

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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**CURRENT PSYCHIATRY** is a B2B brand intended for individuals with broad-based interest in psychiatric disorders and related diseases of the central nervous system. The brand content and editorial scope of the publication includes physician-outlined articles and information that focuses on solutions to common clinical problems seen in daily practice. Current Psychiatry 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**

**CURRENT PSYCHIATRY  
MAGAZINE**



6 issues in the period  
44,606 average circulation

**CURRENT PSYCHIATRY  
WEBSITE**



350,090 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>CURRENT PSYCHIATRY MAGAZINE</b> (6 issues in the period)                      | 44,606   | -    | 44,606  |
| <b>CURRENT PSYCHIATRY WEBSITE</b> (Monthly Users with 532,748 average Pageviews) | 350,090  | -    | 350,090 |

Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

**FIELD SERVED**

**CURRENT PSYCHIATRY** serves physicians and other healthcare professionals who treat psychiatric disorders and related diseases of the central nervous system.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians in the psychiatric specialties who are in direct patient care (office and hospital setting), including residents. Also included are those in other professional activities as reported in P3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

| Non-Qualified<br>Not Included Elsewhere      | Copies     |
|--|------------|
| Other Paid Circulation                       | 34         |
| Advertiser and Agency                        | 214        |
| Allocated for Trade Shows<br>and Conventions | -          |
| All Other                                    | 198        |
| <b>TOTAL</b>                                 | <b>446</b> |

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

| Qualified<br>Circulation                   | Total<br>Qualified |              | Qualified<br>Non-Paid |              | Qualified<br>Paid |          |
|--|--------------------|--------------|-----------------------|--------------|-------------------|----------|
|  | Copies             | Percent      | Copies                | Percent      | Copies            | Percent  |
| Individual                                 | 44,606             | 100.0        | 44,606                | 100.0        | -                 | -        |
| Sponsored<br>Individually<br>Addressed     | -                  | -            | -                     | -            | -                 | -        |
| Membership<br>Benefit                      | -                  | -            | -                     | -            | -                 | -        |
| Multi-Copy Same<br>Addressee               | -                  | -            | -                     | -            | -                 | -        |
| Single Copy Sales                          | -                  | -            | -                     | -            | -                 | -        |
| <b>TOTAL<br/>QUALIFIED<br/>CIRCULATION</b> | <b>44,606</b>      | <b>100.0</b> | <b>44,606</b>         | <b>100.0</b> | <b>-</b>          | <b>-</b> |

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

| 2020/2021 Issue | Total<br>Qualified |
|-----------------|--------------------|
| August          | 44,720             |
| September       | 44,585             |
| October         | 44,817             |
| November        | 44,540             |
| December        | 44,512             |
| January         | 44,459             |

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

This issue is 0.4% or 176 copies below the average of the other 5 issues reported in Paragraph 2.

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

| Alpha Code  | Professional Classifications | Total<br>Qualified | Percent<br>of Total | Patient Care                |              |                                |                  |                           |            |                |            | Other<br>Profes-<br>sional<br>Activity | Osteo-<br>pathic<br>Physicians |
|---|------------------------------|--------------------|---------------------|-----------------------------|--------------|--------------------------------|------------------|---------------------------|------------|----------------|------------|--|--------------------------------|
|   |                              |                    |                     | Hospital Based<br>Practice  |              |                                |                  | Medical<br>Administration |            |                |            |  |                                |
|   |                              |                    |                     | Office<br>Based<br>Practice | Residents    | Full-Time<br>Hospital<br>Staff | Semi-<br>Retired | Teaching                  | Research   | Administration | Research   |  |                                |
| CHP   | Psychiatry, Child            | 8,794              | 19.8                | 6,541                       | 716          | 1,184                          | 75               | 18                        | 23         | 8              | 63         | 166                                    |                                |
| PYG   | Geriatric Psychiatry         | 950                | 2.1                 | 639                         | 47           | 242                            | 4                | 3                         | -          | -              | 9          | 6                                      |                                |
| P   | Psychiatry                   | 31,528             | 70.9                | 20,855                      | 3,994        | 3,113                          | 570              | 120                       | 177        | 121            | 149        | 2,429                                  |                                |
| <b>TOTAL COPIES TO PHYSICIANS</b>   |                              | <b>41,272</b>      | <b>92.8</b>         | <b>28,035</b>               | <b>4,757</b> | <b>4,539</b>                   | <b>649</b>       | <b>141</b>                | <b>200</b> | <b>129</b>     | <b>221</b> | <b>2,601</b>                           |                                |
| <b>PERCENT TO PHYSICIANS</b>  |                              | <b>92.8</b>        | <b>63.0</b>         | <b>10.7</b>                 | <b>10.2</b>  | <b>1.5</b>                     | <b>0.3</b>       | <b>0.4</b>                | <b>0.3</b> | <b>0.5</b>     | <b>5.9</b> |  |                                |
| Advanced Practice Clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants & Certified Nurse Specialists. |                              | 3,187              | 7.2                 |                             |              |                                |                  |                           |            |                |            |  |                                |
| <b>TOTAL QUALIFIED CIRCULATION</b>  |                              | <b>44,459</b>      | <b>100.0</b>        |                             |              |                                |                  |                           |            |                |            |  |                                |

