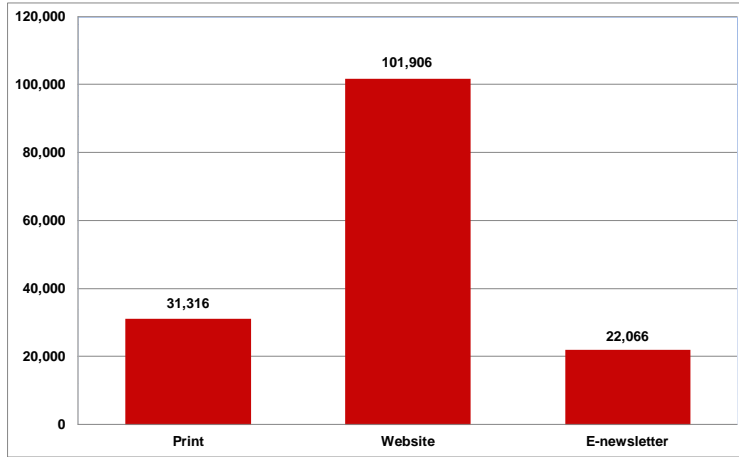


**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

TOTAL GROSS CONTACTS: 155,288*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
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Drug Store News-Print:
(See pages 2 - 5)

Qualified Paid & Nonpaid: **31,316** 6 months ended June 30, 2016
Subject to Audit

Website[^] (See page 5)
www.drugstorenews.com

Page Impressions: **227,869**
Visits: **149,410** For the month of January 2016
Unique Browsers: **101,906**

E-newsletter[^] (See page 6)
DSN A.M.

Average per issue Net Distribution: **22,066** For the month of February 2016
(issues in period 20)

*Total Gross Contacts include Qualified Paid and Nonpaid Circulation, Unique Browsers and E-newsletter Average per issue Net Distribution.
Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.

[^]SOURCE: AAM Digital Audit



**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

CHANNEL PROFILES

PRINT



Field Served: Multi and single unit retail drug headquarters, regional offices and store locations; Supermarkets, discount and general merchandise stores with incorporated pharmacy operations; Drug wholesalers, cooperatives and voluntaries; Manufacturers; Others Allied to the Field.

Published by: Lebhar-Friedman, Inc.
Frequency: Monthly

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 31,316

1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory	258	
Digital Only, See Explanatory	24	
Total Individual	282	
Total Average Qualified Paid Circulation		282

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Explanatory	28,884	
Digital Only, See Explanatory	2,150	
Total Individual	31,034	
Total Average Qualified Nonpaid Circulation		31,034

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	454	
Miscellaneous, Including Staff Copies - Print Only	1,092	
Miscellaneous, Including Staff Copies - Digital Only	2	
Total Miscellaneous, Including Staff Copies, See Explanatory	1,094	
Total Average Nonqualified Circulation		1,548

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan	34,083	277	20	297	297	31,581	2,205	33,786	
Feb	33,019	267	18	285	285	30,528	2,206	32,734	
Mar	32,919	254	16	270	270	30,414	2,235	32,649	
Apr	32,910	238	17	255	255	30,410	2,245	32,655	
May	26,341	244	26	270	270	24,127	1,944	26,071	
Jun	28,621	269	44	313	313	26,243	2,065	28,308	

