



Audit Bureau  
of Circulations

Practical Advice for the Family Caregiver  
**CARING  
TODAY**

For the six months ended June 30, 2009

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

**ANALYZED  
NON-PAID MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

Caring Today

Analyzed Non-Paid Magazine  
Publisher's Statement

For six months ended June 30, 2009

**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	500,922	100.0			
<b>Total Analyzed Non-Paid Circulation</b>	<b>500,922</b>	<b>100.0</b>	<b>None Claimed</b>		

**2. ANALYZED NON-PAID CIRCULATION BY ISSUE**

Issue	List Source	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid
Spring				500,665	500,665
Summer				501,178	501,178

**3. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS**

None

**4. TREND ANALYSIS**

	2004	%	2005	%	2006	%	2007	%	2008	%
Total Analyzed Non-Paid Circ.	N/A		449,480		628,207		751,768		751,810	
Year Over Year Percent of Change					39.8		19.7		0.0	