HEAD WISE CIRCULATION

PUBLISHER'S STATEMENT • JUNE 2012

Mission

The National Headache Foundation exists to enhance the health care of individuals with headache. It is a source of help to their families, physicians and allied health care professionals who treat them, and to the public. The NHF accomplishes its mission by providing educational and informational resources, supporting headache research, and advocating for the understanding of headache as a legitimate neurobiological disease.

Vision

The National Headache Foundation is the premier educational and informational resource for individuals with headache, their families, physicians, allied health care professionals, and health policy decision makers. The NHF advocates for those experiencing headache. The organization employs the most effective means to disseminate information and knowledge about headache.

TOTAL CIRCULATION: 45,000

Circulation Breakdown

NHF MEMBERSHIP

RECIPIENT BREAKDOWN	NUMBER OF RECIPIENTS	TOTAL COPIES DISTRIBUTED
Individual Members (patients and caregivers) – 1 copy per recipient	4,088	4,088
Allied Health Professionals (physicians' assistants, nurse practitioners and psychologists) – 1 copy per recipient	150	150
NHF Physician-Members – 16 copies per recipient for waiting room distribution	269	4,304
SPECIALTIES:		
Adolescent/Young Adult Medicine	1	16
Anesthesiology	1	16
Family Practice	18	288
Headache	19	304
Immunology	4	64
Integrative Medicine	1	16
Internal Medicine	4	64
Neurology	105	1,680
Obstetrics and Gynecology	2	32
Osteopathic Medicine	3	48
Otolaryngology	1	16
Pain Management	2	32
Pediatrics	4	64
Pediatric Neurology	3	48
Psychiatry	2	32
Radiology	1	16
Rehabilitation	1	16
None specified	97	1,552
TOTAL:	**269**	**4,304**
TOTAL DISTRIBUTED VIA NHF MEMBERSHIP		**8,542 COPIES**

CONTINUED ...

HEAD WISE CIRCULATION CONT.

PHYSICIANS – HEAVY PRESCRIBERS OF TRIPTANS

RECIPIENT BREAKDOWN	NUMBER OF RECIPIENTS	TOTAL COPIES DISTRIBUTED
Physicians – Heavy Prescribers of Triptans – 6 copies per recipient	4,243	25,458
SPECIALTIES:		
Adolescent Medicine	1	6
Allergy	1	6
Allergy and Immunology	6	36
Anesthesiology	5	30
Anesthesiology, Pain	16	96
Cardiovascular Diseases	1	6
Child Neurology	94	564
Diagnostic Radiology	1	6
Emergency Medicine	6	36
Endocrinology	2	12
Family Medicine	941	5,646
Family Practice	1	6
Family Practice, Sports	7	42
Gastroenterology	1	6
General Practice	33	198
General Preventive Medicine	1	6
General Surgery	3	18
Gynecology	2	12
Infectious Diseases	1	6
Internal Medicine	360	2,160
Internal Medicine, Geriatrics	2	12
Internal Medicine/Pediatrics	9	54
Nephrology	3	18
Neurological Surgery	2	12
Neurology	2,499	14,994
Neurology/Diagnostic	4	24
Neurophysiology, Clin.	137	822
Obstetrics and Gynecology	16	96
Oncology Medical	1	6
Ophthalmology	2	12
Osteopathic Manipulative	1	6
Other Specialty	9	54
Otolaryngology	3	18
Pain Medicine	1	6
Pathology, Hematology	1	6
Pathology, Neuropathology	1	6
Pediatric Nephrology	1	6
Pediatric Pulmonology	1	6
Pediatrics	12	72
Physical Medicine & Rehabilitation	8	48
Psychiatry	13	78

CONTINUED ...

HEAD WISE CIRCULATION CONT.

Pulmonary Diseases	1	6
Rheumatology	4	24
Sleep Medicine	12	72
Unspecified	8	48
Unspecified Walsh	9	54
TOTAL:	**4,243**	**25,458**

TOTAL DISTRIBUTED VIA HEAVY PRESCRIBERS OF TRIPTAN **25,458 COPIES**

AMERICAN ACADEMY OF NEUROLOGY LIST

RECIPIENT BREAKDOWN	**NUMBER OF RECIPIENTS**	**TOTAL COPIES DISTRIBUTED**
AAN Recipients – 1 copy per recipient	11,000	11,000
TOTAL DISTRIBUTED VIA AAN LIST		**11,000 COPIES**

GRAND TOTAL **45,000 COPIES DISTRIBUTED**

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