**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

CHANNEL PROFILES

PRINT



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2016 ISSUE IN WHICH:
• QUALIFIED PAID & NONPAID CIRCULATION WAS 15.9% LESS THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Paid & Qualified Nonpaid	%	Paid & Qualified Nonpaid Print Only	Paid & Qualified Nonpaid Digital Only	Paid & Qualified Nonpaid Print & Digital (Unduplicated)
1. Chain Store Headquarters:					
(a) Drug Chains including online retailers and Franchises	6,517	24.8	6,481	36	
(b) Supermarket/Mass/Discount	3,557	13.5	3,534	23	
(c) Drug Wholesalers	960	3.7	767	193	
2. Pharmacies - Pharmacists and Pharmacy Managers:					
(a) Drug Chains	10,698	40.6	9,912	786	
(b) Supermarket/Mass/Discount	4,384	16.6	3,477	907	
3. Manufacturers, Schools, Libraries and Government Agencies	84	0.3	73	11	
4. Others Allied to the Field.....	141	0.5	127	14	
Other Paid Circulation					
Subscriptions					
Single Copy Sales.....					
Total Qualified Circulation	26,341	100.0	24,371	1,970	

3B AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Qualified Within				Total	%
			1 Year	2 Years	3 Years			
Qualified Paid and Nonpaid Circulation:								
Total Direct request from recipient	18,740	1,970	7,739	5,953	7,018	20,710	78.6	
Written	2,233	52	77	1,252	956	2,285	8.7	
Telecommunication	11,420	345	4,920	2,040	4,805	11,765	44.6	
Internet and E-mail	5,087	1,573	2,742	2,661	1,257	6,660	25.3	
Total Direct request from recipient's company	5,631		33	7	5,591	5,631	21.4	
Written	41		28	6	7	41	0.2	
Telecommunication								
Internet and E-mail	5,590		5	1	5,584	5,590	21.2	
Total Communication other than request								
Written								
Telecommunication								
Internet and E-mail								
Association.....								
Business Directories								
Lists.....								
Acquired Circulation.....								
Other Sources.....								
Total Qualified Paid and Nonpaid Circulation	24,371	1,970	7,772	5,960	12,609	26,341	100.0	
Percent.....	92.5	7.5	29.5	22.6	47.9	100.0		
Single Copy Sales.....								
Total Qualified Circulation						26,341		

3C MAILING ADDRESS ANALYSIS Reporting not required

**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

CHANNEL PROFILES

PRINT



4 GEOGRAPHIC ANALYSIS

State	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation
Alabama	3			3	339	19		358	361
Arizona	1			1	235	36		271	272
Arkansas	4			4	398	12		410	414
California	14	2		16	1,273	175		1,448	1,464
Colorado					132	24		156	156
Connecticut	4			4	536	34		570	574
Delaware					215	5		220	220
District of Columbia	4			4	36	2		38	42
Florida	10	1		11	1,017	119		1,136	1,147
Georgia	2	1		3	546	47		593	596
Idaho					85	6		91	91
Illinois	13	3		16	1,137	100		1,237	1,253
Indiana	3			3	415	44		459	462
Iowa		1		1	269	15		284	285
Kansas	1			1	204	18		222	223
Kentucky	2			2	339	26		365	367
Louisiana					285	19		304	304
Maine					130	9		139	139
Maryland	5			5	443	40		483	488
Massachusetts	17			17	923	65		988	1,005
Michigan	15			15	695	80		775	790
Minnesota	4	1		5	520	74		594	599
Mississippi					166	8		174	174
Missouri	3	2		5	371	36		407	412
Montana					72	5		77	77
Nebraska	1			1	195	10		205	206
Nevada	1			1	80	18		98	99
New Hampshire	1			1	172	12		184	185
New Jersey	14	3		17	1,336	63		1,399	1,416
New Mexico					70	7		77	77
New York	34	2		36	2,449	111		2,560	2,596
North Carolina					1,283	68		1,351	1,351
North Dakota					75	3		78	78
Ohio	13	1		14	905	110		1,015	1,029
Oklahoma	2	1		3	252	19		271	274
Oregon	1			1	146	19		165	166
Pennsylvania	17	2		19	1,727	121		1,848	1,867
Rhode Island	3			3	344	10		354	357
South Carolina	1	1		2	560	36		596	598
South Dakota					80	8		88	88
Tennessee	1			1	429	32		461	462
Texas	10			10	966	112		1,078	1,088
Utah	2			2	109	11		120	122
Vermont					46	2		48	48
Virginia	10	2		12	824	60		884	896
Washington	2			2	496	30		526	528
West Virginia		1		1	212	11		223	224
Wisconsin	2			2	436	38		474	476
Wyoming					26			26	26
TOTAL 48 CONTERMINOUS STATES	220	24		244	23,999	1,929		25,928	26,172
Alaska					26	1		27	27
Hawaii					37	10		47	47
TOTAL ALASKA & HAWAII					63	11		74	74
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	220	24		244	24,062	1,940		26,002	26,246
Poss. & Other Areas	1			1	17	2		19	20
U.S. & POSS., etc.	221	24		245	24,079	1,942		26,021	26,266
Canada	12	2		14	35	2		37	51
International	11			11					11
Military or Civilian Personnel Overseas						13		13	13
Other International									
TOTAL INTERNATIONAL	23	2		25	48	2		50	75
E-Mail Address Only									
Other Unclassified									
GRAND TOTAL	244	26		270	24,127	1,944		26,071	26,341

