

MAGAZINE

Publisher's Statement

Six months ended December 31, 2012

Subject to Audit

Field Served: DIABETES OUTLOOK PATIENT EDUCATION GUIDE is a general guide to help diabetes patients and their families better understand diabetes.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: DIABETES OUTLOOK PATIENT EDUCATION GUIDE is distributed by FedEx to Diabetes Educators. The Diabetes Educators hand-deliver the Guide to their patients who are undertaking educational sessions to better understand and manage their diabetes.

Published by The Dialogue Company, Inc.

Frequency: 2 times/year

1. TOTAL AVERAGE ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Analyzed Non-Paid Circulation: (See Par. 6)					
List Source					
Market Coverage					
Delivered with Host Products					
Non-Paid Bulk	300,000	100.0			
Total Analyzed Non-Paid Circulation	300,000	100.0	200,000	100,000	50.0

2. ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	List Source	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid
Distribution 2				300,000	300,000

3. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

4. TREND ANALYSIS

	2008	%	2009	%	2010	%	2011	%	2012	%
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		250,680		300,000	
Year Over Year Percent of Change										19.8

5. GEOGRAPHIC DATA for the Distribution 2 issue

Total analyzed non-paid circulation of this issue was the same as the total average analyzed non-paid circulation.

STATE	TOTAL ANALYZED NON-PAID
Alabama	6,400
Arizona	3,800
Arkansas	3,600
California	12,200
Colorado	2,300
Connecticut	3,400
Delaware	500
District of Columbia	2,400
Florida	18,600
Georgia	9,500
Idaho	1,300
Illinois	11,500
Indiana	9,300
Iowa	3,100
Kansas	2,500
Kentucky	6,900
Louisiana	5,700
Maine	700
Maryland	6,000
Massachusetts	3,300
Michigan	13,700
Minnesota	3,600
Mississippi	1,700
Missouri	8,900
Montana	1,500
Nebraska	2,600
Nevada	2,500
New Hampshire	900
New Jersey	4,600
New Mexico	2,900
New York	13,500
North Carolina	13,400
North Dakota	400

STATE	TOTAL ANALYZED NON-PAID
Ohio	17,000
Oklahoma	6,900
Oregon	1,700
Pennsylvania	21,700
Rhode Island	200
South Carolina	7,100
South Dakota	1,500
Tennessee	9,400
Texas	24,600
Utah	2,000
Vermont	800
Virginia	9,100
Washington	1,600
West Virginia	4,900
Wisconsin	7,100
Wyoming	1,200
TOTAL 48 CONTERMINOUS STATES	300,000
Alaska	
Hawaii	
TOTAL ALASKA & HAWAII	
U.S. Unclassified	
TOTAL UNITED STATES	300,000
Poss. & Other Areas	
U.S. & POSS., etc.	300,000
Canada	
International	
Other Unclassified	
Military or Civilian Personnel Overseas	
GRAND TOTAL	300,000

ANALYSIS BY ABCD COUNTY SIZE for the Distribution 2 issue

Not applicable.

6. EXPLANATORY

(a) Average non-analyzed non-paid circulation for the 6 month period: 200 copies per issue.

(b) Non-Paid Bulk delivered 300,000 copies in Distribution 2 of the 2012 DIABETES OUTLOOK PATIENT EDUCATION GUIDE, which is distributed in bulk to Diabetes Educators & Pharmacists for handout to patients from September 2012 to February 2013. DIABETES OUTLOOK PATIENT EDUCATION GUIDE is an annual publication.

7. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2011; Variation from Publisher's Statement

Audit Period Ended	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-11	500,000	501,000	501,000		
12-31-10	500,000	501,300	*		

*Initial Audit covering the 2010 editions ended December 31, 2010 - Publisher's Statement not required for this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: The Dialogue Company, Inc.
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