

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 _____ | 764 |
| Rotated or Occasional _____ | 274 |
| Allocated for Trade Shows and Conventions _____ | 125 |
| Digital _____ | - |
| All Other _____ | 631 |
| TOTAL | 1,794 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|------------|----------------|-------------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 1,208 | 3.7 | - | - | 1,208 | 3.7 |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| *Membership Benefit _____ | 31,185 | 96.3 | 85 | 0.3 | 31,100 | 96.0 |
| Multi-Copy Same Addressee _____ | 10 | - | - | - | 10 | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 32,403 | 100.0 | 85 | 0.3 | 32,318 | 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 |
| July _____ | | | 85 | 32,567 | 32,652 | October _____ | | | 85 | 3,2512 | 32,597 |
| August _____ | | | 85 | 32,199 | 32,284 | November _____ | | | 85 | 32,350 | 32,435 |
| September _____ | | | 85 | 32,252 | 32,337 | December _____ | | | 85 | 32,029 | 32,114 |
| | | | | | | TOTAL | | | | | |

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is 0.1% or 38 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 _____ | 31,211 | 96.2 | 85 | 31,126 |
| Individual non-member subscribers and others allied to the field _____ | 1,224 | 3.8 | - | 1,224 |
| TOTAL QUALIFIED CIRCULATION | 32,435 | 100.0 | 85 | 32,350 |
| PERCENT | 100.0 | | 0.3 | 99.7 |

| 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: _____ | 1,224 | - | - | - | 1,224 | 1,224 | 3.8 |
| II. Request from recipient's company: _____ | - | - | - | - | - | - | - |
| III. Membership Benefit: _____ | 31,211 | - | - | 85 | 31,126 | 31,211 | 96.2 |
| 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 | 32,435 | - | - | 85 | 32,350 | 32,435 | 100.0 |
| PERCENT | 100.0 | - | - | 0.3 | 99.7 | 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 _____ | - | - | - | - |
| Individuals by name only _____ | 85 | 31,280 | 31,365 | 96.7 |
| Titles or functions only _____ | - | - | - | - |
| Company names only _____ | - | 1,060 | 1,060 | 3.3 |
| Multi-Copy Same Addressee copies _____ | - | 10 | 10 | - |
| Single Copy Sales _____ | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 85 | 32,350 | 32,435 | 100.0 |

| 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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 | 131 | 133 | | 400-427 Kentucky _____ | 1 | 364 | 365 | |
| 030-038 New Hampshire _____ | - | 146 | 146 | | 370-385 Tennessee _____ | 1 | 496 | 497 | |
| 050-059 Vermont _____ | - | 101 | 101 | | 350-369 Alabama _____ | - | 408 | 408 | |
| 010-027 Massachusetts _____ | 3 | 700 | 703 | | 386-397 Mississippi _____ | 1 | 306 | 307 | |
| 028-029 Rhode Island _____ | - | 138 | 138 | | EAST SO. CENTRAL | 3 | 1,574 | 1,577 | 4.9 |
| 060-069 Connecticut _____ | - | 525 | 525 | | 716-729 Arkansas _____ | - | 437 | 437 | |
| NEW ENGLAND | 5 | 1,741 | 1,746 | 5.4 | 700-714 Louisiana _____ | 4 | 568 | 572 | |
| 100-149 New York _____ | 2 | 1,811 | 1,813 | | 730-749 Oklahoma _____ | - | 364 | 364 | |
| 070-089 New Jersey _____ | - | 1,337 | 1,337 | | 750-799 Texas _____ | 5 | 1,594 | 1,599 | |
| 150-196 Pennsylvania _____ | 5 | 2,802 | 2,807 | | WEST SO. CENTRAL | 9 | 2,963 | 2,972 | 9.1 |
| MIDDLE ATLANTIC | 7 | 5,950 | 5,957 | 18.4 | 590-599 Montana _____ | 1 | 136 | 137 | |
| 430-459 Ohio _____ | 8 | 1,477 | 1,485 | | 832-838 Idaho _____ | 1 | 210 | 211 | |
| 460-479 Indiana _____ | 2 | 917 | 919 | | 820-831 Wyoming _____ | - | 92 | 92 | |
| 600-629 Illinois _____ | 7 | 958 | 965 | | 800-816 Colorado _____ | 2 | 489 | 491 | |
| 480-499 Michigan _____ | 1 | 751 | 752 | | 870-884 New Mexico _____ | - | 233 | 233 | |
| 530-549 Wisconsin _____ | - | 556 | 556 | | 850-865 Arizona _____ | - | 581 | 581 | |
| EAST NO. CENTRAL | 18 | 4,659 | 4,677 | 14.4 | 840-847 Utah _____ | - | 331 | 331 | |
| 550-567 Minnesota _____ | 1 | 388 | 389 | | 889-898 Nevada _____ | - | 201 | 201 | |
| 500-528 Iowa _____ | 1 | 266 | 267 | | MOUNTAIN | 4 | 2,273 | 2,277 | 7.0 |
| 630-658 Missouri _____ | 2 | 794 | 796 | | 995-999 Alaska _____ | - | 42 | 42 | |
| 580-588 North Dakota _____ | 1 | 162 | 163 | | 980-994 Washington _____ | 2 | 722 | 724 | |
| 570-577 South Dakota _____ | - | 128 | 128 | | 970-979 Oregon _____ | - | 332 | 332 | |
| 680-693 Nebraska _____ | - | 281 | 281 | | 900-961 California _____ | 13 | 2,418 | 2,431 | |
| 660-679 Kansas _____ | 2 | 411 | 413 | | 967-968 Hawaii _____ | - | 155 | 155 | |
| WEST NO. CENTRAL | 7 | 2,430 | 2,437 | 7.5 | PACIFIC | 15 | 3,669 | 3,684 | 11.4 |
| 197-199 Delaware _____ | - | 158 | 158 | | UNITED STATES | 85 | 31,680 | 31,765 | 97.9 |
| 206-219 Maryland _____ | 2 | 647 | 649 | | 969 & 004-009 U.S. Territories _____ | - | 37 | 37 | |
| 200-205 Washington, DC _____ | - | 40 | 40 | | Canada _____ | - | 225 | 225 | |
| 220-246 Virginia _____ | 2 | 884 | 886 | | Mexico _____ | - | 7 | 7 | |
| 247-268 West Virginia _____ | 1 | 264 | 265 | | Other International _____ | - | 388 | 388 | |
| 270-289 North Carolina _____ | 5 | 1,051 | 1,056 | | APO/FPO _____ | - | 13 | 13 | |
| 290-299 South Carolina _____ | 2 | 535 | 537 | | TOTAL QUALIFIED CIRCULATION | 85 | 32,350 | 32,435 | 100.0 |
| 300-319 Georgia _____ | 2 | 1,147 | 1,149 | | | | | | |
| 320-349 Florida _____ | 3 | 1,695 | 1,698 | | | | | | |
| SOUTH ATLANTIC | 17 | 6,421 | 6,438 | 19.8 | | | | | |

