

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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INTERNAL MEDICINE NEWS has provided news and commentary about clinical developments in internal medicine as well as health care policy and regulations that affect the physician's practice since 1968. MDedge Internal Medicine is the online destination and multimedia properties of Internal Medicine News, the independent news publication for internal medicine specialists.

Our Mission

MDedge Internal Medicine - presented by Internal Medicine News, provides medical specialty news coverage tailored to the needs and interests of practicing internal medicine specialists. Our staff of medical journalists provides news that is fair, balanced, and accurate. We adhere to the policies of fact verification and disclosures of conflict of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in our online communities. 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 readers. Internal Medicine 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

INTERNAL MEDICINE NEWS MAGAZINE



6 issues in the period
111,403 average circulation

INTERNAL MEDICINE NEWS WEBSITE



93,230 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INTERNAL MEDICINE NEWS MAGAZINE (6 issues in the period)	111,403	-	111,403
INTERNAL MEDICINE NEWS WEBSITE (Monthly Users with 197,995 average Pageviews)	93,230	-	93,230

FIELD SERVED

INTERNAL MEDICINE NEWS serves Internal Medicine, Cardiovascular Disease, Gastroenterology, IM-Geriatrics and patient-care specialists in Diabetology, Endocrinology, Infectious Disease, Nephrology, Pulmonary Disease, and Rheumatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are internists, cardiologists, gastroenterologists, IM-geriatrics and specialists in diabetology, endocrinology, infectious disease, nephrology, pulmonary disease and rheumatology in office and hospital based practice as well as residents and others as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	14
Advertiser and Agency	506
Allocated for Trade Shows and Conventions	-
All Other	78
TOTAL	598

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	111,403	100.0	111,403	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	111,403	100.0	111,403	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	114,808
September	112,883
October	111,331
November	109,894
December	109,789
January	109,714

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

This issue is 1.8% or 2,027 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO												
Professional Classification		Patient Care										
		Hospital Based					Total (Other Professional Activity)					
		Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi- Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopaths	
CD	Cardiovascular Diseases	2,203	2.0	1,754	82	250	332	73	2,159	27	17	17
DIA	Diabetes	20	-	15	-	1	1	1	17	3	-	-
END	Endocrinology	556	0.5	468	22	34	56	14	538	18	-	-
GE	Gastroenterology	1,329	1.2	1,105	60	90	150	26	1,281	27	21	21
ID	Infectious Disease	606	0.6	460	20	90	110	13	583	21	2	2
IM	Internal Medicine	99,240	90.4	72,839	2,094	14,265	16,359	-	89,198	-	10,042	10,042
IMG	Internal Medicine, Geriatrics	3,676	3.4	2,934	129	511	640	-	3,574	-	102	102
NEP	Nephrology	923	0.8	770	31	63	94	22	886	34	3	3
PUD	Pulmonary Diseases	417	0.4	335	2	52	54	21	410	7	-	-
RHU	Rheumatology	744	0.7	625	9	58	67	15	707	32	5	5
Total Copies to Physicians		109,714	100.0	81,305	2,449	15,414	17,863	185	99,353	169	10,192	10,192
Percent to Physicians		100.0		74.1	2.2	14.1	16.3	0.2	90.6	0.1	9.3	
TOTAL QUALIFIED CIRCULATION		109,714	100.0	81,305	2,449	15,414	17,863	185	99,353	169	10,192	

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:	10,293	27,729	21,004	59,026	53.8
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	50,688	-	-	50,688	46.2
* Association rosters and directories	50,688	-	-	50,688	46.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,981	27,729	21,004	109,714	100.0
PERCENT	55.6	25.3	19.1	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	109,714	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	109,714	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:	116,904	117,996	117,873	114,935	113,714	111,403
Qualified Non-Paid:	116,904	117,996	117,873	114,935	113,714	111,403
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	510		Kentucky	1,120	
New Hampshire	480		Tennessee	2,129	
Vermont	245		Alabama	1,319	
Massachusetts	4,208		Mississippi	642	
Rhode Island	593		EAST SO. CENTRAL	5,210	4.7
Connecticut	1,998		Arkansas	520	
NEW ENGLAND	8,034	7.3	Louisiana	1,305	
New York	10,068		Oklahoma	798	
New Jersey	4,272		Texas	6,916	
Pennsylvania	4,945		WEST SO. CENTRAL	9,539	8.7
MIDDLE ATLANTIC	19,285	17.6	Montana	242	
Ohio	3,955		Idaho	276	
Indiana	1,479		Wyoming	90	
Illinois	4,887		Colorado	1,568	
Michigan	3,544		New Mexico	478	
Wisconsin	1,531		Arizona	2,156	
EAST NO. CENTRAL	15,396	14.0	Utah	534	
Minnesota	1,549		Nevada	906	
Iowa	582		MOUNTAIN	6,250	5.7
Missouri	1,787		Alaska	126	
North Dakota	161		Washington	2,098	
South Dakota	228		Oregon	1,446	
Nebraska	462		California	14,142	
Kansas	659		Hawaii	633	
WEST NO. CENTRAL	5,428	5.0	PACIFIC	18,445	16.8
Delaware	276		UNITED STATES	109,714	100.0
Maryland	3,049		U.S. Territories	-	
Washington, DC	480		Canada	-	
Virginia	2,755		Mexico	-	
West Virginia	486		Other International	-	
North Carolina	2,958		APO/FPO	-	
South Carolina	1,242				
Georgia	3,139		TOTAL QUALIFIED CIRCULATION	109,714	100.0
Florida	7,742				
SOUTH ATLANTIC	22,127	20.2			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/INTERNALMEDICINE

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	259,215	146,198	127,100	0:49
September	238,249	135,179	114,630	0:45
October	187,690	99,960	84,690	0:51
November	164,747	87,409	74,682	0:56
December	169,764	102,469	82,225	0:57
January	168,310	90,748	76,056	0:57
AVERAGE:	197,995	110,327	93,230	0:52

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 2 sources of circulation for quantities of 8,151 copies or 7.4% to 42,537 copies or 38.8%, 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 March 11, 2021

State New Jersey

County Morris

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Type BD

ID Number IO70B0DO

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.