

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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NEUROLOGY REVIEWS is a B2B brand intended for individuals with broad-based interests in neurology. The brand content and editorial scope of the publication includes clinical news articles, expert interviews, and reports on the latest research findings as presented at national medical conferences. Neurology Reviews 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

**NEUROLOGY REVIEWS
MAGAZINE**



6 issues in the period
25,575 average circulation

**NEUROLOGY REVIEWS
WEBSITE**



92,652 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
NEUROLOGY REVIEWS MAGAZINE (6 issues in the period)	25,575	-	25,575
NEUROLOGY REVIEWS WEBSITE (Monthly Users with 149,718 average Pageviews)	92,652	-	92,652

FIELD SERVED

NEUROLOGY REVIEWS serves physicians and osteopathic physicians specializing in Neurology as well as a limited number of other specialties. Also served are neurological nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians and osteopathic physicians in the following specialties: Neurology, Child Neurology, Family Medicine, General Practice, Internal Medicine, Neuroradiology, Epilepsy, Clinical Neurophysiology, Endovascular Surgical Neuroradiology, Neurodevelopmental Disabilities, Neuromuscular Medicine, Sleep Medicine (Psych & Neurology), Neurological Surgery, Vascular Neurology, and neurological nurse practitioners and physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	656
Allocated for Trade Shows and Conventions	-
All Other	123
TOTAL	783

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,575	100.0	25,575	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,575	100.0	25,575	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	25,471
September	25,465
October	25,676
November	25,651
December	25,651
January	25,533

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021
 This issue is 0.2% or 50 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For The United States										
Patient Care										
Hospital Based										
Professional Classification	Total Qualified	Percent of Total	Office Based Practice (A)	Residents (B) & (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired	Total Patient Care (F)	Other Professional Activity (L)	Osteopathic Physicians (M)
CN Clinical Neurophysiology	442	1.7	342	8	58	66	-	408	29	5
ENR Endovascular Surgical Neuroradiology	7	-	5	-	2	2	-	7	-	-
EPL Epilepsy	381	1.5	215	120	26	146	-	361	20	-
FM Family Medicine	1,349	5.3	1,095	-	51	51	15	1,161	13	175
GP General Practice	53	0.2	43	-	6	6	3	52	-	1
IM Internal Medicine	1,147	4.5	988	2	69	71	27	1,086	14	47
NDN Neurodevelopmental Disabilities	72	0.3	33	28	8	36	-	69	3	-
N Neurology	15,967	62.5	8,626	2,438	1,791	4,229	327	13,182	1,609	1,176
CHN Neurology, Child	1,921	7.5	938	555	313	868	11	1,817	69	35
NMN Neuromuscular Medicine	106	0.4	69	2	13	15	-	84	22	-
RNR Neuroradiology	1,790	7.0	1,571	-	153	153	1	1,725	50	15
SMN Sleep Medicine (Psych & Neurology)	37	0.1	35	-	2	2	-	37	-	-
NS Neurological Surgery	63	0.3	46	-	9	9	4	59	3	1
VN Vascular Neurology	394	1.6	365	7	9	16	-	381	13	-
TOTAL COPIES TO PHYSICIANS	23,729	92.9	14,371	3,160	2,510	5,670	388	20,429	1,845	1,455
NP Neurology - Nurse Practitioners	915	3.6	-	-	-	-	-	-	-	-
PA Neurology - Physician Assistants	889	3.5	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,533	100.0								

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	1,967	2,767	8,134	12,868	50.4
a. Written	382	310	519	1,211	4.7
b. Telecommunication	1,585	2,434	7,517	11,536	45.2
c. Electronic	-	23	98	121	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):	12,665	-	-	12,665	49.6
*Association rosters and directories	10,872	-	-	10,872	42.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,793	-	-	1,793	7.0
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,632	2,767	8,134	25,533	100.0
PERCENT	57.3	10.8	31.9	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	84		Kentucky	349	
New Hampshire	91		Tennessee	525	
Vermont	55		Alabama	403	
Massachusetts	1,103		Mississippi	170	
Rhode Island	105		EAST SO. CENTRAL	1,447	5.7
Connecticut	332		Arkansas	181	
NEW ENGLAND	1,770	6.9	Louisiana	329	
New York	2,322		Oklahoma	204	
New Jersey	699		Texas	1,729	
Pennsylvania	1,296		WEST SO. CENTRAL	2,443	9.6
MIDDLE ATLANTIC	4,317	16.9	Montana	67	
Ohio	1,050		Idaho	54	
Indiana	413		Wyoming	15	
Illinois	990		Colorado	418	
Michigan	856		New Mexico	107	
Wisconsin	425		Arizona	512	
EAST NO. CENTRAL	3,734	14.6	Utah	232	
Minnesota	518		Nevada	137	
Iowa	190		MOUNTAIN	1,542	6.0
Missouri	541		Alaska	27	
North Dakota	47		Washington	480	
South Dakota	55		Oregon	314	
Nebraska	134		California	2,691	
Kansas	204		Hawaii	87	
WEST NO. CENTRAL	1,689	6.6	PACIFIC	3,599	14.1
Delaware	70		UNITED STATES	25,533	100.0
Maryland	692		U.S. Territories	-	
Washington, DC	139		Canada	-	
Virginia	580		Mexico	-	
West Virginia	155		Other International	-	
North Carolina	773		APO/FPO	-	
South Carolina	293				
Georgia	654				
Florida	1,636				
SOUTH ATLANTIC	4,992	19.6			
			TOTAL QUALIFIED CIRCULATION	25,533	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/NEUROLOGY

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	171,736	106,260	95,391	0:45
September	146,789	101,384	91,444	0:44
October	138,939	99,724	88,326	0:40
November	137,701	93,897	84,170	0:42
December	142,592	104,398	94,314	0:34
January	160,551	112,853	102,269	0:38
AVERAGE:	149,718	103,086	92,652	0:40

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 896 copies or 3.5% to 9,976 copies or 39.1%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 1,793 copies or 7.0%, including DMD Advanced Practice Providers.

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.

Elizabeth Katz, 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

State

County

Received by BPA Worldwide

Type

ID Number

March 11, 2021

New Jersey

Morris

March 11, 2021

BD

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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.