



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2021



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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JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is an independent, peer-reviewed journal offering evidence-based, practical information for improving the quality and value of healthcare. JCOM is a member of the MDedge Network.

FIELD SERVED
JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT serves organizations allied to the Managed Care/Payer Markets.

DEFINITION OF RECIPIENT QUALIFICATION
JCOM targets key managed care decision makers such as Medical Directors, Medical Doctors, Doctors of Osteopathy, Formulary Directors, P&T Committee Chairs, Directors of Pharmacy, Pharmacy Consultants, MCO CEO/President's, Directors of Quality, Directors of Utilization Review, Directors of Managed Care, and Directors of Medicare/Medicaid.

CHANNELS

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT



3 issues in the period
38,396 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT (3 issues in the period)	38,396	-	38,396

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere		Copies
Other Paid Circulation		22
Advertiser and Agency		117
Allocated for Trade Shows and Conventions		-
All Other		66
TOTAL		205

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,396	100.0	38,396	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,396	100.0	38,396	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
September/October	38,542
November/December	38,441
January/February	38,206

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021
 This issue is 0.7% or 286 copies below the average of the other 2 issues reported in Paragraph 2.

Titles	Total Qualified	Percent of Total
Medical Director/MD/DO	22,215	58.2
Formulary Director/P&T Committee Chair	268	0.7
Director of Pharmacy/Pharmacy Consultant	8,897	23.3
CEO/President	4,311	11.3
Director of Quality/Utilization Review	2,039	5.3
Director of Managed Care/Medicare/Medicaid	476	1.2
TOTAL QUALIFIED CIRCULATION	38,206	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 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:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	38,206	-	-	38,206	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,206	-	-	38,206	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	38,206	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	38,206	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	210		Kentucky	583	
New Hampshire	175		Tennessee	867	
Vermont	94		Alabama	620	
Massachusetts	1,554		Mississippi	497	
Rhode Island	142		EAST SO. CENTRAL	2,567	6.7
Connecticut	439		Arkansas	446	
NEW ENGLAND	2,614	6.9	Louisiana	883	
New York	2,090		Oklahoma	619	
New Jersey	973		Texas	3,179	
Pennsylvania	1,805		WEST SO. CENTRAL	5,127	13.4
MIDDLE ATLANTIC	4,868	12.7	Montana	228	
Ohio	1,566		Idaho	231	
Indiana	967		Wyoming	124	
Illinois	1,465		Colorado	560	
Michigan	1,004		New Mexico	234	
Wisconsin	768		Arizona	553	
EAST NO. CENTRAL	5,770	15.1	Utah	278	
Minnesota	708		Nevada	228	
Iowa	673		MOUNTAIN	2,436	6.4
Missouri	824		Alaska	102	
North Dakota	185		Washington	582	
South Dakota	266		Oregon	371	
Nebraska	451		California	3,068	
Kansas	609		Hawaii	189	
WEST NO. CENTRAL	3,716	9.7	PACIFIC	4,312	11.3
Delaware	104		UNITED STATES	38,206	100.0
Maryland	683		U.S. Territories	-	
Washington, DC	90		Canada	-	
Virginia	829		Mexico	-	
West Virginia	321		Other International	-	
North Carolina	974		APO/FPO	-	
South Carolina	518				
Georgia	1,069		TOTAL QUALIFIED CIRCULATION	38,206	100.0
Florida	2,208				
SOUTH ATLANTIC	6,796	17.8			

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 38,206 copies or 100.0%, including IQVIA.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sharon Finch, SVP/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 March 12, 2021

State New Jersey

County Morris

Received by BPA Worldwide March 12, 2021

Type BJ

ID Number J041B0D0

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.