

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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RESPIRATORY CARE

Daedalus Enterprises
9425 N. MacArthur Blvd.
Suite 100
Irving, TX 75063
Tel.: (972) 243-2272
Fax: (972) 484-2720
www.rcjournal.com
info@aacrc.org

Official Publication of: American Association for Respiratory Care
Established: 1956
Issues Per Year: 12

FIELD SERVED

RESPIRATORY CARE serves the field of respiratory care.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are members of the American Association for Respiratory Care and individual non-member subscribers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	756
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	38
Electronic _____	-
All Other _____	490
TOTAL	1,284

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,164	3.6	-	-	1,164	3.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	31,319	96.4	83	0.3	31,236	96.1
Multi-Copy Same Addressee _____	13	-	-	-	13	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,496	100.0	83	0.3	32,413	99.7

*See Paragraph 9

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
January _____			82	32,403	32,485	April _____			82	32,349	32,431
February _____			82	32,411	32,493	May _____			85	32,469	32,554
March _____			82	32,436	32,518	June _____			85	32,404	32,489
						TOTAL					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**This issue is 0.2% or 71 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid
Members of the American Association for Respiratory Care _____	31,364	96.3	85	31,279
Individual non-member subscribers and others allied to the field _____	1,190	3.7	-	1,190
TOTAL QUALIFIED CIRCULATION	32,554	100.0	85	32,469
PERCENT	100.0		0.3	99.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	1,190	-	-	-	1,190	1,190	3.7
II. Request from recipient's company: _____	-	-	-	-	-	-	-
III. Membership Benefit: _____	31,364	-	-	85	31,279	31,364	96.3
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - 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: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,554	-	-	85	32,469	32,554	100.0
PERCENT	100.0	-	-	0.3	99.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			-	-
Individuals by name only _____	85	31,419	31,504	96.8
Titles or functions only _____			-	-
Company names only _____		1,040	1,040	3.2
Multi-Copy Same Addressee copies _____		10	10	0.0
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION	85	32,469	32,554	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009									
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 _____	2	116	118		400-427 Kentucky _____	1	336	337	
030-038 New Hampshire _____	-	146	146		370-385 Tennessee _____	1	505	506	
050-059 Vermont _____	-	100	100		350-369 Alabama _____	-	454	454	
010-027 Massachusetts _____	3	665	668		386-397 Mississippi _____	1	318	319	
028-029 Rhode Island _____	-	150	150		EAST SO. CENTRAL	3	1,613	1,616	5.0
060-069 Connecticut _____	-	522	522		716-729 Arkansas _____	-	452	452	
NEW ENGLAND	5	1,699	1,704	5.2	700-714 Louisiana _____	4	555	559	
100-149 New York _____	2	1,828	1,830		730-749 Oklahoma _____	-	356	356	
070-089 New Jersey _____	-	1,385	1,385		750-799 Texas _____	5	1,477	1,482	
150-196 Pennsylvania _____	5	2,765	2,770		WEST SO. CENTRAL	9	2,840	2,849	8.8
MIDDLE ATLANTIC	7	5,978	5,985	18.4	590-599 Montana _____	1	146	147	
430-459 Ohio _____	8	1,460	1,468		832-838 Idaho _____	1	190	191	
460-479 Indiana _____	2	876	878		820-831 Wyoming _____	-	77	77	
600-629 Illinois _____	7	981	988		800-816 Colorado _____	2	473	475	
480-499 Michigan _____	2	753	755		870-884 New Mexico _____	-	209	209	
530-549 Wisconsin _____	-	557	557		850-865 Arizona _____	-	629	629	
EAST NO. CENTRAL	19	4,627	4,646	14.3	840-847 Utah _____	-	289	289	
550-567 Minnesota _____	1	415	416		889-898 Nevada _____	-	182	182	
500-528 Iowa _____	1	246	247		MOUNTAIN	4	2,195	2,199	6.8
630-658 Missouri _____	2	866	868		995-999 Alaska _____	-	36	36	
580-588 North Dakota _____	1	168	169		980-994 Washington _____	2	746	748	
570-577 South Dakota _____	-	135	135		970-979 Oregon _____	-	325	325	
680-693 Nebraska _____	-	309	309		900-961 California _____	13	2,483	2,496	
660-679 Kansas _____	2	381	383		967-968 Hawaii _____	-	139	139	
WEST NO. CENTRAL	7	2,520	2,527	7.8	PACIFIC	15	3,729	3,744	11.4
197-199 Delaware _____	-	170	170		UNITED STATES	85	31,713	31,798	97.7
206-219 Maryland _____	2	638	640		969 & 004-009 U.S. Territories _____	-	41	41	
200-205 Washington, DC _____	-	38	38		Canada _____	-	229	229	
220-246 Virginia _____	2	882	884		Mexico _____	-	5	5	
247-268 West Virginia _____	1	262	263		Other International _____	-	467	467	
270-289 North Carolina _____	5	1,058	1,063		APO/FPO _____	-	14	14	
290-299 South Carolina _____	2	596	598		TOTAL QUALIFIED CIRCULATION	85	32,469	32,554	100.0
300-319 Georgia _____	2	1,166	1,168						
320-349 Florida _____	2	1,702	1,704						
SOUTH ATLANTIC	16	6,512	6,528	20.0					

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 12 issues for \$13.75		
5. PRICES	Total	Percent
Offers (≥ 5% of Total Orders)		
12 Issues for \$11.50 _____	14,413	97.1
12 Issues for \$89.95 _____	425	2.9
All Others _____	-	-
Total	14,838	100.0

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	14,838	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	14,838	100.0

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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	25,410	27,244	29,863	31,056	32,145	32,495
Qualified Non-Paid: _____	81	80	213	83	83	83
Qualified Paid: _____	25,329	27,164	29,650	30,973	32,062	32,412
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$11.50	\$11.50	\$11.50	\$13.71	\$14.24	\$13.75

***NOTE: July 2008 - June 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

\$13.75	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 1:**

Qualified Paid Benefit of Membership subscriptions averaging 31,236 copies were sold to qualified recipient at the following subscription price: \$11.50. Members' yearly subscription price is included in the dues and is deductible therefrom.

PARAGRAPH 2:

The publisher states that additions and removals are not available and therefore not reported herein.

PUBLISHER'S AFFIDAVIT

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

Dale Griffiths, Director of Marketing

Sherry Milligan, Associate Executive Director

(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 July 29, 2009

State Texas

County Dallas

Received by BPA Worldwide July 29, 2009

Type PJ

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