THE JOURNAL OF FAMILY PRACTICE

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2017

BPA WORLDWIDE

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.

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THE JOURNAL OF FAMILY PRACTICE is a B2B brand intended for individuals with broad-based interests in the Family Practice specialty. The brand content and editorial scope of the publication includes peer-reviewed and indexed articles, plus other features on current practice recommendations for diagnosis and treatment of common medical problems.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

THE JOURNAL OF FAMILY PRACTICE MAGAZINE

6 Issues in the period
98,370 average circulation

THE JOURNAL OF FAMILY PRACTICE E-NEWSLETTER

2 E-Newsletters in the period
21 total issued in the period
68,577 average per occurrence
68,722 average per occurrence

THE JOURNAL OF FAMILY PRACTICE WEBSITE

141,174 average unique browsers

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
THE JOURNAL OF FAMILY PRACTICE MAGAZINE (6 issues in the period)	98,370	-	98,370
THE JOURNAL OF FAMILY PRACTICE E-NEWSLETTER			
a. eTOC NewsBlast (6 issued in the period)	68,577	-	68,577
b. Disease State (15 issued in the period)	68,722	-	68,722
THE JOURNAL OF FAMILY PRACTICE WEBSITE (Monthly Unique Browsers with 331,484 average Page Impressions)	141,174	-	141,174

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED
THE JOURNAL OF FAMILY PRACTICE primarily serves Family Practice Physicians, Family Medicine Physicians, General Practitioners, and Osteopathic Physicians.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are family practice physicians, family medicine physicians and general practice physicians engaged in office-based practice, hospital-based practice and teaching. Also qualified are osteopathic physicians in cardiology and internal medicine.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	252
Advertiser and Agency	159
Allocated for Trade Shows and Conventions	37
All Other	141
TOTAL	**589**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified Copies	Total Qualified Percent	Qualified Non-Paid Copies	Qualified Non-Paid Percent	Qualified Paid Copies	Qualified Paid Percent
Individual	98,370	100.0	98,370	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**98,370**	**100.0**	**98,370**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016/2017 Issue	Total Qualified
August	96,661
September	96,561
October	99,445
November	99,199
December	99,302
January	99,054

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2017
This issue is 0.8% or 820 copies above the average of the other 5 issues reported in Paragraph 2.

	PHYSICIANS PRIMARY SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY: PATIENT CARE: Office Based (A)	Hospital-Based Practice: Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired	TOTAL (PATIENT CARE) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)	Osteopathic Physicians Other
FP	Family Practice	5,715	5.7	-	5,715	-	5,715	-	5,715	-	-	-	-	-
FM	Family Medicine	89,247	90.1	65,889	157	4,944	5,101	75	71,065	440	383	13,457	3,478	424
GP	General Practice	3,540	3.6	2,917	1	271	272	23	3,212	-	13	251	61	3
CD	Cardiovascular Diseases	74	0.1	-	-	-	-	-	-	-	-	66	4	4
IM	Internal Medicine	478	0.5	-	-	-	-	-	-	-	-	407	36	35
	TOTAL QUALIFIED CIRCULATION	**99,054**	**100.0**	**68,806**	**5,873**	**5,215**	**11,088**	**98**	**79,992**	**440**	**396**	**14,181**	**3,579**	**466**
	PERCENT	**100.0**		**69.5**	**5.9**	**5.3**	**11.2**	**0.1**	**80.8**	**0.4**	**0.4**	**14.3**	**3.6**	**0.5**

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2017

QUALIFICATION SOURCE	Qualified Within 1 year	Qualified Within 2 year	Qualified Within 3 year	Total Qualified	Percent
I. **TOTAL** – Direct Request:	**19,765**	**20,079**	**13,382**	**53,226**	**53.7**
a. Written	6,104	3,900	5,457	15,461	15.6
b. Telecommunication	12,562	16,164	7,884	36,610	37.0
c. Electronic	1,099	15	41	1,155	1.1
II. **TOTAL** – Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. **TOTAL** – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. **TOTAL** – Communication from recipient or recipient's company (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. **TOTAL** – Sources other than above (listed alphabetically):	**45,828**	-	-	**45,828**	**46.3**
*Association rosters and directories	45,828	-	-	45,828	46.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. **TOTAL** – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**65,593**	**20,079**	**13,382**	**99,054**	**100.0**
PERCENT	**66.2**	**20.3**	**13.5**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	99,054	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**99,054**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	**February – July 2014**	**August 2014 – January 2015**	**February – July 2015**	**August 2015 – January 2016**	**February – July 2016**	**August 2016 – January 2017***
Total Audit Average Qualified:	95,157	95,166	95,226	97,074	97,446	98,370
Qualified Non-Paid:	95,157	95,166	95,226	97,074	97,446	98,370
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: August 2016 – January 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2017*

