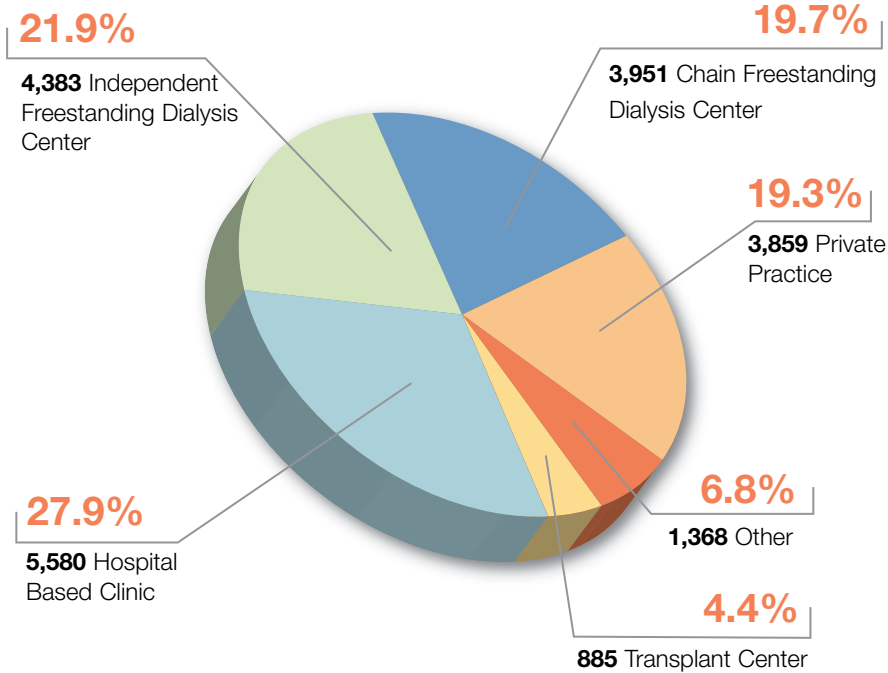


Circulation

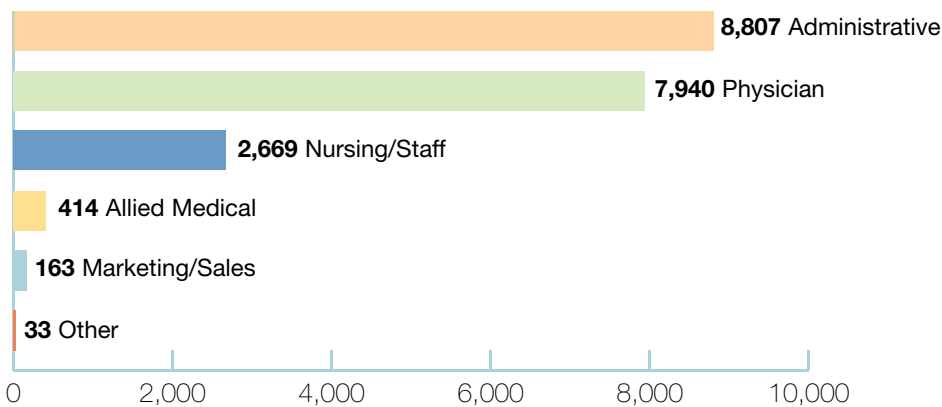
20,026 Qualified Subscribers¹



Business/Industry¹



Occupational Breakout¹



8,807 Administrative: Administrator, CEO, CFO, COO, Chief Nurse, Chief Technician, Coordinator, Director, Facility Board/Owner, Manager/Supervisor, Medical Director, Nurse Administrator, President, Specialist, Transplant Administrator, Vice President and Other Administrative

7,940 Physician: Nephrologist, Internist, Nephrology Fellow, Nephrology Professor, Transplant Surgeon, Urologist, Vascular Surgeon and Other Physician

2,669 Nursing/Staff: Nephrology Nurse, Nurse Practitioner, Renal Dietician, Renal Social Worker, Renal Technician, RN/LPN and Other Nursing/Staff

