

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/familymedicine

**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. The Journal of Family Practice 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**

**THE JOURNAL OF FAMILY PRACTICE MAGAZINE**



5 issues in the period  
104,410 average circulation

**THE JOURNAL OF FAMILY PRACTICE WEBSITE**



702,070 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>THE JOURNAL OF FAMILY PRACTICE MAGAZINE</b> (5 issues in the period)	104,410	-	104,410
<b>THE JOURNAL OF FAMILY PRACTICE WEBSITE</b> (Monthly Users with 981,847 average Pageviews)	702,070	-	702,070

Note 1: Shared media channel – www.mdedge.com/familymedicine - serving The Journal of Family Practice and Family Practice News.

**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	112
Advertiser and Agency	303
Allocated for Trade Shows and Conventions	-
All Other	132
<b>TOTAL</b>	<b>547</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	104,410	100.0	104,410	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,410</b>	<b>100.0</b>	<b>104,410</b>	<b>100.0</b>	-	-

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

2020 Issue	Total Qualified
March	104,689
April	104,654
May	104,165
June	104,240
July/August	104,300

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2020**  
 This issue is 0.1% or 137 copies below the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent of Total	Major Professional Activity											
			Patient Care						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
			Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired							
FP Family Practice	60	0.1	-	60	-	60	-	60	-	-	-	-	-	-
FM Family Medicine	100,520	96.4	68,308	5,397	5,699	11,096	390	79,794	563	443	13,372	5,760	588	
GP General Practice	3,251	3.1	2,636	2	223	225	137	2,998	1	9	207	30	6	
CD Cardiovascular Diseases	50	-	-	-	-	-	-	-	-	-	39	7	4	
IM Internal Medicine	419	0.4	-	-	-	-	-	-	-	-	345	41	33	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,300</b>	<b>100.0</b>	<b>70,944</b>	<b>5,459</b>	<b>5,922</b>	<b>11,381</b>	<b>527</b>	<b>82,852</b>	<b>564</b>	<b>452</b>	<b>13,963</b>	<b>5,838</b>	<b>631</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>68.0</b>	<b>5.2</b>	<b>5.7</b>	<b>10.9</b>	<b>0.5</b>	<b>79.4</b>	<b>0.6</b>	<b>0.4</b>	<b>13.4</b>	<b>5.6</b>	<b>0.6</b>	

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
<b>I. TOTAL - Direct Request:</b>	<b>18,815</b>	<b>17,179</b>	<b>18,049</b>	<b>54,043</b>	<b>51.8</b>
a. Written	5,014	5,980	1,737	12,731	12.2
b. Telecommunication	13,774	10,849	15,763	40,386	38.7
c. Electronic	27	350	549	926	0.9
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
<b>IV. TOTAL - Communication (other than request):</b>	-	-	<b>27</b>	<b>27</b>	-
a. Written	-	-	27	27	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>50,230</b>	-	-	<b>50,230</b>	<b>48.2</b>
*Association rosters and directories	50,230	-	-	50,230	48.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>69,045</b>	<b>17,179</b>	<b>18,076</b>	<b>104,300</b>	<b>100.0</b>
<b>PERCENT</b>	<b>66.2</b>	<b>16.5</b>	<b>17.3</b>	<b>100.0</b>	

\*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	104,300	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>104,300</b>	<b>100.0</b>

**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:	100,057	101,004	102,779	102,827	103,136	104,410
Qualified Non-Paid:	100,057	101,004	102,779	102,827	103,136	104,410
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/AUGUST 2020\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	738		Kentucky	1,373	
New Hampshire	497		Tennessee	2,012	
Vermont	307		Alabama	1,480	
Massachusetts	1,494		Mississippi	824	
Rhode Island	293		<b>EAST SO. CENTRAL</b>	<b>5,689</b>	<b>5.4</b>
Connecticut	629		Arkansas	1,309	
<b>NEW ENGLAND</b>	<b>3,958</b>	<b>3.8</b>	Louisiana	1,434	
New York	4,482		Oklahoma	1,518	
New Jersey	2,157		Texas	7,973	
Pennsylvania	4,837		<b>WEST SO. CENTRAL</b>	<b>12,234</b>	<b>11.7</b>
<b>MIDDLE ATLANTIC</b>	<b>11,476</b>	<b>11.0</b>	Montana	479	
Ohio	3,834		Idaho	745	
Indiana	2,533		Wyoming	236	
Illinois	4,105		Colorado	2,274	
Michigan	3,904		New Mexico	784	
Wisconsin	2,293		Arizona	2,015	
<b>EAST NO. CENTRAL</b>	<b>16,669</b>	<b>16.0</b>	Utah	929	
Minnesota	2,578		Nevada	752	
Iowa	1,490		<b>MOUNTAIN</b>	<b>8,214</b>	<b>7.9</b>
Missouri	1,966		Alaska	398	
North Dakota	395		Washington	3,079	
South Dakota	404		Oregon	1,648	
Nebraska	861		California	12,232	
Kansas	1,305		Hawaii	449	
<b>WEST NO. CENTRAL</b>	<b>8,999</b>	<b>8.6</b>	<b>PACIFIC</b>	<b>17,806</b>	<b>17.1</b>
Delaware	302		<b>UNITED STATES</b>	<b>104,300</b>	<b>100.0</b>
Maryland	1,360		U.S. Territories	-	
Washington, DC	156		Canada	-	
Virginia	2,687		Mexico	-	
West Virginia	877		Other International	-	
North Carolina	3,069		AP0/FPO	-	
South Carolina	1,727				
Georgia	2,702				
Florida	6,375				
<b>SOUTH ATLANTIC</b>	<b>19,255</b>	<b>18.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,300</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

WWW.MDEDGE.COM/FAMILYMEDICINE\*

2020	Pageviews	Sessions	Users	Average Session Duration
February	825,624	650,592	603,639	0:28
March	844,331	644,632	580,663	0:29
April	863,961	645,935	591,944	0:32
May	1,094,182	851,046	793,918	0:30
June	1,111,983	872,234	812,837	0:29
July	1,151,005	895,327	829,421	0:30
<b>AVERAGE:</b>	<b>981,847</b>	<b>759,961</b>	<b>702,070</b>	<b>0:29</b>

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

\*Shared media channel - [www.mdedge.com/familymedicine](http://www.mdedge.com/familymedicine) - serving The Journal of Family Practice and Family Practice News.

### 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 11,875 copies or 11.4% to 38,355 copies or 36.8%, including American Osteopathic Association 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.

Geoff Watkins, Associate 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

August 28, 2020

New Jersey

Morris

August 28, 2020

BJ

J016B0J0

### 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.