

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/endocrinology

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
16,878 average circulation

CLINICAL ENDOCRINOLOGY NEWS WEBSITE



26,086 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)	16,878	-	16,878
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 56,171 average Pageviews)	26,086	-	26,086

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	2
Advertiser and Agency	173
Allocated for Trade Shows and Conventions	-
All Other	51
TOTAL	226

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,644	98.6	16,644	98.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	234	1.4	234	1.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,878	100.0	16,878	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	16,854
September	16,762
October	16,947
November	16,900
December	16,895
January	16,912

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021 This issue is 0.2% or 40 copies above the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY									
		PATIENT CARE					Other				
		Total Hospital Based					Total (Other Professional Activity)				
		Total Qualified	Percent of Total	Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Semi- Retired	Total Patient Care	Osteopaths	
DIA	Diabetes	103	0.6	84	-	19	19	-	103	-	-
END	Endocrinology	6,762	40.0	5,092	515	686	1,201	17	6,310	357	95
PDE	Pediatrics, Endocrinology	1,448	8.6	879	179	275	454	5	1,338	98	12
Total Copies to Physicians		8,313	49.2	6,055	694	980	1,674	22	7,751	455	107
Percent to Physicians		49.2		35.8	4.1	5.8	9.9	0.1	45.8	2.7	0.7
AADE-American Association of Diabetes Educators		8,358	49.4								
American Society of Endocrine Physician Assistants		241	1.4								
TOTAL QUALIFIED CIRCULATION		16,912	100.0								

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:	241	-	-	241	1.4
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,671	-	-	16,671	98.6
*Association rosters and directories	16,671	-	-	16,671	98.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,912	-	-	16,912	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	16,912	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,912	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:	16,491	16,538	16,670	16,839	16,906	16,878
Qualified Non-Paid:	16,491	16,538	16,670	16,839	16,906	16,878
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	91		Kentucky	222	
New Hampshire	96		Tennessee	326	
Vermont	46		Alabama	180	
Massachusetts	653		Mississippi	134	
Rhode Island	73		EAST SO. CENTRAL	862	5.1
Connecticut	266		Arkansas	106	
NEW ENGLAND	1,225	7.3	Louisiana	225	
New York	1,351		Oklahoma	181	
New Jersey	568		Texas	1,152	
Pennsylvania	825		WEST SO. CENTRAL	1,664	9.8
MIDDLE ATLANTIC	2,744	16.2	Montana	60	
Ohio	602		Idaho	66	
Indiana	309		Wyoming	23	
Illinois	664		Colorado	292	
Michigan	489		New Mexico	134	
Wisconsin	318		Arizona	347	
EAST NO. CENTRAL	2,382	14.1	Utah	112	
Minnesota	332		Nevada	102	
Iowa	150		MOUNTAIN	1,136	6.7
Missouri	346		Alaska	31	
North Dakota	40		Washington	360	
South Dakota	52		Oregon	221	
Nebraska	131		California	1,678	
Kansas	139		Hawaii	63	
WEST NO. CENTRAL	1,190	7.0	PACIFIC	2,353	13.9
Delaware	40		UNITED STATES	16,912	100.0
Maryland	450		U.S. Territories	-	
Washington, DC	63		Canada	-	
Virginia	458		Mexico	-	
West Virginia	97		Other International	-	
North Carolina	558		APO/FPO	-	
South Carolina	241				
Georgia	458				
Florida	991				
SOUTH ATLANTIC	3,356	19.9			
			TOTAL QUALIFIED CIRCULATION	16,912	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/ENDOCRINOLOGY

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	73,142	38,231	32,811	1:43
September	69,738	40,585	35,196	1:30
October	49,113	26,239	22,562	2:12
November	47,154	22,611	19,224	2:17
December	46,842	24,496	20,900	1:52
January	51,041	30,846	25,825	1:13
AVERAGE:	56,171	30,501	26,086	1:47

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 3 sources of circulation for quantities of 107 copies or 0.6% to 8,358 copies or 49.4%, 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 March 12, 2021

State New Jersey

County Morris

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Type BJ

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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.