

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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**RHEUMATOLOGY NEWS** provides the practicing rheumatologist with breaking news, on-site medical meeting coverage, and commentary – in a clear, concise, accessible format – that can be used daily in practice. Rheumatology News is published semi-monthly (except for January, February, June, July, August, and December when published once a month) and circulates to rheumatologists and selected internists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge.com/rheumatology, the online destination of Rheumatology News, provides news and views that matter to physicians in a timely and interactive format. With 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 Rheumatology - presented by Rheumatology News helps physicians to stay current, save time, and gain perspective. Rheumatology 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

### RHEUMATOLOGY NEWS MAGAZINE



9 issues in the period  
8,720 average circulation

### RHEUMATOLOGY NEWS WEBSITE



77,235 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>RHEUMATOLOGY NEWS MAGAZINE</b> (9 issues in the period)	8,720	-	8,720
<b>RHEUMATOLOGY NEWS WEBSITE</b> (Monthly Users with 132,552 average Pageviews)	77,235	-	77,235

**FIELD SERVED**

**RHEUMATOLOGY NEWS** serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine. Also served are rheumatologic nurse practitioners and physician assistants.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are rheumatologists, pediatric rheumatologists, internists, internists with a secondary in rheumatology, and rheumatologic nurse practitioners and physician assistants.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	281
Allocated for Trade Shows and Conventions	-
All Other	1,281
<b>TOTAL</b>	<b>1,563</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,720	100.0	8,720	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,720</b>	<b>100.0</b>	<b>8,720</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2020 Issue	Total Qualified
February	8,749
March 1	8,739
March 15	8,733
April 1	8,721
April 15	8,715
May 1	8,713
May 15	8,711
June	8,706
July	8,693

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020**  
 This issue is 0.3% or 30 copies below the average of the other 8 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity								Osteopaths	
			Patient Care						Semi-Retired	Total (Patient Care) (F)		Total (Other Professional Activity)
			Hospital-Based Practice				Total (Hospital Based) (E)					
			Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)							
RHU Rheumatology	6,111	70.3	4,083	411	512	923	97	5,103	798	210		
PPR Pediatrics, Rheumatology	356	4.1	174	1	68	69	2	245	105	6		
IM Internal Medicine	1,225	14.0	1,138	-	81	81	5	1,224	1	-		
IMR Internal Medicine, Secondary in Rheumatology	318	3.7	206	-	35	35	20	261	57	-		
<b>Total Copies to Physicians</b>	<b>8,010</b>	<b>92.1</b>	<b>5,601</b>	<b>412</b>	<b>696</b>	<b>1,108</b>	<b>124</b>	<b>6,833</b>	<b>961</b>	<b>216</b>		
NP Nurse Practitioners	364	4.2										
PA Physician Assistants	319	3.7										
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,693</b>	<b>100.0</b>										
<b>PERCENT</b>		<b>100.0</b>										

**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:	<b>1,507</b>	<b>2,372</b>	<b>1,056</b>	<b>4,935</b>	<b>56.8</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	<b>1</b>	-	<b>1</b>	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>3,757</b>	-	-	<b>3,757</b>	<b>43.2</b>
*Association rosters and directories	3,075	-	-	3,075	35.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	682	-	-	682	7.8
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,264</b>	<b>2,373</b>	<b>1,056</b>	<b>8,693</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.6</b>	<b>27.3</b>	<b>12.1</b>	<b>100.0</b>	

\*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	8,693	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>8,693</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	Audited Data	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:	7,993	8,119	8,381	8,504	8,777	8,720
Qualified Non-Paid:	7,993	8,119	8,381	8,504	8,777	8,720
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: February – 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	34		Kentucky	91	
New Hampshire	46		Tennessee	181	
Vermont	18		Alabama	155	
Massachusetts	375		Mississippi	63	
Rhode Island	35		EAST SO. CENTRAL	490	5.7
Connecticut	164		Arkansas	55	
NEW ENGLAND	672	7.7	Louisiana	115	
New York	744		Oklahoma	76	
New Jersey	297		Texas	530	
Pennsylvania	446		WEST SO. CENTRAL	776	8.9
MIDDLE ATLANTIC	1,487	17.1	Montana	22	
Ohio	342		Idaho	21	
Indiana	146		Wyoming	9	
Illinois	378		Colorado	122	
Michigan	245		New Mexico	49	
Wisconsin	141		Arizona	140	
EAST NO. CENTRAL	1,252	14.4	Utah	50	
Minnesota	129		Nevada	50	
Iowa	54		MOUNTAIN	463	5.3
Missouri	179		Alaska	8	
North Dakota	15		Washington	168	
South Dakota	24		Oregon	92	
Nebraska	51		California	963	
Kansas	71		Hawaii	38	
WEST NO. CENTRAL	523	6.0	PACIFIC	1,269	14.6
Delaware	28		UNITED STATES	8,693	100.0
Maryland	283		U.S. Territories	-	
Washington, DC	57		Canada	-	
Virginia	197		Mexico	-	
West Virginia	26		Other International	-	
North Carolina	250		APO/FPO	-	
South Carolina	129				
Georgia	230		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,693</b>	<b>100.0</b>
Florida	561				
SOUTH ATLANTIC	1,761	20.3			

\*See Additional Data

## WEBSITE CHANNEL

WWW.MDEGE.COM/RHEUMATOLOGY

2020	Pageviews	Sessions	Users	Average Session Duration
February	84,124	62,840	56,433	0:34
March	136,128	84,576	70,081	0:36
April	161,067	108,031	88,326	0:40
May	115,266	78,272	70,365	0:35
June	152,221	97,406	88,289	0:32
July	146,506	99,088	89,920	0:32
<b>AVERAGE:</b>	<b>132,552</b>	<b>88,368</b>	<b>77,235</b>	<b>0:34</b>

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 2 sources of circulation for quantities of 113 copies or 1.3% to 2,962 copies or 34.1%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 682 copies or 7.8%, including DMD Advanced Practice Providers.

### 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.

Jeanne Gallione, National Account Manager

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	September 11, 2020
State	New Jersey
County	Morris
Received by BPA Worldwide	September 11, 2020
Type	BD
ID Number	R157B0J0

### 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.