

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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CLINICAL ENDOCRINOLOGY NEWS provides endocrinologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice.

- Clinical Endocrinology News is published monthly and circulates to endocrinologists, related subspecialists, and diabetes educators. All articles are researched, written, and produced by a full-time staff of professional medical journalists.
- MDedge Endocrinology (mdedge.com/endocrinology) - presented by Clinical Endocrinology News provides news and views that matter to physicians in a timely and interactive format. With award-winning daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter.
- MDedge Endocrinology is the best way for physicians to stay current, save time, and gain perspective. Clinical Endocrinology News is a member of the MDedge Network.

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

CLINICAL ENDOCRINOLOGY NEWS MAGAZINE



6 issues in the period
16,906 average circulation

CLINICAL ENDOCRINOLOGY NEWS WEBSITE



35,560 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL ENDOCRINOLOGY NEWS MAGAZINE (6 issues in the period)	16,906	-	16,906
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 69,379 average Pageviews)	35,560	-	35,560

FIELD SERVED

CLINICAL ENDOCRINOLOGY NEWS serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are members of American Association of Diabetes Educators and American Society of Endocrine Physician Assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals in office-based practices, residents, full-time hospital staff, Semi-Retired, Osteopaths and other professional activities.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	177
Allocated for Trade Shows and Conventions	79
All Other	1,969
TOTAL	2,226

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,669	98.6	16,669	98.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	237	1.4	237	1.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,906	100.0	16,906	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
February	16,908
March	16,904
April	16,933
May	16,927
June	16,899
July	16,864

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020 This issue is 0.3% or 50 copies below the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY									
		PATIENT CARE					Total Hospital Based				
		Total Qualified	Percent of Total	Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Semi- Retired	Total Patient Care	Total (Other Professional Activity)	Osteopaths
DIA	Diabetes	106	0.6	85	-	21	21	-	106	-	-
END	Endocrinology	6,732	39.9	4,971	596	695	1,291	15	6,277	359	96
PDE	Pediatrics, Endocrinology	1,447	8.6	860	195	277	472	5	1,337	98	12
Total Copies to Physicians		8,285	49.1	5,916	791	993	1,784	20	7,720	457	108
Percent to Physicians		49.1		35.1	4.7	5.9	10.6	0.1	45.8	2.7	0.6
AADE-American Association of Diabetes Educators		8,351	49.5								
American Society of Endocrine Physician Assistants		228	1.4								
TOTAL QUALIFIED CIRCULATION		16,864	100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 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:	228	-	-	228	1.4
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,636	-	-	16,636	98.6
*Association rosters and directories	16,636	-	-	16,636	98.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,864	-	-	16,864	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,864	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,864	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2017 – January 2018	February - July 2018	August 2018 – January 2019	February - July 2019	August 2019 – January 2020*	February - July 2020*
Total Audit Average Qualified:	16,531	16,491	16,538	16,670	16,839	16,906
Qualified Non-Paid:	16,531	16,491	16,538	16,670	16,839	16,906
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 – July 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 JULY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	87		Kentucky	223	
New Hampshire	98		Tennessee	327	
Vermont	47		Alabama	183	
Massachusetts	651		Mississippi	130	
Rhode Island	76		EAST SO. CENTRAL	863	5.1
Connecticut	267		Arkansas	107	
NEW ENGLAND	1,226	7.3	Louisiana	221	
New York	1,365		Oklahoma	181	
New Jersey	559		Texas	1,146	
Pennsylvania	822		WEST SO. CENTRAL	1,655	9.8
MIDDLE ATLANTIC	2,746	16.4	Montana	59	
Ohio	598		Idaho	68	
Indiana	305		Wyoming	22	
Illinois	672		Colorado	294	
Michigan	492		New Mexico	133	
Wisconsin	314		Arizona	342	
EAST NO. CENTRAL	2,381	14.1	Utah	103	
Minnesota	335		Nevada	99	
Iowa	149		MOUNTAIN	1,120	6.6
Missouri	360		Alaska	30	
North Dakota	39		Washington	364	
South Dakota	50		Oregon	218	
Nebraska	128		California	1,644	
Kansas	139		Hawaii	61	
WEST NO. CENTRAL	1,200	7.1	PACIFIC	2,317	13.7
Delaware	39		UNITED STATES	16,864	100.0
Maryland	455		U.S. Territories	-	
Washington, DC	67		Canada	-	
Virginia	464		Mexico	-	
West Virginia	97		Other International	-	
North Carolina	557		APO/FPO	-	
South Carolina	246				
Georgia	456				
Florida	975				
SOUTH ATLANTIC	3,356	19.9			
			TOTAL QUALIFIED CIRCULATION	16,864	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/ENDOCRINOLOGY

2020	Pageviews	Sessions	Users	Average Session Duration
February	53,245	40,467	31,274	0:59
March	74,117	45,111	33,010	1:07
April	59,229	30,567	25,750	1:45
May	74,450	46,017	39,488	1:22
June	76,203	44,827	38,582	1:26
July	79,033	52,372	45,259	1:14
AVERAGE:	69,379	43,226	35,560	1:18

February – July 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 3 sources of circulation for quantities of 108 copies or 0.6% to 8,351 copies or 49.5%, including American Osteopathic Association, American Medical Association and American Academy of Diabetes Educators.

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.

Tracey Sears, Publisher

Jared Sonners, Director, Circulation

(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 August 13, 2020

State New Jersey

County Morris

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Type BJ

ID Number C729B0J0

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.