State	Total Qualified	Percent
Maine	741	
New Hampshire	489	
Vermont	282	
Massachusetts	1,407	
Rhode Island	264	
Connecticut	602	
NEW ENGLAND	3,785	3.8
New York	4,276	
New Jersey	2,048	
Pennsylvania	4,792	
MIDDLE ATLANTIC	11,116	11.2
Ohio	3,790	
Indiana	2,450	
Illinois	4,088	
Michigan	3,768	
Wisconsin	2,241	
EAST NO. CENTRAL	16,337	16.5
Minnesota	2,491	
Iowa	1,470	
Missouri	1,912	
North Dakota	373	
South Dakota	378	
Nebraska	852	
Kansas	1,258	
WEST NO. CENTRAL	8,734	8.8
Delaware	284	
Maryland	1,292	
Washington, DC	150	
Virginia	2,588	
West Virginia	876	
North Carolina	2,865	
South Carolina	1,596	
Georgia	2,545	
Florida	5,871	
SOUTH ATLANTIC	18,067	18.3

State	Total Qualified	Percent
Kentucky	1,305	
Tennessee	1,911	
Alabama	1,404	
Mississippi	763	
EAST SO. CENTRAL	5,383	5.4
Arkansas	1,289	
Louisiana	1,359	
Oklahoma	1,525	
Texas	7,443	
WEST SO. CENTRAL	11,616	11.7
Montana	433	
Idaho	661	
Wyoming	241	
Colorado	2,076	
New Mexico	762	
Arizona	1,898	
Utah	841	
Nevada	676	
MOUNTAIN	7,588	7.7
Alaska	362	
Washington	2,854	
Oregon	1,547	
California	11,263	
Hawaii	402	
PACIFIC	16,428	16.6
UNITED STATES	99,054	100.0
U.S. Territories	-	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**99,054**	**100.0**

***See Additional Data**

E-NEWSLETTER CHANNEL

2016/2017	eTOC NewsBlast	Disease State	2016/2017	eTOC NewsBlast	Disease State
AUGUST	66,201	-	November 19	-	68,275
August 17	-	68,368	November 26	-	68,313
August 27	-	67,646	November 29	-	68,168
SEPTEMBER	71,612	-	**DECEMBER**	67,926	-
September 20	-	69,887	December 14	-	69,390
September 24	-	68,430	December 24	-	68,615
OCTOBER	68,365	-	December 28	-	68,475
October 25	-	69,771	**JANUARY**	68,122	-
October 27	-	69,576	January 23	-	67,322
NOVEMBER	69,236	-	January 25	-	67,216
November 15	-	71,382	**AVERAGE:**	**68,577**	**68,722**

eTOC NewsBlast (6 issued in the period)
Disease State (15 issued in the period)

WEBSITE CHANNEL

WWW.MDEDGE.COM/JFPONLINE

2016/2017	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
August	169,185	67,053	56,062	1.20	01:14	01:53
September	244,500	128,048	81,911	1.56	01:24	01:16
October	332,533	194,305	138,066	1.41	01:32	01:06
November	368,936	230,310	165,951	1.39	01:42	01:02
December	391,975	258,434	177,336	1.46	01:47	00:55
January	481,776	337,699	227,718	1.48	01:48	00:46
AVERAGE:	**331,484**	**202,641**	**141,174**	**1.42**	**01:34**	**01:09**

August 2016 – January 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

MAGAZINE:
PARAGRAPH 3b:
Association rosters and directories include 1 source of circulation for a quantity of 45,828 copies or 46.3%, including American Medical Association.

GEOGRAPHIC DISTRIBUTION:
Geographic data for E-Newsletter and Website are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
Joshua Prizer, Group Publisher
Donna Sickles, VP, Audience Development
(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 brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	March 8, 2017
State	New Jersey
County	Morris
Received by BPA Worldwide	March 8, 2017
Type	BJ
ID Number	J016B0D6

About BPA Worldwide:
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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