

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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**CHEST PHYSICIAN** is a B2B brand intended for individuals with broad-based interest in critical care and pulmonary diseases. The brand content and editorial scope of the publication includes independent reporting with focus on breaking news and insightful commentary from the American College of Chest Physicians (ACCP).

**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.

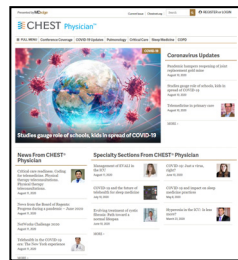
## CHANNELS

### CHEST PHYSICIAN MAGAZINE



6 issues in the period  
19,594 average circulation

### CHEST PHYSICIAN WEBSITE



55,669 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CHEST PHYSICIAN MAGAZINE</b> (6 issues in the period)	19,594	-	19,594
<b>CHEST PHYSICIAN WEBSITE</b> (Monthly Users with 79,189 average Pageviews)	55,669	-	55,669

### FIELD SERVED

**CHEST PHYSICIAN** serves members of the American College of Chest Physicians and physicians practicing in specialties related to critical care and pulmonology.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American College of Chest Physicians, office and hospital based physicians in the specialties of pulmonary critical care medicine and pulmonary disease.

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	218
Allocated for Trade Shows and Conventions	-
All Other	159
<b>TOTAL</b>	<b>377</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,565	38.6	7,565	38.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	12,029	61.4	12,029	61.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,594</b>	<b>100.0</b>	<b>19,594</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 issue	Total Qualified
August	18,829
September	19,490
October	19,441
November	19,626
December	20,024
January	20,151

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

This issue is 3.4% or 669 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					Members of the American College of Chest Physicians
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)	
PCC	Pulmonary Critical Care Medicine	5,380	26.7	3,666	1,032	682	1,714	5,380	-
PUD	Pulmonary Diseases	2,472	12.3	2,033	33	406	439	2,472	-
ACC	American College of Chest Physicians	12,299	61.0	-	-	-	-	-	12,299
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>20,151</b>	<b>100.0</b>	<b>5,699</b>	<b>1,065</b>	<b>1,088</b>	<b>2,153</b>	<b>7,852</b>	<b>12,299</b>
<b>PERCENT</b>		<b>100.0</b>		<b>28.3</b>	<b>5.3</b>	<b>5.4</b>	<b>10.7</b>	<b>39.0</b>	<b>61.0</b>

### 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:	12,299	-	-	12,299	61.0
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,852</b>	-	-	<b>7,852</b>	<b>39.0</b>
*Association rosters and directories	7,852	-	-	7,852	39.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,151</b>	<b>-</b>	<b>-</b>	<b>20,151</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	

\*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	20,151	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>20,151</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
	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:	18,558	18,669	19,017	19,520	19,817	19,594
Qualified Non-Paid:	18,558	18,669	19,017	19,520	19,817	19,594
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	87		Kentucky	269	
New Hampshire	90		Tennessee	458	
Vermont	54		Alabama	230	
Massachusetts	700		Mississippi	142	
Rhode Island	97		EAST SO. CENTRAL	1,099	5.5
Connecticut	380		Arkansas	116	
NEW ENGLAND	1,408	7.0	Louisiana	284	
New York	1,689		Oklahoma	156	
New Jersey	685		Texas	1,299	
Pennsylvania	1,078		WEST SO. CENTRAL	1,855	9.2
MIDDLE ATLANTIC	3,452	17.1	Montana	55	
Ohio	824		Idaho	60	
Indiana	358		Wyoming	17	
Illinois	859		Colorado	353	
Michigan	668		New Mexico	91	
Wisconsin	303		Arizona	414	
EAST NO. CENTRAL	3,012	14.9	Utah	145	
Minnesota	373		Nevada	128	
Iowa	139		MOUNTAIN	1,263	6.3
Missouri	420		Alaska	19	
North Dakota	24		Washington	377	
South Dakota	53		Oregon	211	
Nebraska	125		California	1,984	
Kansas	177		Hawaii	67	
WEST NO. CENTRAL	1,311	6.5	PACIFIC	2,658	13.2
Delaware	52		UNITED STATES	20,070	99.6
Maryland	506		U.S. Territories	81	
Washington, DC	111		Canada	-	
Virginia	509		Mexico	-	
West Virginia	114		Other International	-	
North Carolina	600		AP0/FPO	-	
South Carolina	231				
Georgia	549				
Florida	1,340				
SOUTH ATLANTIC	4,012	19.9			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,151</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.MDEDGE.COM/CHESTPHYSICIAN**

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	81,251	61,969	56,105	0:37
September	83,567	63,041	56,319	0:38
October	80,654	64,528	58,412	0:32
November	73,458	54,160	49,266	0:35
December	82,818	61,831	56,594	0:36
January	73,386	61,554	57,322	0:34
<b>AVERAGE:</b>	<b>79,189</b>	<b>61,180</b>	<b>55,669</b>	<b>0:35</b>

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 1 source of circulation for a quantity of 7,852 copies or 39.0%, including America 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.

Monique Michowski, 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	February 23, 2021
State	New Jersey
County	Morris
Received by BPA Worldwide	February 23, 2021
Type	BJ
ID Number	C727B0D0

#### 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.