

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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FAMILY PRACTICE NEWS is an independent news source that provides the family physician with timely and relevant news and commentary about clinical developments in the field and about the impact of health care policy on the specialty and the physician's practice. MDedge Family Medicine - Presented by The Journal of Family Practice and Family Practice News provides medical specialty news coverage tailored to the needs and interests of practicing family physicians. Our staff of medical journalists provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a forum of perspectives and opinions from our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our most important partners, our readers. Family Practice 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

FAMILY PRACTICE NEWS MAGAZINE

6 issues in the period
103,706 average circulation

FAMILY PRACTICE NEWS WEBSITE

565,498 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
FAMILY PRACTICE NEWS MAGAZINE (6 issues in the period)	103,706	-	103,706
FAMILY PRACTICE NEWS WEBSITE (Monthly Users with 775,664 average Pageviews)	565,498	-	565,498

Note 1: Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice

FIELD SERVED

FAMILY PRACTICE NEWS serves the family physician and general practitioner.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital-based family physicians and general practitioners with direct patient care responsibilities, and others as noted in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	418
Allocated for Trade Shows and Conventions	-
All Other	73
TOTAL	500

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	103,706	100.0	103,706	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	103,706	100.0	103,706	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	103,752
September	103,977
October	103,776
November	103,601
December	103,596
January	103,536

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

This issue is 0.2% or 204 copies below the average of the other 5 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Patient Care							
			Hospital Based Practice				Semi - Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopathic Physicians
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)				
FM/FP Family Medicine/Family Practice	100,271	96.8	70,343	4,036	5,795	9,831	446	80,620	311	19,340
GP General Practice	3,265	3.2	2,646	3	230	233	150	3,029	2	234
TOTAL QUALIFIED CIRCULATION	103,536	100.0	72,989	4,039	6,025	10,064	596	83,649	313	19,574
PERCENT TO PHYSICIANS	100.0		70.5	3.9	5.8	9.7	0.6	80.8	0.3	18.9

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:	9,255	29,148	15,397	53,800	52.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	49,736	-	-	49,736	48.0
*Association rosters and directories	49,736	-	-	49,736	48.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,991	29,148	15,397	103,536	100.0
PERCENT	57.0	28.1	14.9	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	103,536	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	103,536	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:	101,380	102,533	102,444	102,961	104,091	103,706
Qualified Non-Paid:	101,380	102,533	102,444	102,961	104,091	103,706
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	724		Kentucky	1,369	
New Hampshire	491		Tennessee	2,009	
Vermont	307		Alabama	1,480	
Massachusetts	1,478		Mississippi	810	
Rhode Island	283		EAST SO. CENTRAL	5,668	5.5
Connecticut	619		Arkansas	1,312	
NEW ENGLAND	3,902	3.8	Louisiana	1,403	
New York	4,339		Oklahoma	1,482	
New Jersey	2,062		Texas	8,015	
Pennsylvania	4,718		WEST SO. CENTRAL	12,212	11.8
MIDDLE ATLANTIC	11,119	10.7	Montana	467	
Ohio	3,712		Idaho	729	
Indiana	2,502		Wyoming	247	
Illinois	4,012		Colorado	2,297	
Michigan	3,765		New Mexico	788	
Wisconsin	2,308		Arizona	2,001	
EAST NO. CENTRAL	16,299	15.8	Utah	929	
Minnesota	2,585		Nevada	759	
Iowa	1,456		MOUNTAIN	8,217	7.9
Missouri	1,947		Alaska	410	
North Dakota	387		Washington	3,098	
South Dakota	408		Oregon	1,683	
Nebraska	845		California	12,415	
Kansas	1,277		Hawaii	442	
WEST NO. CENTRAL	8,905	8.6	PACIFIC	18,048	17.4
Delaware	296		UNITED STATES	103,536	100.0
Maryland	1,388		U.S. Territories	-	
Washington, DC	158		Canada	-	
Virginia	2,618		Mexico	-	
West Virginia	869		Other International	-	
North Carolina	3,048		APO/FPO	-	
South Carolina	1,725				
Georgia	2,742				
Florida	6,322				
SOUTH ATLANTIC	19,166	18.5			
			TOTAL QUALIFIED CIRCULATION	103,536	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/FAMILYMEDICINE*

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	1,068,118	828,208	770,424	0:33
September	865,688	680,356	634,358	0:27
October	773,598	614,114	571,564	0:26
November	669,780	526,671	494,448	0:27
December	648,063	503,887	468,432	0:29
January	628,741	495,080	453,763	0:27
AVERAGE:	775,664	608,052	565,498	0:28

August 2020 – January 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice.

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 11,399 copies or 11.0% to 38,337 copies or 37.0%, 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.

Jodi Smith, Associate 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

February 10, 2021

State

New Jersey

County

Morris

Received by BPA Worldwide

February 10, 2021

Type

BJ

ID Number

F141B0D0

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.