

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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**OB.GYN. NEWS** is an independent news source that provides obstetricians and gynecologists with timely and relevant news and commentary about clinical developments in their field and about the impact of health care policy on the specialty and the physician's practice. MDedge ObGyn - Presented by OBG Management and Ob.Gyn. News, provides medical specialty news coverage tailored to the needs and interests of practicing obstetricians and gynecologists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. To accomplish these goals, we rely on our editorial advisory board, our staff and our readers. Ob.Gyn. 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**

**OB.GYN. NEWS MAGAZINE**



5 issues in the period  
45,083 average circulation

**OB.GYN. NEWS WEBSITES**



302,032 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 |
|--|----------|------|---------|
| <b>OB.GYN. NEWS MAGAZINE</b> (5 issues in the period)                      | 45,083   | -    | 45,083  |
| <b>OB.GYN. NEWS WEBSITE</b> (Monthly Users with 447,937 average Pageviews) | 302,032  | -    | 302,032 |

Note 1: Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

**FIELD SERVED**

**OB.GYN. NEWS** serves physicians specializing in the fields of obstetrics, gynecology, OB/GYN critical care, maternal and fetal medicine, obstetrics and gynecology, gynecological oncology and reproductive endocrinology.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are office and hospital based obstetricians, gynecologists as well as specialists in maternal and fetal medicine, gynecological oncology and reproductive endocrinology.

**AVERAGE NON-QUALIFIED CIRCULATION**

| Non-Qualified Not Included Elsewhere      | Copies     |
|---|------------|
| Other Paid Circulation                    | 6          |
| Advertiser and Agency                     | 660        |
| Allocated for Trade Shows and Conventions | -          |
| All Other                                 | 75         |
| <b>TOTAL</b>                              | <b>741</b> |

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

| Qualified Circulation              | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
|                                    | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual                         | 45,083          | 100.0        | 45,083             | 100.0        | -              | -        |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee          | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>45,083</b>   | <b>100.0</b> | <b>45,083</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

| 2020/2021 Issue  | Total Qualified |
|------------------|-----------------|
| September        | 45,202          |
| October          | 45,153          |
| November         | 45,073          |
| December         | 45,044          |
| January/February | 44,944          |

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

This issue is 0.4% or 174 copies below the average of the other 4 issues reported in Paragraph 2.

| Physician's Primary Specialty      | Total Qualified | Percent or Total | Major Professional Activity |              |                          |              |                          |                      |              |                    |                                   |            |
|------------------------------------|-----------------|------------------|-----------------------------|--------------|--------------------------|--------------|--------------------------|----------------------|--------------|--------------------|-----------------------------------|------------|
|                                    |                 |                  | Patient Care                |              |                          |              |                          | Total Hospital Based | Semi-Retired | Total Patient Care | Total Other Professional Activity | Osteopaths |
|                                    |                 |                  | Hospital Based Practice     |              |                          | Residents    | Full Time Hospital Staff |                      |              |                    |                                   |            |
|                                    |                 |                  | Office Based Practice       | Residents    | Full Time Hospital Staff |              |                          |                      |              |                    |                                   |            |
| GO Gynecological Oncology          | 786             | 1.8              | 416                         | 205          | 109                      | 314          | 7                        | 737                  | 32           | 17                 |                                   |            |
| GYN Gynecology                     | 1,848           | 4.1              | 1,485                       | -            | 115                      | 115          | 101                      | 1,701                | 53           | 94                 |                                   |            |
| MFM Maternal & Fetal Medicine      | 1,178           | 2.6              | 567                         | 342          | 146                      | 488          | 8                        | 1,063                | 70           | 45                 |                                   |            |
| OCC OB/GYN Critical Care           | 8               | -                | 5                           | -            | -                        | -            | -                        | 5                    | 2            | 1                  |                                   |            |
| OBS Obstetrics                     | 153             | 0.4              | 105                         | -            | 17                       | 17           | 3                        | 125                  | 15           | 13                 |                                   |            |
| OBG Obstetrics & Gynecology        | 40,056          | 89.1             | 29,750                      | 3,224        | 2,954                    | 6,178        | 282                      | 36,210               | 778          | 3,068              |                                   |            |
| REN Reproductive Endocrinology     | 915             | 2.0              | 641                         | 149          | 48                       | 197          | 15                       | 853                  | 45           | 17                 |                                   |            |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>44,944</b>   | <b>100.0</b>     | <b>32,969</b>               | <b>3,920</b> | <b>3,389</b>             | <b>7,309</b> | <b>416</b>               | <b>40,694</b>        | <b>995</b>   | <b>3,255</b>       |                                   |            |
| <b>PERCENT</b>                     | <b>100.0</b>    |                  | <b>73.4</b>                 | <b>8.7</b>   | <b>7.6</b>               | <b>16.3</b>  | <b>0.9</b>               | <b>90.6</b>          | <b>2.2</b>   | <b>7.2</b>         |                                   |            |

