

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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THE JOURNAL OF FAMILY PRACTICE is a B2B brand intended for individuals with broad-based interests in the Family Practice specialty. The brand content and editorial scope of the publication includes peer-reviewed and indexed articles, plus other features on current practice recommendations for diagnosis and treatment of common medical problems. The Journal of Family Practice 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

**THE JOURNAL OF
FAMILY PRACTICE
MAGAZINE**



5 issues in the period
104,000 average circulation

**THE JOURNAL OF
FAMILY PRACTICE
WEBSITE**



565,498 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
THE JOURNAL OF FAMILY PRACTICE MAGAZINE (5 issues in the period)	104,000	-	104,000
THE JOURNAL OF FAMILY PRACTICE WEBSITE (Monthly Users with 775,664 average Pageviews)	565,498	-	565,498

Note 1: Shared media channel – www.mdedge.com/familymedicine - serving The Journal of Family Practice and Family Practice News.

FIELD SERVED

THE JOURNAL OF FAMILY PRACTICE primarily serves Family Practice Physicians, Family Medicine Physicians, General Practitioners, and Osteopathic Physicians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are family practice physicians, family medicine physicians and general practice physicians engaged in office-based practice, hospital-based practice and teaching. Also qualified are osteopathic physicians in cardiology and internal medicine.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	106
Advertiser and Agency	289
Allocated for Trade Shows and Conventions	-
All Other	141
TOTAL	536

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	104,000	100.0	104,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	104,000	100.0	104,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
September	103,954
October	104,283
November	104,100
December	104,064
January/February	103,598

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021
 This issue is 0.5% or 502 copies below the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent of Total	Major Professional Activity											
			Patient Care						Total (Patient Care) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)	Osteopathic Physicians Other
			Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired							
FP Family Practice	95	0.1	-	95	-	95	-	95	-	-	-	-	-	-
FM Family Medicine	99,974	96.5	69,243	3,949	5,754	9,703	406	79,352	520	416	13,546	5,608	532	
GP General Practice	3,183	3.1	2,576	4	214	218	136	2,930	-	8	209	31	5	
CD Cardiovascular Diseases	29	-	-	-	-	-	-	-	-	-	24	4	1	
IM Internal Medicine	317	0.3	-	-	-	-	-	-	-	-	263	32	22	
TOTAL QUALIFIED CIRCULATION	103,598	100.0	71,819	4,048	5,968	10,016	542	82,377	520	424	14,042	5,675	560	
PERCENT	100.0		69.3	3.9	5.8	9.7	0.5	79.5	0.5	0.4	13.6	5.5	0.5	

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	18,833	15,937	17,310	52,080	50.3
a. Written	4,291	6,379	1,775	12,445	12.0
b. Telecommunication	14,541	9,318	15,314	39,173	37.8
c. Electronic	1	240	221	462	0.5
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):	51,518	-	-	51,518	49.7
*Association rosters and directories	51,518	-	-	51,518	49.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,351	15,937	17,310	103,598	100.0
PERCENT	67.9	15.4	16.7	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	103,598	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	103,598	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	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:	101,004	102,779	102,827	103,136	104,410	104,000
Qualified Non-Paid:	101,004	102,779	102,827	103,136	104,410	104,000
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: August 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/FEBRUARY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	725		Kentucky	1,364	
New Hampshire	492		Tennessee	2,006	
Vermont	308		Alabama	1,463	
Massachusetts	1,485		Mississippi	818	
Rhode Island	285		EAST SO. CENTRAL	5,651	5.5
Connecticut	623		Arkansas	1,288	
NEW ENGLAND	3,918	3.8	Louisiana	1,402	
New York	4,371		Oklahoma	1,502	
New Jersey	2,116		Texas	7,921	
Pennsylvania	4,810		WEST SO. CENTRAL	12,113	11.7
MIDDLE ATLANTIC	11,297	10.9	Montana	464	
Ohio	3,785		Idaho	739	
Indiana	2,514		Wyoming	240	
Illinois	4,055		Colorado	2,282	
Michigan	3,819		New Mexico	784	
Wisconsin	2,292		Arizona	2,016	
EAST NO. CENTRAL	16,465	15.9	Utah	931	
Minnesota	2,584		Nevada	756	
Iowa	1,482		MOUNTAIN	8,212	7.9
Missouri	1,937		Alaska	404	
North Dakota	386		Washington	3,072	
South Dakota	409		Oregon	1,651	
Nebraska	847		California	12,283	
Kansas	1,268		Hawaii	446	
WEST NO. CENTRAL	8,913	8.6	PACIFIC	17,856	17.2
Delaware	300		UNITED STATES	103,598	100.0
Maryland	1,369		U.S. Territories	-	
Washington, DC	156		Canada	-	
Virginia	2,617		Mexico	-	
West Virginia	863		Other International	-	
North Carolina	3,069		APO/FPO	-	
South Carolina	1,731				
Georgia	2,714				
Florida	6,354				
SOUTH ATLANTIC	19,173	18.5			
			TOTAL QUALIFIED CIRCULATION	103,598	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/FAMILYMEDICINE*

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	1,068,118	828,208	770,424	0:33
September	865,688	680,356	634,358	0:27
October	773,598	614,114	571,564	0:26
November	669,780	526,671	494,448	0:27
December	648,063	503,887	468,432	0:29
January	628,741	495,080	453,763	0:27
AVERAGE:	775,664	608,052	565,498	0:28

August 2020 – January 2021 data was provided by, Google Analytics. All website activity is audited by BPA Worldwide.
 *Shared media channel - www.mdedge.com/familymedicine - serving The Journal of Family Practice and Family Practice 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 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 12,600 copies or 12.2% to 38,918 copies or 37.5%, 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.

Geoff Watkins, 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 15, 2021

State

New Jersey

County

Morris

Received by BPA Worldwide

March 15, 2021

Type

BJ

ID Number

J016B0D0

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.