

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.the-hospitalist.org

THE HOSPITALIST is a medical journal brand intended for individuals with broad-based interests in hospital medicine performed by hospitalists. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

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

THE HOSPITALIST MAGAZINE

6 issues in the period
33,647 average circulation

THE HOSPITALIST WEBSITE

215,115 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE HOSPITALIST MAGAZINE (6 issues in the period)	33,647	-	33,647
THE HOSPITALIST WEBSITE (Monthly Users with 279,074 average Pageviews)	215,115	-	215,115

FIELD SERVED

THE HOSPITALIST serves members of The Society of Hospital Medicine and additional qualified recipients as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are hospitalists, physicians, residents, fellows, students, nurse practitioners, physician assistants, residency program directors, and other titled and non-titled personnel within the field served.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	570
Allocated for Trade Shows and Conventions	-
All Other	125
TOTAL	707

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,647	100.0	33,647	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,647	100.0	33,647	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July	33,590
August	33,623
September	33,618
October	33,691
November	33,667
December	33,692

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

This issue is 0.1% or 24 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total
Society of Hospital Medicine Members and Non-Members and Allied Health Professionals	33,667	100.0
TOTAL QUALIFIED CIRCULATION	33,667	100.0

Note 1: Qualified recipients are hospitalists, physicians, residents, fellows, students, nurse practitioners, physician assistants, residency program directors, and 771 other titled and non-titled personnel within the field served copies.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	-	-	15	15	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	33,652	-	-	33,652	100.0
*Association rosters and directories	14,702	-	-	14,702	43.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	18,950	-	-	18,950	56.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,652	-	15	33,667	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	136		Kentucky	428	
New Hampshire	125		Tennessee	801	
Vermont	80		Alabama	435	
Massachusetts	1,245		Mississippi	221	
Rhode Island	167		EAST SO. CENTRAL	1,885	5.6
Connecticut	593		Arkansas	183	
NEW ENGLAND	2,346	7.0	Louisiana	462	
New York	2,724		Oklahoma	229	
New Jersey	930		Texas	2,074	
Pennsylvania	1,706		WEST SO. CENTRAL	2,948	8.8
MIDDLE ATLANTIC	5,360	15.9	Montana	83	
Ohio	1,568		Idaho	146	
Indiana	603		Wyoming	32	
Illinois	1,526		Colorado	515	
Michigan	1,069		New Mexico	229	
Wisconsin	639		Arizona	571	
EAST NO. CENTRAL	5,405	16.0	Utah	199	
Minnesota	798		Nevada	219	
Iowa	259		MOUNTAIN	1,994	5.9
Missouri	748		Alaska	35	
North Dakota	66		Washington	715	
South Dakota	120		Oregon	487	
Nebraska	259		California	2,900	
Kansas	247		Hawaii	162	
WEST NO. CENTRAL	2,497	7.4	PACIFIC	4,299	12.8
Delaware	105		UNITED STATES	33,424	99.3
Maryland	776		U.S. Territories	10	
Washington, DC	238		Canada	157	
Virginia	839		Mexico	2	
West Virginia	260		Other International	71	
North Carolina	1,299		APO/FPO	3	
South Carolina	504				
Georgia	1,026				
Florida	1,643				
SOUTH ATLANTIC	6,690	19.9			
			TOTAL QUALIFIED CIRCULATION	33,667	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.THE-HOSPITALIST.ORG

2020	Pageviews	Sessions	Users	Average Session Duration
July	321,690	275,589	248,956	0:35
August	304,563	258,983	230,606	0:34
September	272,081	232,474	208,817	0:37
October	269,767	233,271	209,265	0:36
November	265,094	226,016	205,291	0:38
December	241,253	206,930	187,755	0:36
AVERAGE:	279,074	238,877	215,115	0:36

July – December 2020 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 14,702 copies or 43.7%, including Society of Hospital Medicine Members/Roster. Other sources include 2 sources of circulation for quantities of 7,265 copies or 21.6% to 11,685 copies or 34.7%, including IQVIA and Health Research Institute.

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.

Angelique Ricci, Senior 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 January 29, 2021

State New Jersey

County Morris

Received by BPA Worldwide January 29, 2021

Type BD

ID Number T821B0D0

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.