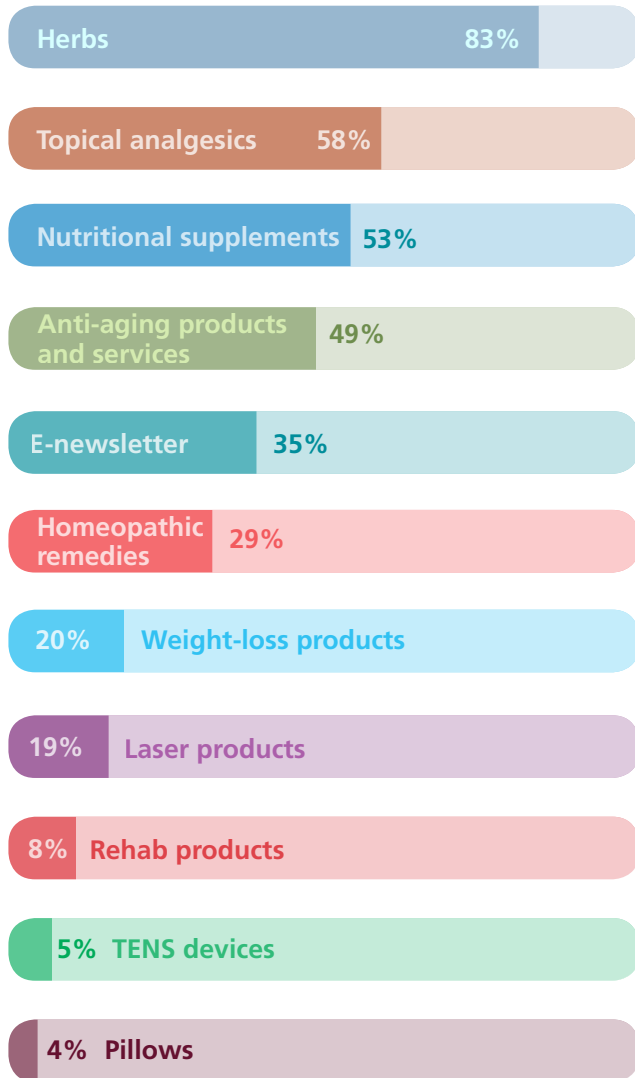


U.S. Acupuncture Market

Product Mix Offered To Patients



Media Consumption By Channel

Most Used Resources When Seeking Information About Acupuncture **News & Information**



57% of acupuncturists consume industry news and information via acupuncture **newspapers and magazines** at least 2x per month. 31% at least 1x per week.



42% consume news and information via acupuncture **e-newsletters** at least 1x per week.



39% consume news and information via acupuncture **webinars** at least 1x per month.

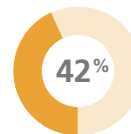


19% consume news and information via acupuncture **app/web reader** at least 1x per month.

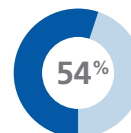
Most Used Resources When Seeking Information About Acupuncture **Products & Services**



ranked **acupuncture newspapers and magazines** as either the 1st or 2nd most used resource.



ranked **e-newsletters** as either the 1st or 2nd most used resource.



ranked Social Media as an **"almost never"** used resource.

Source: 2013 MPA Media Acupuncture Information Resources Survey