414 Allied Medical: Government Official, Lab Director, Network Director, Research Personnel, Transplant Coordinator and Other Allied Medical

163 Marketing/Sales: Marketing Manager, Sales Manager and other Marketing/Sales Manager

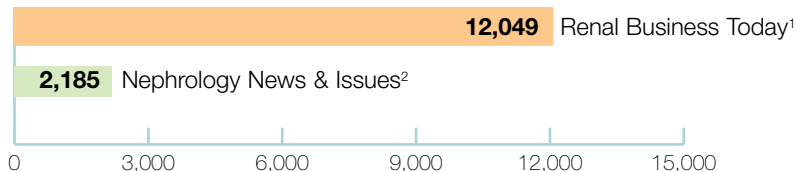
33 Other

1. Figures based on Renal Business Today June 2007 BPA Statement, TQ = 20,026

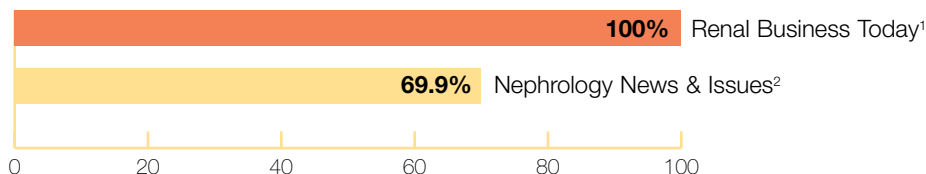
Circulation

Do you know who is seeing your ad?

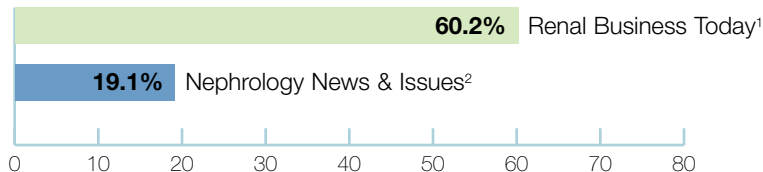
Direct Request subscribers who have been qualified within one year:



Total Subscribers qualified in one year (% of total circulation):

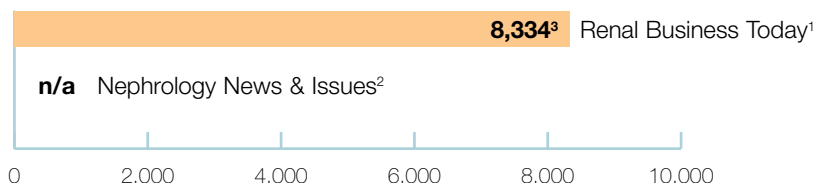


Personal Direct Requests from recipient (% of total circulation):

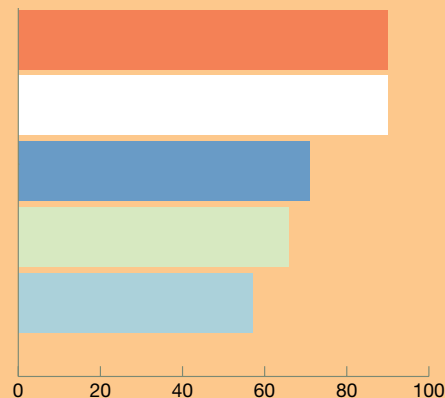


Free-standing Dialysis Facilities

Renal Business Today is the only magazine that provides a BPA audit for the number of free-standing dialysis facilities.



2007 Reader Survey



90% of readers say pharmaceutical company updates and industry news are important

90% of readers say practice-management specific articles are important

71% of readers have shown an article to others

66% of readers read more than 70 percent of each issue

57% of readers have a role in prescribing and/or administering pharmaceuticals to patients

Each issue has a total reach of **67,600+!**⁵

1. Based on Renal Business Today June 2007 BPA statement, TQ = 20,026
 2. Based on Nephrology News & Issues June 2007 BPA statement, TQ = 25,789
 3. Figures calculated by combining chain and independent free-standing dialysis centers on the June 2007 BPA statement
 4. Publisher's own data
 5. Based on 2007 Reader Survey