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

Qualified Within

| Qualification Source  | 1 Year        | 2 Years      | 3 Years      | Total<br>Qualified | Percent      |
|---|---------------|--------------|--------------|--------------------|--------------|
| I. Direct Request:  | <b>6,853</b>  | <b>5,928</b> | <b>9,856</b> | <b>22,637</b>      | <b>50.9</b>  |
| II. Request from recipient's company:                               | -             | -            | -            | -                  | -            |
| III. Membership Benefit:  | -             | -            | -            | -                  | -            |
| IV. Communication (other than request):                             | -             | -            | -            | -                  | -            |
| V. <b>TOTAL</b> - Sources other than above (listed alphabetically): | <b>21,822</b> | -            | -            | <b>21,822</b>      | <b>49.1</b>  |
| *Association rosters and directories                                | 19,759        | -            | -            | 19,759             | 44.5         |
| Business directories  | -             | -            | -            | -                  | -            |
| Manufacturer's, distributor's, and wholesaler's lists               | -             | -            | -            | -                  | -            |
| *Other sources  | 2,063         | -            | -            | 2,063              | 4.6          |
| VI. Single Copy Sales:  | -             | -            | -            | -                  | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>                                  | <b>28,675</b> | <b>5,928</b> | <b>9,856</b> | <b>44,459</b>      | <b>100.0</b> |
| <b>PERCENT</b>  | <b>64.5</b>   | <b>13.3</b>  | <b>22.2</b>  | <b>100.0</b>       |              |

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021\***

| State                   | Total Qualified | Percent     | State                              | Total Qualified | Percent      |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine                   | 252             |             | Kentucky                           | 452             |              |
| New Hampshire           | 242             |             | Tennessee                          | 673             |              |
| Vermont                 | 176             |             | Alabama                            | 388             |              |
| Massachusetts           | 2,312           |             | Mississippi                        | 206             |              |
| Rhode Island            | 347             |             | <b>EAST SO. CENTRAL</b>            | <b>1,719</b>    | <b>3.9</b>   |
| Connecticut             | 972             |             | Arkansas                           | 284             |              |
| <b>NEW ENGLAND</b>      | <b>4,301</b>    | <b>9.7</b>  | Louisiana                          | 533             |              |
| New York                | 4,614           |             | Oklahoma                           | 374             |              |
| New Jersey              | 1,451           |             | Texas                              | 2,830           |              |
| Pennsylvania            | 1,927           |             | <b>WEST SO. CENTRAL</b>            | <b>4,021</b>    | <b>9.0</b>   |
| <b>MIDDLE ATLANTIC</b>  | <b>7,992</b>    | <b>18.0</b> | Montana                            | 99              |              |
| Ohio                    | 1,441           |             | Idaho                              | 98              |              |
| Indiana                 | 515             |             | Wyoming                            | 50              |              |
| Illinois                | 1,600           |             | Colorado                           | 713             |              |
| Michigan                | 1,143           |             | New Mexico                         | 290             |              |
| Wisconsin               | 662             |             | Arizona                            | 777             |              |
| <b>EAST NO. CENTRAL</b> | <b>5,361</b>    | <b>12.0</b> | Utah                               | 295             |              |
| Minnesota               | 778             |             | Nevada                             | 238             |              |
| Iowa                    | 278             |             | <b>MOUNTAIN</b>                    | <b>2,560</b>    | <b>5.8</b>   |
| Missouri                | 746             |             | Alaska                             | 91              |              |
| North Dakota            | 107             |             | Washington                         | 851             |              |
| South Dakota            | 103             |             | Oregon                             | 595             |              |
| Nebraska                | 199             |             | California                         | 5,934           |              |
| Kansas                  | 326             |             | Hawaii                             | 271             |              |
| <b>WEST NO. CENTRAL</b> | <b>2,537</b>    | <b>5.7</b>  | <b>PACIFIC</b>                     | <b>7,742</b>    | <b>17.4</b>  |
| Delaware                | 119             |             | <b>UNITED STATES</b>               | <b>44,459</b>   | <b>100.0</b> |
| Maryland                | 1,236           |             | U.S. Territories                   | -               |              |
| Washington, DC          | 305             |             | Canada                             | -               |              |
| Virginia                | 1,158           |             | Mexico                             | -               |              |
| West Virginia           | 207             |             | Other International                | -               |              |
| North Carolina          | 1,352           |             | APO/FPO                            | -               |              |
| South Carolina          | 576             |             |                                    |                 |              |
| Georgia                 | 1,084           |             |                                    |                 |              |
| Florida                 | 2,189           |             |                                    |                 |              |
| <b>SOUTH ATLANTIC</b>   | <b>8,226</b>    | <b>18.5</b> |                                    |                 |              |
|                         |                 |             | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>44,459</b>   | <b>100.0</b> |

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.MDEDGE.COM/PSYCHIATRY\***

| 2020/2021       | Pageviews      | Sessions       | Users          | Average Session Duration |
|-----------------|----------------|----------------|----------------|--------------------------|
| August          | 739,122        | 519,559        | 466,417        | 0:48                     |
| September       | 595,022        | 442,412        | 398,399        | 0:38                     |
| October         | 527,165        | 402,675        | 351,796        | 0:36                     |
| November        | 468,885        | 341,952        | 303,256        | 0:40                     |
| December        | 452,876        | 333,473        | 300,886        | 0:39                     |
| January         | 413,421        | 303,678        | 279,790        | 0:39                     |
| <b>AVERAGE:</b> | <b>532,748</b> | <b>390,624</b> | <b>350,090</b> | <b>0:40</b>              |

August 2020 – January 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.  
 \*Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

**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 1,756 copies or 4.0% to 18,003 copies or 40.5%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,063 copies or 4.6%, 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.

Sharon Finch, SVP/Group 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

February 24, 2021

New Jersey

Morris

February 24, 2021

BD

C577B0D0

#### 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.