

## EXHIBIT B

## ANNALS OF INTERNAL MEDICINE

|                                                         | 1964      |         | 1965      |         | 1966      |         | 1967      |         | 1968      |         |
|---------------------------------------------------------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|
|                                                         | Amount    | Percent | Amount    | Percent | Amount    | Percent | Amount    | Percent | Amount    | Percent |
| Subscription revenue net of Commission.....             | \$221,688 | 16.4    | \$244,511 | 17.3    | \$272,056 | 16.5    | \$291,078 | 15.6    | \$343,278 | 15.7    |
| Advertising revenue net of Commission and discount..... | 374,060   | 27.6    | 432,597   | 30.7    | 602,802   | 36.5    | 719,747   | 38.4    | 796,947   | 36.5    |
| Total revenue from annals.....                          | 595,748   | 44.0    | 677,108   | 48.0    | 874,858   | 53.0    | 1,010,825 | 54.0    | 1,140,225 | 52.2    |
| Total revenue including annals.....                     | 1,353,489 | 100.0   | 1,409,301 | 100.0   | 1,649,617 | 100.0   | 1,872,455 | 100.0   | 2,184,286 | 100.0   |