

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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# HomeCare

Cahaba Media Group, Inc.  
(See Additional Data)  
1900 28th Avenue South  
Suite 110  
Birmingham, AL 35209  
Tel. No.: (205) 212-9402  
Fax No.: (205) 212-9452  
<http://www.homecaremag.com>

Official Publication of: None  
Established: 1978  
Issues Per Year: 7  
(See Additional Data)



**FIELD SERVED**

HOME CARE serves home health care companies, including home medical equipment providers, specialty home care (e.g. home IV, pediatrics) and licensed medical professionals. Also served are pharmacies/chain drugstores/retailers with home health, home health agencies, VNAs, community home health, case management firms, consultants/contractors and manufacturer's reps of the HME market.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include owners, CEO's, CFO's, presidents, VP's, operations managers, directors, administrators, managers, supervisors, rehab specialists, therapists: respiratory, physical, occupational; pharmacists, sales/marketing directors or managers, purchasing directors or managers and other titled individuals in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	60
Advertiser and Agency _____	829
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	300
<b>TOTAL</b>	<b>1,189</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,093	100.0	17,093	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,093</b>	<b>100.0</b>	<b>17,093</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	14,725	2,368	17,093

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011</b>										
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Owner, CEO, CFO, President, VP, Operations Mgr. Director and Administrator	Manager, Supervisor	Rehab Specialist, Respiratory Therapist or Physical/Occupational Therapist	Pharmacist	Director or Manager of Sales, Marketing or Purchasing	Other Job Titles
Home Medical Equipment Provider, Specialty Home Care (e.g. Home IV, Pediatrics), Licensed Medical Professional _____	12,049	70.5	10,202	1,847	6,851	3,708	488	47	413	542
Pharmacy/Chain Drugstore/Retailer with Home Health _____	2,040	11.9	1,861	179	962	617	20	375	27	39
Home Health Agency/VNA/Community Home Health, Case Management Firm _____	2,426	14.2	2,266	160	1,614	698	20	6	22	66
Consultant/Contractor HME, Manufacturer Rep Firm and Other _____	578	3.4	396	182	336	106	14	1	53	68
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,093</b>	<b>100.0</b>	<b>14,725</b>	<b>2,368</b>	<b>9,763</b>	<b>5,129</b>	<b>542</b>	<b>429</b>	<b>515</b>	<b>715</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.1</b>	<b>13.9</b>	<b>57.1</b>	<b>30.0</b>	<b>3.2</b>	<b>2.5</b>	<b>3.0</b>	<b>4.2</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	8,430	7,114	1,549	14,725	2,368	17,093	100.0
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,430</b>	<b>7,114</b>	<b>1,549</b>	<b>14,725</b>	<b>2,368</b>	<b>17,093</b>	<b>100.0</b>
<b>PERCENT</b>	<b>49.3</b>	<b>41.6</b>	<b>9.1</b>	<b>86.1</b>	<b>13.9</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	14,725	2,368	17,093	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,725</b>	<b>2,368</b>	<b>17,093</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	50	7	57	
New Hampshire _____	47	11	58	
Vermont _____	10	1	11	
Massachusetts _____	176	27	203	
Rhode Island _____	38	10	48	
Connecticut _____	140	27	167	
<b>NEW ENGLAND</b>	<b>461</b>	<b>83</b>	<b>544</b>	<b>3.2</b>
New York _____	652	112	764	
New Jersey _____	335	43	378	
Pennsylvania _____	599	108	707	
<b>MIDDLE ATLANTIC</b>	<b>1,586</b>	<b>263</b>	<b>1,849</b>	<b>10.8</b>
Ohio _____	686	127	813	
Indiana _____	328	61	389	
Illinois _____	633	101	734	
Michigan _____	494	88	582	
Wisconsin _____	248	31	279	
<b>EAST NO. CENTRAL</b>	<b>2,389</b>	<b>408</b>	<b>2,797</b>	<b>16.4</b>
Minnesota _____	329	34	363	
Iowa _____	268	36	304	
Missouri _____	362	56	418	
North Dakota _____	63	4	67	
South Dakota _____	69	17	86	
Nebraska _____	182	14	196	
Kansas _____	199	30	229	
<b>WEST NO. CENTRAL</b>	<b>1,472</b>	<b>191</b>	<b>1,663</b>	<b>9.7</b>
Delaware _____	22	4	26	
Maryland _____	198	42	240	
Washington, DC _____	10	1	11	
Virginia _____	310	36	346	
West Virginia _____	159	17	176	
North Carolina _____	625	90	715	
South Carolina _____	210	37	247	
Georgia _____	529	89	618	
Florida _____	1,120	208	1,328	
<b>SOUTH ATLANTIC</b>	<b>3,183</b>	<b>524</b>	<b>3,707</b>	<b>21.7</b>
Kentucky _____	303	53	356	
Tennessee _____	417	77	494	
Alabama _____	306	40	346	
Mississippi _____	231	20	251	
<b>EAST SO. CENTRAL</b>	<b>1,257</b>	<b>190</b>	<b>1,447</b>	<b>8.5</b>
Arkansas _____	195	29	224	
Louisiana _____	284	31	315	
Oklahoma _____	280	30	310	
Texas _____	1,281	198	1,479	
<b>WEST SO. CENTRAL</b>	<b>2,040</b>	<b>288</b>	<b>2,328</b>	<b>13.6</b>
Montana _____	80	18	98	
Idaho _____	108	9	117	
Wyoming _____	47	6	53	
Colorado _____	217	33	250	
New Mexico _____	106	7	113	
Arizona _____	144	35	179	
Utah _____	133	32	165	
Nevada _____	78	8	86	
<b>MOUNTAIN</b>	<b>913</b>	<b>148</b>	<b>1,061</b>	<b>6.2</b>
Alaska _____	20	12	32	
Washington _____	247	34	281	
Oregon _____	141	31	172	
California _____	967	175	1,142	
Hawaii _____	12	5	17	
<b>PACIFIC</b>	<b>1,387</b>	<b>257</b>	<b>1,644</b>	<b>9.6</b>
<b>UNITED STATES</b>	<b>14,688</b>	<b>2,352</b>	<b>17,040</b>	<b>99.7</b>
U.S. Territories _____	36	16	52	
Canada _____	1	-	1	
Mexico _____	-	-	-	
Other International _____	-	-	-	
APO/FPO _____	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,725</b>	<b>2,368</b>	<b>17,093</b>	<b>100.0</b>

