



Caring Today: Access to 1.6 million responsive, ready-to-buy consumers nationwide.

Caring Today...circulation

Caring Today is your first choice in reaching America's family caregivers across the U.S... with circulation and readership growth matching that of the expanding family caregiving market, which will be 75 million strong in the next 5 years.

Caring Today...reach

Caring Today ensures reach to family caregivers at the most critical point-of-care, with 90% of circulation in doctor's offices and at pharmacies.

- 82% of family caregivers accompany their care recipient to the primary care physician an average of 1.45 times each month.
- 61% of family caregivers accompany their care recipient to the pharmacist an average of 1.6 times per month.

Caring Today...distribution

Caring Today gives you access to 1.6 million family caregivers through quarterly distribution at the point-of-care, 4 times per year.

Doctors circulation (27 specialty categories).....	463,066
Hospital circulation.....	15,133
Home healthcare/clinic and other circulation.....	21,801

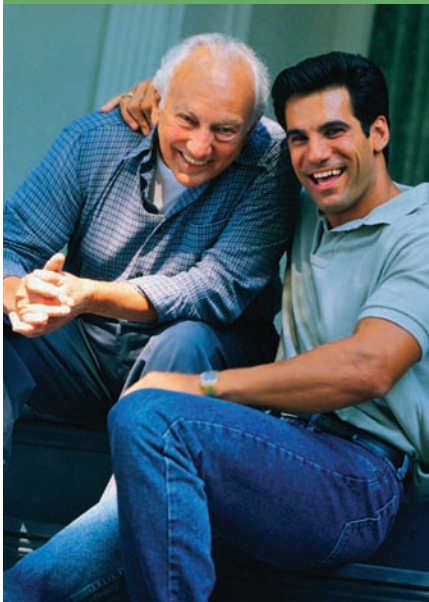
Total ABC Audited Circulation.....500,000

ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT
Subject to Audit

caring Today
For the six months ended June 30, 2010
Field Served: CARING TODAY is a consumer magazine served to primarily women family caregivers, between the ages of 45 and 65, who are taking care of their spouse, elderly parents or adult children.
Definition of List Source Recipients:
Method of Circulation for Analyzed Non-Paid Circulation: CARING TODAY is distributed by USPS to doctors' offices and hospitals. CARING TODAY is also distributed by individual home care professionals to individuals' homes. All initial distribution to the caregivers is based upon requests by doctors' offices, hospitals, individuals and retail pharmacy locations for pick-up by patrons, such as CVS.
Published by Caring Today Magazine, LLC
Frequency: 4 times/year
ABC Member # 04-0170-3

1. TOTAL AVERAGE ANALYZED NON-PAID CIRCULATION			
	Average for the Statement Period	%	Rate Base
Analized Non-Paid Circulation: (See Par. 6)			
List Source			
Market Coverage			
Delivered with Host Products	501,501	100.0	
Non-Paid Bulk	501,501	100.0	None Claimed
Total Analyzed Non-Paid Circulation			

Additional text on the right side of the document: "Caring Today" (vertical), "Analized Non-Paid M", "Publishers State" (vertical), "Total" (at the bottom right).



“ I'm the facilitator for several support groups... Caring Today has so much helpful information and is extremely valuable to many of my caregivers...”

- Sandy Z., Anderson, IN
Family Caregiver

Caring Today...reaching family caregivers at the point-of-care

Doctor Specialty	# of Doctor Offices	# of Doctors
Cardiovascular Disease.....	4,828.....	12,245
Cardiovascular Surgery.....	46.....	130
Endocrinology.....	2,173.....	5,246
Family Practice.....	2,579.....	3,145
Gastroenterology.....	1,068.....	3,450
General Practice.....	1,095.....	5,313
General Surgeon.....	138.....	345
Geriatrics.....	138.....	360
Hematology.....	66.....	165
Infectious Disease.....	115.....	288
Internal Medicine.....	1,895.....	5,063
Neonatology.....	196.....	498
Neurology.....	3,600.....	9,000
Oncology.....	2,297.....	993
Ophthalmology.....	1,528.....	4,012
Orthopedic.....	227.....	595
Orthopedic Surgery.....	200.....	543
Pneumatology.....	36.....	98
Psychiatry.....	432.....	1,083
Psychology.....	21.....	55
Pulmonology.....	656.....	745
Rheumatology.....	863.....	2,193
Urology.....	677.....	1,773
Other Doctor Specialties.....	2,905.....	353
Total Distribution.....	27,779.....	57,691

For more information about the power of *Caring Today*, please contact your *Caring Today* representative or Victor Imbimbo CEO/Publisher at 203.542.7200.



America's #1 Resource for Family Caregivers

www.caringtoday.com