**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

CHANNEL PROFILES

PRINT

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2016**



- 5 PRICE DATA**
Basic Prices: Subscriptions: U.S., 1 yr. \$119.00; 2 yrs. \$219.00. International, 1 yr. \$225.00
Single Copy: \$15.00
- 6 TERM DATA** Reporting not required
- 7 SALES CHANNELS** 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

WEBSITE



Drugstorenews.com

FOR THE MONTH OF JANUARY 2016	Total	Daily Avg	Mon to Fri Avg	Sat & Sun Avg
Total Page Impressions	227,869	7,351	9,241	3,382
Visits	149,410	4,820	6,009	2,322
Unique Browsers	101,906	4,251	5,312	2,023

**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

CHANNEL PROFILES

E-NEWSLETTER



E-NEWSLETTER	Month Reported	Average per issue Net Distribution:
DSN A.M.	February 2016 (20 issues)	22,066

EXPLANATORY

Publication:

Audit Cycle: June Ending.

- (a) Print Only Individual subscriptions, averaging 258 paid copies per issue and 28,884 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version of DRUG STORE NEWS.
- (b) Digital Only Individual subscriptions, averaging 24 paid copies per issue and 2,150 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of DRUG STORE NEWS is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (c) Miscellaneous includes checking and promotion copies, averaging 924 copies per issue, served to advertisers and agencies.

Definition of Recipient Qualification:

Qualified recipients are: Corporate Executives; CEOs, CIOs, COOs, CFOs, Presidents, V.P. Merchandising and Merchandising Managers; Category Managers; Buyers; Regional/District Managers; Comptrollers; Operations Managers; Supervisors; Department Heads; Pharmacy Managers, Pharmacists, Assistant Pharmacists; Wholesalers; Manufacturers; Others Allied to the Field.



**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

EXPLANATORY (Continued)

Website:

AAM Digital Services Definitions:

Domains included in website traffic: m.drugstorenews.com; videos.drugstorenews.com; www.drugstorenews.com.

This site uses the cookie-based method to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate Visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single unique browser for the period.

The Daily average represents the number of unique browsers that visited the site each day, added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily averages but limited to weekdays and weekends respectively.

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Page Impressions: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Visit: A series of interactions by a browser with a site without 30 consecutive minutes of inactivity.

Unique Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of unique browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

E-newsletter:

Gross Sent: Total number of emails that were attempted to be delivered.

Undeliverable: Recipients with email address delivery failures.

Net Distribution: A message that reached the subscriber's email delivery server. Net of internal and test addresses.

Newsletter Date: DSN A.M. - February 2016 (20 issues)

Gross Sent	23,782
Undeliverable	1,716
Net Distribution	<u>22,066</u>

SOURCE: AAM Digital Audit.

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 Alliance for Audited Media's Bylaws and Rules.

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Director of Audience Development

JOHN KENLON

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