

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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Ascend Media, LLC  
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[www.plasticsurgerypractice.com](http://www.plasticsurgerypractice.com)

Official Publication of: None  
Established: 1991  
Issues Per Year: 13

(See Paragraph 9)

**FIELD SERVED**

PLASTIC SURGERY PRACTICE serves the fields of aesthetic and reconstructive plastic surgery and nonsurgical aesthetic medicine.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include plastic surgeons (aesthetic and/or reconstructive), facial plastic surgeons, cosmetic surgeons, dermatologists/dermatological surgeons, otolaryngologists/ENTs, oral/maxillofacial surgeons, and ophthalmic plastic surgeons.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2
Advertiser and Agency _____	452
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	125
Electronic _____	-
All Other _____	546
<b>TOTAL</b>	<b>1,125</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,000	100.0	12,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,000</b>	<b>100.0</b>	<b>12,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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 _____	1	1			12,000	April _____	506	506			12,000
February _____	173	173			12,000	May _____	1,805	1,805			12,000
March _____	42	42			12,000	June _____	35	35			12,000
						<b>TOTAL</b>	<b>2,562</b>	<b>2,562</b>			

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009</b> This issue is equal to the average of the other 5 issues reported in Paragraph two.		
OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
Plastic Surgeon (Aesthetic and/or Reconstructive), Facial Plastic Surgeon, Cosmetic Surgeon _____	8,246	68.7
Dermatologist/Dermatological Surgeon _____	3,001	25.0
Otolaryngologist/ENT _____	190	1.6
Oral/Maxillofacial Surgeon _____	438	3.7
Ophthalmic Plastic Surgeon _____	125	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

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: _____	7,548	1,772	-			9,320	77.7
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): _____	2,680	-	-			2,680	22.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	122	-	-			122	1.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,558	-	-			2,558	21.3
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,228</b>	<b>1,772</b>	<b>-</b>			<b>12,000</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>85.2</b>	<b>14.8</b>				<b>100.0</b>	

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 _____			12,000	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>12,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009						
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	32		400-427 Kentucky _____	122		
030-038 New Hampshire _____	58		370-385 Tennessee _____	209		
050-059 Vermont _____	20		350-369 Alabama _____	139		
010-027 Massachusetts _____	352		386-397 Mississippi _____	69		
028-029 Rhode Island _____	57		<b>EAST SO. CENTRAL</b>	<b>539</b>	<b>4.5</b>	
060-069 Connecticut _____	228		716-729 Arkansas _____	78		
<b>NEW ENGLAND</b>	<b>747</b>	<b>6.2</b>	700-714 Louisiana _____	178		
100-149 New York _____	1,145		730-749 Oklahoma _____	107		
070-089 New Jersey _____	525		750-799 Texas _____	817		
150-196 Pennsylvania _____	646		<b>WEST SO. CENTRAL</b>	<b>1,180</b>	<b>9.8</b>	
<b>MIDDLE ATLANTIC</b>	<b>2,316</b>	<b>19.3</b>	590-599 Montana _____	30		
430-459 Ohio _____	278		832-838 Idaho _____	54		
460-479 Indiana _____	174		820-831 Wyoming _____	14		
600-629 Illinois _____	446		800-816 Colorado _____	180		
480-499 Michigan _____	289		870-884 New Mexico _____	53		
530-549 Wisconsin _____	217		850-865 Arizona _____	204		
<b>EAST NO. CENTRAL</b>	<b>1,404</b>	<b>11.7</b>	840-847 Utah _____	122		
550-567 Minnesota _____	186		889-898 Nevada _____	90		
500-528 Iowa _____	105		<b>MOUNTAIN</b>	<b>747</b>	<b>6.2</b>	
630-658 Missouri _____	203		995-999 Alaska _____	16		
580-588 North Dakota _____	29		980-994 Washington _____	190		
570-577 South Dakota _____	24		970-979 Oregon _____	129		
680-693 Nebraska _____	49		900-961 California _____	1,613		
660-679 Kansas _____	93		967-968 Hawaii _____	55		
<b>WEST NO. CENTRAL</b>	<b>689</b>	<b>5.7</b>	<b>PACIFIC</b>	<b>2,003</b>	<b>16.7</b>	
197-199 Delaware _____	38		<b>UNITED STATES</b>	<b>11,987</b>	<b>99.9</b>	
206-219 Maryland _____	289		969 & 004-009 U.S. Territories _____	10		
200-205 Washington, DC _____	40		Canada _____	1		
220-246 Virginia _____	311		Mexico _____	-		
247-268 West Virginia _____	63		Other International _____	-		
270-289 North Carolina _____	319		APO/FPO _____	2		
290-299 South Carolina _____	144		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,000</b>	<b>100.0</b>	
300-319 Georgia _____	297					
320-349 Florida _____	861					
<b>SOUTH ATLANTIC</b>	<b>2,362</b>	<b>19.8</b>				

**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: _____	11,991	12,000	12,000	12,000	12,000	12,000
Qualified Non-Paid: _	11,991	12,000	12,000	12,000	12,000	12,000
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

\*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**

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

**9. ADDITIONAL DATA**

**CHANGE IN PUBLICATION NAME:**

Effective with the September 2008 issue, Plastic Surgery Products changed its name to Plastic Surgery Practice.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 122 copies or 1.0%, including American Medical Information. Other sources include 1 sources of circulation for a quantity of 2,558 copies or 21.3%, including SK&A Information Services.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED**

**PUBLISHER'S AFFIDAVIT**

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

Darren Sextro, Publisher

Susi Cordill, VP Circulation

(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 14, 2009

State California

County Los Angeles

Received by BPA Worldwide July 14, 2009

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