

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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GI & HEPATOLOGY NEWS is a B2B brand intended for individuals with broad-based interest in gastroenterology. The brand content and editorial scope of the publication includes independent reporting focusing on impacting the way gastroenterologists practice medicine and news from the AGA Institute.

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

GI & HEPATOLOGY NEWS MAGAZINE



6 issues in the period
19,714 average circulation

GI & HEPATOLOGY NEWS WEBSITE



27,153 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GI & HEPATOLOGY NEWS MAGAZINE (6 issues in the period)	19,714	-	19,714
GI & HEPATOLOGY NEWS WEBSITE (Monthly Users with 46,181 average Pageviews)	27,153	-	27,153

FIELD SERVED

GI & HEPATOLOGY NEWS serves members of the AGA Institute and physicians in the specialties of gastroenterology and hepatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the AGA Institute, office and hospital based physicians, residents and osteopaths specializing in gastroenterology and hepatology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	325
Allocated for Trade Shows and Conventions	-
All Other	102
TOTAL	429

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,295	47.1	9,295	47.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	10,419	52.9	10,419	52.9	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,714	100.0	19,714	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	19,490
September	19,731
October	19,705
November	19,742
December	19,794
January	19,822

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

This issue is 0.7% or 130 copies above 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	Hospital Based Practice			Total (Hospital Based)	Total (Patient Care)	Osteopaths	AGA Members
			Office Based Practice	Residents	Full Time Hospital Staff				
GE Gastroenterology	9,225	46.5	7,124	952	708	1,660	8,784	441	-
HEP Hepatology	68	0.4	46	-	22	22	68	-	-
Members of the AGA Institute	10,529	53.1	-	-	-	-	-	-	10,529
TOTAL QUALIFIED CIRCULATION	19,822	100.0	7,170	952	730	1,682	8,852	441	10,529
PERCENT	100.0		36.2	4.8	3.7	8.5	44.7	2.2	53.1

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:	10,529	-	-	10,529	53.1
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,293	-	-	9,293	46.9
*Association rosters and directories	9,293	-	-	9,293	46.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,822	-	-	19,822	100.0
PERCENT	100.0	-	-	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	19,822	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,822	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:	18,164	18,779	18,514	19,283	19,130	19,714
Qualified Non-Paid:	18,164	18,779	18,514	19,283	19,130	19,714
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	58		Kentucky	217	
New Hampshire	93		Tennessee	394	
Vermont	32		Alabama	217	
Massachusetts	762		Mississippi	117	
Rhode Island	112		EAST SO. CENTRAL	945	4.8
Connecticut	392		Arkansas	107	
NEW ENGLAND	1,449	7.3	Louisiana	257	
New York	1,892		Oklahoma	139	
New Jersey	742		Texas	1,376	
Pennsylvania	1,090		WEST SO. CENTRAL	1,879	9.5
MIDDLE ATLANTIC	3,724	18.8	Montana	37	
Ohio	738		Idaho	48	
Indiana	297		Wyoming	12	
Illinois	839		Colorado	299	
Michigan	579		New Mexico	93	
Wisconsin	283		Arizona	404	
EAST NO. CENTRAL	2,736	13.8	Utah	132	
Minnesota	380		Nevada	118	
Iowa	120		MOUNTAIN	1,143	5.7
Missouri	369		Alaska	16	
North Dakota	20		Washington	389	
South Dakota	38		Oregon	218	
Nebraska	107		California	2,159	
Kansas	130		Hawaii	67	
WEST NO. CENTRAL	1,164	5.9	PACIFIC	2,849	14.4
Delaware	43		UNITED STATES	19,822	100.0
Maryland	577		U.S. Territories	-	
Washington, DC	101		Canada	-	
Virginia	485		Mexico	-	
West Virginia	82		Other International	-	
North Carolina	627		APO/FPO	-	
South Carolina	227				
Georgia	506				
Florida	1,285				
SOUTH ATLANTIC	3,933	19.8			
			TOTAL QUALIFIED CIRCULATION	19,822	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEGE.COM/GIHEPNEWS

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	52,583	33,170	28,925	1:05
September	48,840	31,163	27,686	1:01
October	43,592	29,186	25,849	0:51
November	44,867	30,355	26,686	0:51
December	44,439	29,474	26,549	0:53
January	42,769	29,993	27,225	0:53
AVERAGE:	46,181	30,556	27,153	0:55

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 9,293 copies or 46.9%, including 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.

Joshua Norton, National Account Manager

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 March 11, 2021

State New Jersey

County Morris

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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.