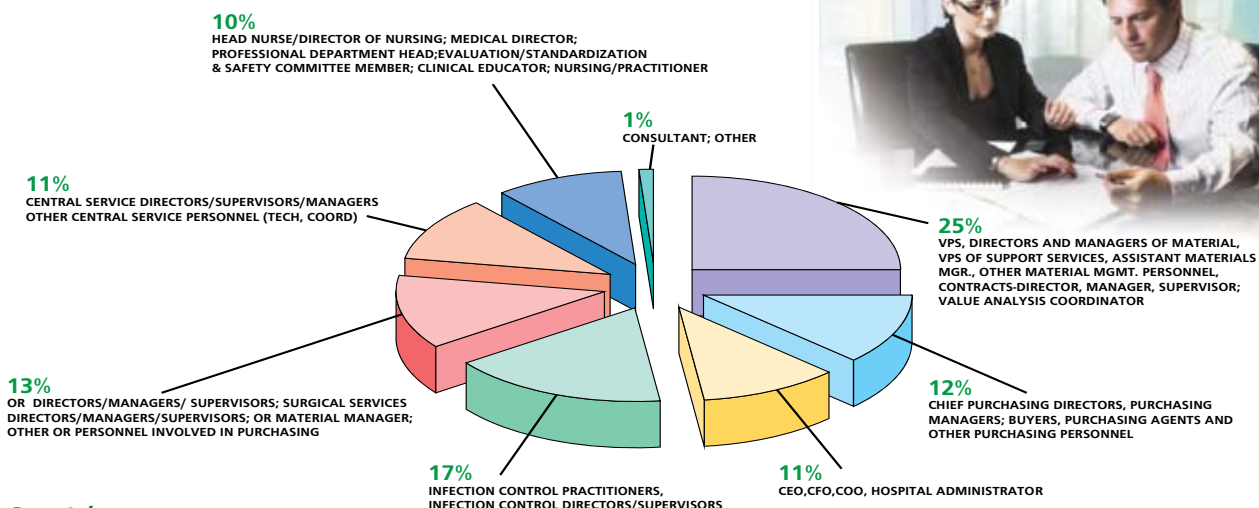


READER PROFILE

DECISION MAKERS



95% of HPN subscribers are involved in their healthcare facility's purchasing decisions²

READERS TELL US THAT HPN:

1. Helps keep me up-to-date on healthcare industry developments
2. Is a reliable and valuable source of practical ideas and solutions
3. A publication I trust as a reputable source of information for my healthcare facility operations
4. Helps me make more informed purchasing decisions for products and services
5. Helps me do my job better/more effectively

READER COMMENTS

"As I am also the Manager of Central Processing, the Self-Study Series has been very helpful to my employees and me."

"You guys do an excellent job!!"

"HPN provides a source for a network of professional comments through its commentary and article authors."

AUDITED CIRCULATION

HPN's BPA audited circulation statement is an accurate picture of the total number of people who receive the magazine, along with vital information such as

their industry, job titles, purchasing influence and geography. It also provides a breakout of requested versus unrequested copies, which can be an important clue about the motivation level of the readers. This data is helpful when you are marketing your healthcare products and services because we are targeting your buyers.



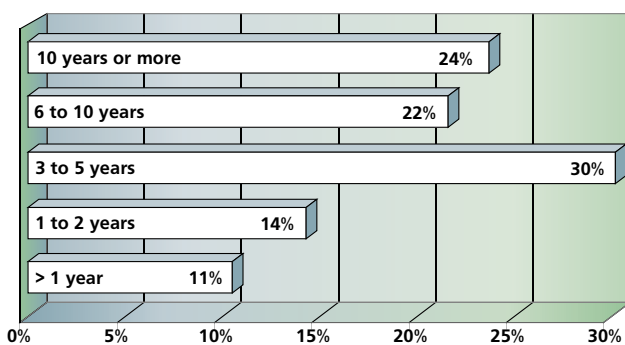
EXCLUSIVE READERSHIP²

The following HPN Subscribers do not read:

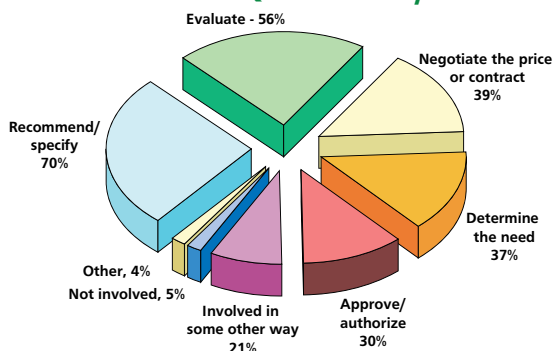
13,270	Infection Control Today
22,227	Modern Healthcare
25,213	Communique
27,204	Surgical Products
27,204	AORN Journal
27,535	Outpatient Surgery
28,199	OR Manager
29,360	HealthLeaders
29,858	Journal of Healthcare Contracting
32,180	Today's Surgicenter

