

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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CARDIOLOGY NEWS provides cardiologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Cardiology News is published monthly and circulates to cardiovascular specialists and related sub-specialists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Cardiology - Presented by Cardiology 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 Cardiology is the best way for physicians to stay current, save time, and gain perspective. Cardiology 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

CARDIOLOGY NEWS MAGAZINE



6 issues in the period
33,180 average circulation

CARDIOLOGY NEWS WEBSITE



47,650 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CARDIOLOGY NEWS MAGAZINE (6 issues in the period)	33,180	-	33,180
CARDIOLOGY NEWS WEBSITE (Monthly Users with 81,262 average Pageviews)	47,650	-	47,650

FIELD SERVED

CARDIOLOGY NEWS serves physicians specializing in Cardiology, Interventional Cardiology, Pediatric Cardiology and IM-Cardiac Electrophysiology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office- and hospital-based Cardiologists, Pediatric Cardiologists, Interventional Cardiologists and IM-Electrophysiologists, osteopathic physicians and those in other professional activities as detailed in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	193
Allocated for Trade Shows and Conventions	-
All Other	74
TOTAL	270

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,180	100.0	33,180	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,180	100.0	33,180	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	32,741
September	33,075
October	33,238
November	33,360
December	33,349
January	33,317

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

This issue is 0.5% or 164 copies above the average of the other 5 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Patient Care							
			Hospital Based Practice				Other (Patient Care)			
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopathic Physicians
CD Cardiovascular Diseases	24,084	72.2	15,481	2,824	2,574	5,398	478	21,357	1,834	893
ICE IM-Cardiac Electrophysiology	2,290	6.9	1,736	222	318	540	-	2,276	-	14
IC Interventional Cardiology	4,186	12.6	3,353	396	383	779	-	4,132	-	54
PDC Pediatrics, Cardiology	2,757	8.3	1,634	489	622	1,111	-	2,745	-	12
TOTAL QUALIFIED CIRCULATION	33,317	100.0	22,204	3,931	3,897	7,828	478	30,510	1,834	973
PERCENT TO PHYSICIANS	100.0		66.7	11.8	11.7	23.5	1.4	91.6	5.5	2.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

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:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	33,317	-	-	33,317	100.0
*Association rosters and directories	33,317	-	-	33,317	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,317	-	-	33,317	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	33,317	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	33,317	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 2018	August 2018 - January 2019	February - July 2019	August 2019 - January 2020	February - July 2020	August 2020 - January 2021*
Total Audit Average Qualified:	31,047	31,677	32,193	32,647	32,830	33,180
Qualified Non-Paid:	31,047	31,677	32,193	32,647	32,830	33,180
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 2020 - January 2021 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 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	131		Kentucky	386	
New Hampshire	145		Tennessee	707	
Vermont	68		Alabama	434	
Massachusetts	1,297		Mississippi	217	
Rhode Island	162		EAST SO. CENTRAL	1,744	5.2
Connecticut	569		Arkansas	225	
NEW ENGLAND	2,372	7.1	Louisiana	512	
New York	3,120		Oklahoma	285	
New Jersey	1,305		Texas	2,322	
Pennsylvania	1,787		WEST SO. CENTRAL	3,344	10.0
MIDDLE ATLANTIC	6,212	18.7	Montana	64	
Ohio	1,406		Idaho	81	
Indiana	563		Wyoming	29	
Illinois	1,335		Colorado	433	
Michigan	1,096		New Mexico	128	
Wisconsin	485		Arizona	637	
EAST NO. CENTRAL	4,885	14.7	Utah	228	
Minnesota	630		Nevada	207	
Iowa	238		MOUNTAIN	1,807	5.4
Missouri	648		Alaska	41	
North Dakota	40		Washington	530	
South Dakota	69		Oregon	295	
Nebraska	181		California	3,304	
Kansas	258		Hawaii	100	
WEST NO. CENTRAL	2,064	6.2	PACIFIC	4,270	12.8
Delaware	87		UNITED STATES	33,317	100.0
Maryland	771		U.S. Territories	-	
Washington, DC	189		Canada	-	
Virginia	718		Mexico	-	
West Virginia	177		Other International	-	
North Carolina	953		APO/FPO	-	
South Carolina	420				
Georgia	892				
Florida	2,412				
SOUTH ATLANTIC	6,619	19.9			
			TOTAL QUALIFIED CIRCULATION	33,317	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MEDGE.COM/CARDIOLOGY

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	148,975	99,681	87,197	0:54
September	83,884	58,342	51,234	0:48
October	77,491	53,478	45,638	1:04
November	72,182	46,292	39,781	1:39
December	59,252	40,917	35,825	1:19
January	45,792	30,519	26,227	1:09
AVERAGE:	81,262	54,871	47,650	1:08

August 2020 - January 2021 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 973 copies or 2.9% to 32,344 copies or 97.1%, 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.

Angelique Ricci, Senior Director of Business Development

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

February 17, 2021

New Jersey

Morris

February 17, 2021

BJ

C633B0D0

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.