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 \$14.63 | | |
|--|---------------|--------------|
| 5. PRICES | | |
| | Total | Percent |
| Offers (≥ 5% of Total Orders) | | |
| 12 Issues for \$11.50 _____ | 14,797 | 96.6 |
| 12 Issues for \$101.96 _____ | 402 | 2.6 |
| 12 Issues for \$110.50 _____ | 91 | 0.6 |
| 12 Issues for \$119.95 _____ | 6 | - |
| 12 Issues for \$76.46 _____ | 5 | - |
| 12 Issues for \$89.95 _____ | 5 | - |
| 12 Issues for \$130.00 _____ | 5 | - |
| 12 Issues for \$9.00 _____ | 2 | - |
| 12 Issues for \$92.65 _____ | 2 | - |
| 12 Issues for \$11.00 _____ | 1 | - |
| 12 Issues for \$109.00 _____ | 1 | - |
| 12 Issues for \$117.00 _____ | 1 | - |
| 36 Issues for \$297.37 _____ | 1 | - |
| All Others _____ | - | - |
| Total | 15,319 | 100.0 |

| 6. USE OF FREE PROMOTIONAL INCENTIVES | | |
|--|---------------|--------------|
| | Total | Percent |
| Ordered without promotional incentive _____ | 15,319 | 100.0 |
| Ordered with editorial promotional incentive _____ | - | - |
| Ordered with other promotional incentive _____ | - | - |
| Total | 15,319 | 100.0 |

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

| | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|--|--------------|--------------|----------------------------|-----------------------------|----------------------------|------------------------------|
| | 2006 | 2007 | January - June 2008 | July - December 2008 | January - June 2009 | July - December 2009* |
| 6-Month Period Ended: | 2006 | 2007 | January - June 2008 | July - December 2008 | January - June 2009 | July - December 2009* |
| Total Audit Average Qualified: _____ | 27,244 | 29,863 | 31,056 | 32,145 | 32,495 | 32,403 |
| Qualified Non-Paid: _____ | 80 | 213 | 83 | 83 | 83 | 85 |
| Qualified Paid: _____ | 27,164 | 29,650 | 30,973 | 32,062 | 32,412 | 32,318 |
| Post Expire Copies included in Paid Circulation: _____ | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: _____ | \$11.50 | \$11.50 | \$11.50 | \$14.74 | \$13.75 | \$14.63 |

*NOTE: July - 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

| | |
|---------|--|
| \$14.63 | 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 31,100 copies were sold to qualified recipient at the following subscription price: \$11.50. Members' yearly subscription price is included in the dues and is nondeductible 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 January 28, 2010

State Texas

County Dallas

Received by BPA Worldwide January 28, 2010

Type PJ

ID Number R134POD9