

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.

Frontline Medical Communications Inc.  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
Tel. No.: (973) 206-3434  
Fax No.: (973) 206-9378  
www.mdedge.com/psychiatry

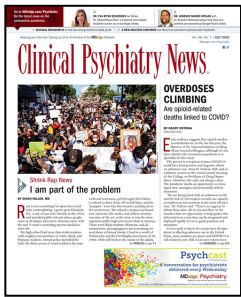
**CLINICAL PSYCHIATRY NEWS** has been a source of news and commentary about clinical developments in psychiatry as well as health care policy and regulations that affect the psychiatrist's practice since 1973. MDedge Psychiatry - Presented by Clinical Psychiatry News and Current Psychiatry, is the online destination and multimedia properties of Clinical Psychiatry News, the independent news publication for psychiatrists. MDedge Psychiatry provides specialty news coverage tailored to the needs and interests of practicing psychiatrists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a lively forum of perspectives and opinions from our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our most important partners, our readers. Clinical Psychiatry 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 PSYCHIATRY NEWS MAGAZINE**



6 issues in the period  
43,416 average circulation

**CLINICAL PSYCHIATRY NEWS WEBSITE**



420,213 average users  
Shared media channel,  
See Note 1

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>CLINICAL PSYCHIATRY NEWS MAGAZINE</b> (6 issues in the period)	43,416	-	43,416
<b>CLINICAL PSYCHIATRY NEWS WEBSITE</b> (Monthly Users with 662,725 average Pageviews)	420,213	-	420,213

Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

**FIELD SERVED**

**CLINICAL PSYCHIATRY NEWS** serves physicians specializing in the fields of psychiatry, child psychiatry, geriatric psychiatry and addiction psychiatry.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are office and hospital based psychiatrists, child psychiatrists, geriatric psychiatrists and addiction psychiatrists with direct patient care responsibilities, and others allied to the field.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	287
Allocated for Trade Shows and Conventions	25
All Other	94
<b>TOTAL</b>	<b>417</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	43,416	100.0	43,416	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,416</b>	<b>100.0</b>	<b>43,416</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Total Qualified
February	43,542
March	43,535
April	43,407
May	43,396
June	43,360
July	43,256

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020**

This issue is 0.4% or 192 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO

Patient Care

Hospital Based Practice

Alpha Code	Professional Classification	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	Osteopathic Physicians
ADP	Addiction Psychiatry	125	0.3	94	6	25	31	-	125	-	-
CHP	Psychiatry, Child	7,928	18.3	6,325	322	1,134	1,456	-	7,781	17	130
PYG	Geriatric Psychiatry	231	0.5	155	5	71	76	-	231	-	-
P	Psychiatry	34,972	80.9	21,689	3,195	5,566	8,761	563	31,013	1,188	2,771
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>43,256</b>	<b>100.0</b>	<b>28,263</b>	<b>3,528</b>	<b>6,796</b>	<b>10,324</b>	<b>563</b>	<b>39,150</b>	<b>1,205</b>	<b>2,901</b>
<b>PERCENT TO PHYSICIANS</b>		<b>100.0</b>		<b>65.3</b>	<b>8.2</b>	<b>15.7</b>	<b>23.9</b>	<b>1.3</b>	<b>90.5</b>	<b>2.8</b>	<b>6.7</b>

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	4 Years	Total Qualified	Percent
I. Direct Request:	<b>9,887</b>	<b>7,573</b>	<b>3,365</b>	<b>4,032</b>	<b>24,857</b>	<b>57.5</b>
II. Request from recipient's company:	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>18,399</b>	-	-	<b>N/A</b>	<b>18,399</b>	<b>42.5</b>
*Association rosters and directories	18,399	-	-	N/A	18,399	42.5
Business directories	-	-	-	N/A	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	N/A	-	-
Other sources	-	-	-	N/A	-	-
VI. Single Copy Sales:	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,286</b>	<b>7,573</b>	<b>3,365</b>	<b>4,032</b>	<b>43,256</b>	<b>100.0</b>
<b>PERCENT</b>	<b>65.4</b>	<b>17.5</b>	<b>7.8</b>	<b>9.3</b>	<b>100.0</b>	

\*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. This is for all 2020 reports.

**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	43,256	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,256</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data August 2017 – January 2018	Audited Data February - July 2018	Audited Data August 2018 – January 2019	Audited Data February - July 2019	Circulation Claim August 2019 – January 2020*	Audited Data February - July 2020*
Total Audit Average Qualified:	43,546	43,996	44,037	43,973	43,572	43,416
Qualified Non-Paid:	43,546	43,996	44,037	43,973	43,572	43,416
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	249		Kentucky	421	
New Hampshire	236		Tennessee	625	
Vermont	161		Alabama	383	
Massachusetts	2,037		Mississippi	187	
Rhode Island	276		EAST SO. CENTRAL	1,616	3.7
Connecticut	905		Arkansas	261	
NEW ENGLAND	3,864	8.9	Louisiana	500	
New York	4,902		Oklahoma	369	
New Jersey	1,431		Texas	2,611	
Pennsylvania	1,916		WEST SO. CENTRAL	3,741	8.7
MIDDLE ATLANTIC	8,249	19.1	Montana	97	
Ohio	1,330		Idaho	84	
Indiana	491		Wyoming	37	
Illinois	1,637		Colorado	667	
Michigan	1,130		New Mexico	272	
Wisconsin	620		Arizona	771	
EAST NO. CENTRAL	5,208	12.0	Utah	257	
Minnesota	661		Nevada	242	
Iowa	253		MOUNTAIN	2,427	5.6
Missouri	717		Alaska	91	
North Dakota	87		Washington	777	
South Dakota	96		Oregon	558	
Nebraska	181		California	6,137	
Kansas	304		Hawaii	265	
WEST NO. CENTRAL	2,299	5.3	PACIFIC	7,828	18.1
Delaware	107		UNITED STATES	43,256	100.0
Maryland	1,263		U.S. Territories	-	
Washington, DC	321		Canada	-	
Virginia	1,136		Mexico	-	
West Virginia	204		Other International	-	
North Carolina	1,288		APO/FPO	-	
South Carolina	552				
Georgia	992				
Florida	2,161				
SOUTH ATLANTIC	8,024	18.6			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,256</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEDGE.COM/PSYCHIATRY\*

2020	Pageviews	Sessions	Users	Average Session Duration
February	620,228	452,785	409,284	0:46
March	612,724	427,047	380,193	0:44
April	593,907	404,751	365,886	0:49
May	701,480	500,018	447,157	0:49
June	723,373	507,752	457,345	0:48
July	724,640	511,569	461,416	0:48
<b>AVERAGE:</b>	<b>662,725</b>	<b>467,320</b>	<b>420,213</b>	<b>0:47</b>

February – July 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

\*Shared media channel - [www.mdedge.com/psychiatry](http://www.mdedge.com/psychiatry) - serving both Clinical Psychiatry News and Current Psychiatry.

## 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 2 sources of circulation for quantities of 1,831 copies or 4.2% to 16,568 copies or 38.3%, including American Osteopathic and 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.

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

State

County

Received by BPA Worldwide

Type

ID Number

September 11, 2020

New Jersey

Morris

September 11, 2020

BJ

C349B0J0

#### 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.