**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
	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*	July - December 2011*
Total Audit Average Qualified _____	17,060	17,100	17,022	17,174	17,091	17,093
Qualified Non-Paid Total _____	17,060	17,100	16,958	17,115	17,030	17,093
Print Version Only ____	14,076	14,413	14,365	14,545	14,732	14,725
Digital Version Only _	2,984	2,687	2,593	2,570	2,298	2,368
Qualified Paid Total __	-	-	64	59	61	-
Print Version Only ____	-	-	64	59	61	-
Digital Version Only _	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation__	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: January - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

**CHANGE IN OWNERSHIP:**

Homecare was purchased by Cahaba Media Group, Inc in September 2011.

**CHANGE IN FREQUENCY:**

Effective with the July issue, HomeCare changed its frequency from 12 to 7 issues per year, during transition to A new publishing company.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,725	100.0	14,725	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,725</b>	<b>100.0</b>	<b>14,725</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,368	100.0	2,368	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,368</b>	<b>100.0</b>	<b>2,368</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and testify that all data set forth in this statement are true.		Date signed	January 17, 2012
Wally Evans, President		State	Alabama
Jaime De Arman, Circulation & Marketing Manager		County	Birmingham
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)		Received by BPA Worldwide	January 17, 2012
<b>IMPORTANT NOTE:</b>		Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.		ID Number	H032POD1