTAL	935

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,000	100.0	15,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2010 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2010 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February/ March _____					15,000						
TOTAL											

*See Paragraph 9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY/MARCH 2010

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Hospital Executives (Note 1)	Group Practice Physicians-Executives (Note 2)	Imaging Center Executives (Note 3)	Radiation Oncologists, Medical Physicists, and Other titled and non-titled personnel (Note 4)
Hospital _____	5,794	38.6	4,617	597	40	540
Multi-Housing System _____	222	1.4	128	47	20	27
Hospital Outpatient Imaging Center _____	62	0.4	20	16	20	6
Freestanding Outpatient Imaging Center _____	3,540	23.6	259	1,000	2,235	46
Radiology Group Practice _____	4,873	32.4	334	4,415	65	59
Hospital-Based Radiology Practice _____	107	0.7	40	41	19	7
Managed Care Organization _____	15	0.1	3	2	3	7
Others Allied to the Field _____	387	2.5	59	39	17	272
	15,000	100.0	5,460	6,157	2,419	964

Note 1: Including CEO, COO, CIO, CFO, Chief of Radiology, Director of Radiology Services, PACS/RIS Administrator, and Director of Ambulatory/Outpatient Services

Note 2: Including Medical Director, Radiologist, and Practice Manager/Administrator

Note 3: Including Imaging Center Executive/Manager and Radiology Business Manager

Note 4: Including consultant

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY/MARCH 2010							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	1,394	1,150	-			2,544	17.0
a. Written _____	715	638	-			1,353	9.1
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	679	512	-			1,191	7.9
II. TOTAL - Request from recipient's company: _____	12	6	-			18	0.1
a. Written _____	12	6	-			18	0.1
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	1	58	-			59	0.3
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	1	58	-			59	0.3
V. TOTAL - Sources other than above (listed alphabetically): _____	9,300	3,079	-			12,379	82.6
*Association rosters and directories _____	-	3,079	-			3,079	20.5
*Business directories _____	9,300	-	-			9,300	62.1
Independent field reports _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,707	4,293	-			15,000	100.0
PERCENT	71.4	28.6	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY/MARCH 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			14,955	99.7
Individuals by name only _____			12	-
Titles or functions only _____			32	0.2
Company names only _____			1	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY/MARCH 2010									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			79		400-427 Kentucky _____			206	
030-038 New Hampshire _____			94		370-385 Tennessee _____			307	
050-059 Vermont _____			31		350-369 Alabama _____			253	
010-027 Massachusetts _____			356		386-397 Mississippi _____			163	
028-029 Rhode Island _____			69		EAST SO. CENTRAL			929	6.1
060-069 Connecticut _____			239		716-729 Arkansas _____			150	
NEW ENGLAND			868	5.7	700-714 Louisiana _____			234	
100-149 New York _____			1,009		730-749 Oklahoma _____			167	
070-089 New Jersey _____			420		750-799 Texas _____			1,191	
150-196 Pennsylvania _____			658		WEST SO. CENTRAL			1,742	11.6
MIDDLE ATLANTIC			2,087	13.9	590-599 Montana _____			55	
430-459 Ohio _____			682		832-838 Idaho _____			79	
460-479 Indiana _____			287		820-831 Wyoming _____			52	
600-629 Illinois _____			591		800-816 Colorado _____			299	
480-499 Michigan _____			358		870-884 New Mexico _____			75	
530-549 Wisconsin _____			265		850-865 Arizona _____			280	
EAST NO. CENTRAL			2,183	14.5	840-847 Utah _____			125	
550-567 Minnesota _____			300		889-898 Nevada _____			112	
500-528 Iowa _____			274		MOUNTAIN			1,077	7.1
630-658 Missouri _____			282		995-999 Alaska _____			46	
580-588 North Dakota _____			46		980-994 Washington _____			310	
570-577 South Dakota _____			54		970-979 Oregon _____			141	
680-693 Nebraska _____			142		900-961 California _____			1,673	
660-679 Kansas _____			145		967-968 Hawaii _____			53	
WEST NO. CENTRAL			1,243	8.2	PACIFIC			2,223	14.8
197-199 Delaware _____			59		UNITED STATES			14,993	99.9
206-219 Maryland _____			253		969 & 004-009			6	
200-205 Washington, DC _____			88		U.S. Territories _____			-	
220-246 Virginia _____			335		Canada _____			-	
247-268 West Virginia _____			124		Mexico _____			-	
270-289 North Carolina _____			390		Other International _____			-	
290-299 South Carolina _____			179		AP0/FPO _____			1	
300-319 Georgia _____			408		TOTAL QUALIFIED CIRCULATION			15,000	100.0
320-349 Florida _____			805						
SOUTH ATLANTIC			2,641	17.6					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
6-Month Period Ended:	Audited Data
	March 2010*
Total Audit Average Qualified: _____	15,000
Qualified Non-Paid: _____	15,000
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

***NOTE: All data through March 2010 is audited. 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 Required (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 2:

Since this is an Initial Audit Report, additions and removals are not reported. They will be reported on the June 2010 Circulation Statement.

PARAGRAPH 3b:

Association Rosters and Directories include 1 source of circulation for quantity of 3,079 copies or 20.5%, including 2009 American Hospital Association. Business Directories include 3 sources of circulation for quantities of 127 copies or 0.8% to 5,672 copies or 37.8%, including Business List International and SK&A.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED

We have audited this Initial Audit Report RADIOLOGY BUSINESS JOURNAL. Circulation Statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the data reported based on our audit.

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the circulation claims of RADIOLOGY BUSINESS JOURNAL for the period reported.

BPA Worldwide
Shelton, CT
March 25, 2010

TYPE: A
ID Number: R20310D9