LOYAL READERS²

75.1% HAVE SUBSCRIBED FOR 3 OR MORE YEARS



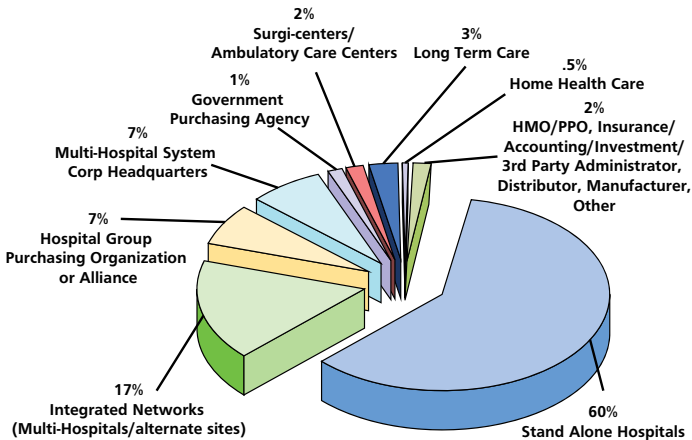
HPN READERS ARE INVOLVED IN THE PURCHASE OF EQUIPMENT/SERVICES



SUBSCRIBERS



REACH THE FACILITIES THAT USE YOUR HEALTHCARE PRODUCTS AND SERVICES¹

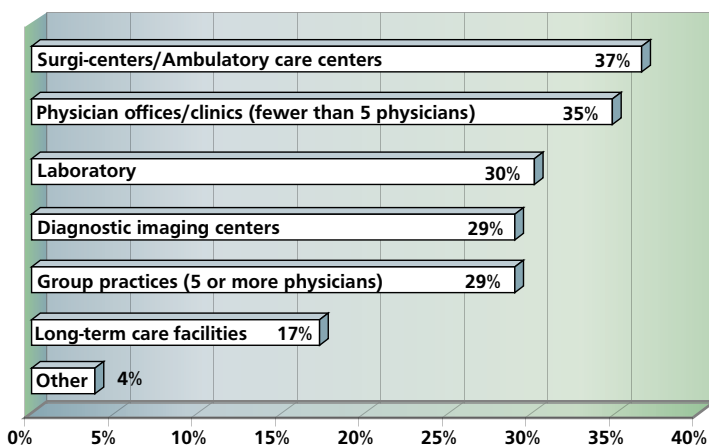


1 - June 2011 BPA Statement.
2 - 2011 HPN Reader Profile Survey.

ACTIONS HPN READERS SAID THEY TOOK AS A RESULT OF READING:

- 61% Visited an advertiser's website
- 57% Used articles for ideas
- 40% E-mailed or forwarded an article or link to colleagues
- 39% Clipped and saved articles/advertisements
- 28% Visited *Healthcare Purchasing News's* website
- 28% Discussed advertisement with others

62% OF HPN READERS HAVE PURCHASING RESPONSIBILITY FOR NON-HOSPITAL FACILITIES IN ADDITION TO THEIR HOSPITAL/IDN²



3 YEARS

Fast Stats

WHY HPN LEADS THE MARKET IN QUALITY CIRCULATION & READERSHIP²

6.2 years

is the average time an HPN subscriber has been a loyal subscriber which clearly means that HPN is a publication that delivers ROE – Return On Engagement, involvement and value.

75%

have been subscribers for more than 3 years and 24% have subscribed for 10 years or more.

87%

of HPN's audited subscribers have read 3 of the last 4 issues. 74% read all 4.

47 minutes

is the average time a subscriber spends reading their HPN issue.

3.93

is the average number of readers that see a copy of HPN each month in healthcare facilities all over the U.S.

130,924

is the average number of readers that see HPN each month.

100%

is the number of direct request subscribers HPN has on our BPA audited subscriber file, the only publication in this industry that delivers 100%, which equals quality readership.

92%

of HPN subscribers rate the HPN Daily Update newsletter as useful.

HEALTHCARE PURCHASING NEWS

SUBSCRIBERS/READER PROFILE