

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
FAX: +1 203.447.2900
www.bpaww.com

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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THE HEARING REVIEW®

Ascend Media, LLC
6100 Center Drive, Suite 1000
Los Angeles, CA 90045
Tel.: (310) 642-4400
Fax: (310) 641-0790
www.hearingreview.com

Official Publication of: None
Established: 1994
Issues Per Year: 13

FIELD SERVED

The HEARING REVIEW serves hearing healthcare professionals.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are audiologists, hearing instrument specialists, otorhinolaryngologists, otologists, otolaryngologists, education/government/hospitals (except audiologists/MDs), hearing educators, hearing-related societies and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	13
Advertiser and Agency _____	508
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	193
All Other _____	626
TOTAL	1,340

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	21,000	100.0	21,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,000	100.0	21,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	175	175			21,000	October _____	1,623	1,623			21,000
August _____	307	307			21,000	November _____	599	599			21,000
Summer Registry __	-	-			21,000	December _____	52	52			21,000
September _____	291	291			21,000	TOTAL	3,047	3,047			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

This issue is equal to the average of the other 6 issues reported in Paragraph two.

OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
Audiologists _____	15,648	74.5
Hearing Instrument Specialists _____	4,119	19.5
Otorhinolaryngologists, Otologists, Otolaryngologists _____	704	3.4
Education/Government/Hospitals (except Audiologists/MDs), Hearing Educators _____	369	1.8
Hearing-Related Societies _____	117	0.6
Others allied to the field _____	43	0.2
TOTAL QUALIFIED CIRCULATION	21,000	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	13,300	2,873	-			16,173	77.0
a. Written _____	4,504	807	-			5,311	25.3
b. Telecommunication _____	5,788	1,617	-			7,405	35.2
c. Electronic _____	3,008	449	-			3,457	16.5
II. TOTAL - Request from recipient's company: _____	8	3	-			11	0.1
a. Written _____	6	1	-			7	-
b. Telecommunication _____	2	1	-			3	-
c. Electronic _____	-	1	-			1	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	20	-			20	0.1
a. Written _____	-	8	-			8	-
b. Telecommunication _____	-	9	-			9	-
c. Electronic _____	-	3	-			3	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,796	-	-			4,796	22.8
*Association rosters and directories _____	1,459	-	-			1,459	6.9
*Business directories _____	3,050	-	-			3,050	14.5
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	287	-	-			287	1.4
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	18,104	2,896	-			21,000	100.0
*See Paragraph 11 PERCENT	86.2	13.8	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			21,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			21,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	83		400-427 Kentucky _____	240	
030-038 New Hampshire _____	105		370-385 Tennessee _____	385	
050-059 Vermont _____	62		350-369 Alabama _____	307	
010-027 Massachusetts _____	478		386-397 Mississippi _____	140	
028-029 Rhode Island _____	90		EAST SO. CENTRAL	1,072	5.1
060-069 Connecticut _____	250		716-729 Arkansas _____	189	
NEW ENGLAND	1,068	5.1	700-714 Louisiana _____	303	
100-149 New York _____	1,350		730-749 Oklahoma _____	241	
070-089 New Jersey _____	585		750-799 Texas _____	1,248	
150-196 Pennsylvania _____	971		WEST SO. CENTRAL	1,981	9.4
MIDDLE ATLANTIC	2,906	13.8	590-599 Montana _____	84	
430-459 Ohio _____	1,011		832-838 Idaho _____	118	
460-479 Indiana _____	526		820-831 Wyoming _____	47	
600-629 Illinois _____	927		800-816 Colorado _____	445	
480-499 Michigan _____	768		870-884 New Mexico _____	130	
530-549 Wisconsin _____	451		850-865 Arizona _____	438	
EAST NO. CENTRAL	3,683	17.5	840-847 Utah _____	260	
550-567 Minnesota _____	570		889-898 Nevada _____	96	
500-528 Iowa _____	315		MOUNTAIN	1,618	7.7
630-658 Missouri _____	422		995-999 Alaska _____	46	
580-588 North Dakota _____	70		980-994 Washington _____	484	
570-577 South Dakota _____	72		970-979 Oregon _____	323	
680-693 Nebraska _____	169		900-961 California _____	1,904	
660-679 Kansas _____	231		967-968 Hawaii _____	70	
WEST NO. CENTRAL	1,849	8.8	PACIFIC	2,827	13.5
197-199 Delaware _____	58		UNITED STATES	20,926	99.6
206-219 Maryland _____	458		969 & 004-009 U.S. Territories _____	53	
200-205 Washington, DC _____	83		Canada _____	7	
220-246 Virginia _____	501		Mexico _____	-	
247-268 West Virginia _____	146		Other International _____	-	
270-289 North Carolina _____	639		APO/FPO _____	14	
290-299 South Carolina _____	216		TOTAL QUALIFIED CIRCULATION	21,000	100.0
300-319 Georgia _____	442				
320-349 Florida _____	1,379				
SOUTH ATLANTIC	3,922	18.7			

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified ___	20,987	21,000	21,000	21,000	21,000
Qualified Non-Paid Total _____	20,987	21,000	21,000	21,000	21,000
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ____	**NC	**NC	**NC	**NC	**NC

***NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. 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)

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,459 copies or 6.9%
 Business directories include 1 source of circulation for a quantity of 3,050 copies or 14.5%, including American Medical Information Inc.
 Other sources include 1 source of circulation for a quantity of 287 copies or 1.4%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Dave Galuppo, 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 January 16, 2009

State Kansas

County Johnson

Received by BPA Worldwide January 16, 2009

Type PJ

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