

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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CHEST PHYSICIAN is a B2B brand intended for individuals with broad-based interest in critical care and pulmonary diseases. The brand content and editorial scope of the publication includes independent reporting with focus on breaking news and insightful commentary from the American College of Chest Physicians (ACCP).

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.

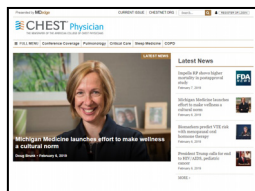
CHANNELS

CHEST PHYSICIAN MAGAZINE



6 issues in the period
 19,520 average circulation

CHEST PHYSICIAN WEBSITE



50,695 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CHEST PHYSICIAN MAGAZINE (6 issues in the period)	19,520	-	19,520
CHEST PHYSICIAN WEBSITE (Monthly Users with 80,682 average Pageviews)	50,695	-	50,695

FIELD SERVED

CHEST PHYSICIAN serves members of the American College of Chest Physicians and physicians practicing in specialties related to critical care and pulmonology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American College of Chest Physicians, office and hospital based physicians in the specialties of pulmonary critical care medicine and pulmonary disease.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	230
Allocated for Trade Shows and Conventions	50
All Other	218
TOTAL	498

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,116	36.5	7,116	36.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	12,404	63.5	12,404	63.5	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,520	100.0	19,520	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019/2020 issue	Total Qualified
August	19,159
September	19,277
October	19,406
November	19,608
December	19,699
January	19,971

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020
This issue is 2.8% or 541 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					Members of the American College of Chest Physicians
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)	
PCC	Pulmonary Critical Care Medicine	5,011	25.1	3,340	1,044	627	1,671	5,011	-
PUD	Pulmonary Diseases	2,485	12.4	2,034	36	415	451	2,485	-
ACC	American College of Chest Physicians	12,475	62.5	-	-	-	-	-	12,475
TOTAL QUALIFIED CIRCULATION		19,971	100.0	5,374	1,080	1,042	2,122	7,496	12,475
PERCENT		100.0		26.9	5.4	5.2	10.6	37.5	62.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	12,475	-	-	12,475	62.5
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,496	-	-	7,496	37.5
*Association rosters and directories	7,496	-	-	7,496	37.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,971	-	-	19,971	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	19,971	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,971	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February - July 2017	August 2017 - January 2018	February - July 2018	August 2018 - January 2019	February - July 2019	August 2019 - January 2020*
Total Audit Average Qualified:	18,710	18,619	18,558	18,669	19,017	19,520
Qualified Non-Paid:	18,710	18,619	18,558	18,669	19,017	19,520
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 2019 – January 2020 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	81		Kentucky	267	
New Hampshire	89		Tennessee	446	
Vermont	59		Alabama	235	
Massachusetts	660		Mississippi	136	
Rhode Island	94		EAST SO. CENTRAL	1,084	5.4
Connecticut	349		Arkansas	113	
NEW ENGLAND	1,332	6.7	Louisiana	291	
New York	1,734		Oklahoma	168	
New Jersey	676		Texas	1,288	
Pennsylvania	1,072		WEST SO. CENTRAL	1,860	9.3
MIDDLE ATLANTIC	3,482	17.4	Montana	52	
Ohio	827		Idaho	68	
Indiana	361		Wyoming	18	
Illinois	849		Colorado	352	
Michigan	649		New Mexico	92	
Wisconsin	303		Arizona	397	
EAST NO. CENTRAL	2,989	15.0	Utah	150	
Minnesota	327		Nevada	116	
Iowa	136		MOUNTAIN	1,245	6.2
Missouri	428		Alaska	21	
North Dakota	29		Washington	374	
South Dakota	47		Oregon	210	
Nebraska	120		California	2,015	
Kansas	165		Hawaii	62	
WEST NO. CENTRAL	1,252	6.3	PACIFIC	2,682	13.4
Delaware	47		UNITED STATES	19,898	99.6
Maryland	524		U.S. Territories	73	
Washington, DC	113		Canada	-	
Virginia	506		Mexico	-	
West Virginia	101		Other International	-	
North Carolina	590		AP0/FPO	-	
South Carolina	231				
Georgia	538				
Florida	1,322				
SOUTH ATLANTIC	3,972	19.9			
			TOTAL QUALIFIED CIRCULATION	19,971	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/CHESTPHYSICIAN

2019/2020	Pageviews	Sessions	Users	Average Session Duration
August	68,431	45,180	39,510	0:39
September	79,739	51,687	46,737	0:36
October	98,795	66,112	58,666	0:36
November	87,501	60,142	54,953	0:36
December	77,018	54,433	49,997	0:34
January	72,612	60,026	54,310	0:36
AVERAGE:	80,682	56,263	50,695	0:36

August 2019 – January 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

Sessions: A single continuous set of activity attributable to a cookie 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.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

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

ADDITIONAL DATA

**MAGAZINE:
PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 7,496 copies or 37.5%, including American Medical Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Monique Michowski, Director of Business Development

Jared Sonners, Circulation Director

(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	February 13, 2020
State	New Jersey
County	Morris
Received by BPA Worldwide	February 13, 2020
Type	BJ
ID Number	C727B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.