

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
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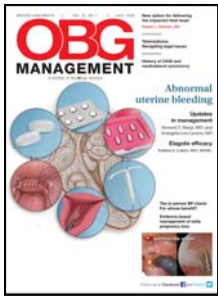
OBG MANAGEMENT is a B2B brand intended for individuals with broad-based interests in obstetrics and gynecology. The brand content and editorial scope of the publication includes relevant clinical and timely practice management information, as well as in-depth analysis of diagnostic and treatment approaches. OBG Management 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

**OBG MANAGEMENT
MAGAZINE**



6 issues in the period
48,731 average circulation

**OBG MANAGEMENT
WEBSITE**



302,032 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
OBG MANAGEMENT MAGAZINE (6 issues in the period)	48,731	-	48,731
OBG MANAGEMENT WEBSITE (Monthly Users with 447,937 average Pageviews)	302,032	-	302,032

Note 1: Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

FIELD SERVED

OBG MANAGEMENT serves office and hospital based medical and osteopathic physicians, nurse practitioners, physician assistants, and certified nurse midwives in direct patient care and in other professional activities in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based and hospital-based physicians who practice direct patient care in Obstetrics and Gynecology, Obstetrics only, Gynecology only, Gynecology Oncology, Reproductive Endocrinology, Maternal & Fetal Medicine, Female Pelvic Medicine and Reconstructive Surgery, Osteopathy, and other physician specialties allied to the field, as well as semi-retired physicians, residents, and fellows in Obstetrics & Gynecology. Also qualified are Nurse Practitioners, Physician Assistants and Certified Nurse Midwives.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency	660
Allocated for Trade Shows and Conventions	-
All Other	101
TOTAL	771

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,731	100.0	48,731	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,731	100.0	48,731	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	48,581
September	48,953
October	48,858
November	48,740
December	48,660
January	48,593

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021
This issue is 0.3% or 165 copies below the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					
				Patient Care			Hospital Based Practice		
				Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)	Semi-Retired	Other Professional Activity	Osteopathic Physicians
FPR	Female Pelvic Medicine & Reconstructive Surgery	372	0.8	213	129	26	-	4	-
GO	Gynecological Oncology	272	0.5	173	16	63	7	9	4
GYN	Gynecology	1,848	3.8	1,493	-	131	109	23	92
MFM	Maternal & Fetal Medicine	469	1.0	297	20	100	7	27	18
OBS	Obstetrics	144	0.3	106	-	18	3	4	13
OBG	Obstetrics & Gynecology	41,276	84.9	29,770	4,243	3,360	278	342	3,283
REN	Reproductive Endocrinology	502	1.0	415	11	26	18	23	9
	Other Physician Specialties	669	1.4	502	8	104	15	30	10
TOTAL COPIES TO PHYSICIANS		45,552	93.7	32,969	4,427	3,828	437	462	3,429
PERCENT TO PHYSICIANS		93.7		67.8	9.1	7.9	0.9	0.9	7.1
Nurse Practitioners/Physician Assistants		2,966	6.1						
Certified Nurse Midwives		75	0.2						
TOTAL QUALIFIED CIRCULATION		48,593	100.0						

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	4,469	12,686	9,124	26,279	54.1
a. Written	3,038	4,849	1,324	9,211	19.0
b. Telecommunication	1,420	7,559	7,453	16,432	33.8
c. Electronic	11	278	347	636	1.3
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	22,314	-	-	22,314	45.9
*Association rosters and directories	20,038	-	-	20,038	41.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,276	-	-	2,276	4.7
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,783	12,686	9,124	48,593	100.0
PERCENT	55.1	26.1	18.8	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	48,593	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	48,593	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	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:	52,697	48,025	48,194	48,298	48,694	48,731
Qualified Non-Paid:	52,697	48,025	48,194	48,298	48,694	48,731
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: February 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	190		Kentucky	600	
New Hampshire	204		Tennessee	1,041	
Vermont	123		Alabama	614	
Massachusetts	1,260		Mississippi	352	
Rhode Island	228		EAST SO. CENTRAL	2,607	5.4
Connecticut	760		Arkansas	325	
NEW ENGLAND	2,765	5.7	Louisiana	794	
New York	3,837		Oklahoma	469	
New Jersey	1,634		Texas	3,683	
Pennsylvania	2,071		WEST SO. CENTRAL	5,271	10.8
MIDDLE ATLANTIC	7,542	15.5	Montana	134	
Ohio	1,786		Idaho	184	
Indiana	815		Wyoming	61	
Illinois	1,978		Colorado	874	
Michigan	1,654		New Mexico	269	
Wisconsin	737		Arizona	915	
EAST NO. CENTRAL	6,970	14.4	Utah	346	
Minnesota	754		Nevada	342	
Iowa	322		MOUNTAIN	3,125	6.4
Missouri	817		Alaska	110	
North Dakota	86		Washington	898	
South Dakota	94		Oregon	666	
Nebraska	270		California	5,718	
Kansas	371		Hawaii	256	
WEST NO. CENTRAL	2,714	5.6	PACIFIC	7,648	15.7
Delaware	129		UNITED STATES	48,593	100.0
Maryland	1,192		U.S. Territories	-	
Washington, DC	227		Canada	-	
Virginia	1,355		Mexico	-	
West Virginia	228		Other International	-	
North Carolina	1,495		APO/FPO	-	
South Carolina	702				
Georgia	1,618				
Florida	3,005				
SOUTH ATLANTIC	9,951	20.5			
			TOTAL QUALIFIED CIRCULATION	48,593	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/OBGYN*

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	609,767	443,523	408,007	0:42
September	481,926	361,556	323,819	0:35
October	446,441	335,701	307,923	0:35
November	379,212	277,911	257,265	0:35
December	373,878	275,916	254,919	0:36
January	396,400	287,634	260,261	0:41
AVERAGE:	447,937	330,373	302,032	0:37

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

*Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

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 Cookied 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 2,108 copies or 4.3% to 17,930 copies or 36.9%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,276 copies or 4.7%, 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.

Dianne Reynolds, 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

February 23, 2021

State

New Jersey

County

Morris

Received by BPA Worldwide

February 23, 2021

Type

BD

ID Number

0004B0D0

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.