**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:  | <b>2,696</b>     | <b>17,087</b> | <b>3,221</b> | <b>23,004</b>   | <b>51.2</b>  |
| II. Request from recipient's company:                               | -                | -             | -            | -               | -            |
| III. Membership Benefit:  | -                | -             | -            | -               | -            |
| IV. Communication (other than request):                             | -                | -             | -            | -               | -            |
| V. <b>TOTAL - Sources other than above (listed alphabetically):</b> | <b>21,940</b>    | -             | -            | <b>21,940</b>   | <b>48.8</b>  |
| *Association rosters and directories                                | 21,940           | -             | -            | 21,940          | 48.8         |
| Business directories  | -                | -             | -            | -               | -            |
| Manufacturer's, distributor's, and wholesaler's lists               | -                | -             | -            | -               | -            |
| Other sources   | -                | -             | -            | -               | -            |
| VI. Single Copy Sales:  | -                | -             | -            | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>                                  | <b>24,636</b>    | <b>17,087</b> | <b>3,221</b> | <b>44,944</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>54.8</b>      | <b>38.0</b>   | <b>7.2</b>   | <b>100.0</b>    |              |

\*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 | 44,944          | 100.0        |
| Individuals by name only                      | -               | -            |
| Titles or functions only                      | -               | -            |
| Company names only                            | -               | -            |
| Multi-Copy Same Addressee copies              | -               | -            |
| Single Copy Sales                             | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>            | <b>44,944</b>   | <b>100.0</b> |

**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:                              | 43,929               | 44,376                     | 44,453               | 44,653                     | 45,006               | 45,083                      |
| Qualified Non-Paid:   | 43,929               | 44,376                     | 44,453               | 44,653                     | 45,006               | 45,083                      |
| 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            | 166             |         | Kentucky                           | 529             |              |
| New Hampshire    | 185             |         | Tennessee                          | 900             |              |
| Vermont          | 118             |         | Alabama                            | 557             |              |
| Massachusetts    | 1,130           |         | Mississippi                        | 322             |              |
| Rhode Island     | 218             |         | EAST SO. CENTRAL                   | 2,308           | 5.1          |
| Connecticut      | 723             |         | Arkansas                           | 294             |              |
| NEW ENGLAND      | 2,540           | 5.6     | Louisiana                          | 746             |              |
| New York         | 3,661           |         | Oklahoma                           | 418             |              |
| New Jersey       | 1,574           |         | Texas                              | 3,558           |              |
| Pennsylvania     | 1,860           |         | WEST SO. CENTRAL                   | 5,016           | 11.2         |
| MIDDLE ATLANTIC  | 7,095           | 15.8    | Montana                            | 113             |              |
| Ohio             | 1,610           |         | Idaho                              | 166             |              |
| Indiana          | 741             |         | Wyoming                            | 62              |              |
| Illinois         | 1,858           |         | Colorado                           | 791             |              |
| Michigan         | 1,556           |         | New Mexico                         | 229             |              |
| Wisconsin        | 673             |         | Arizona                            | 834             |              |
| EAST NO. CENTRAL | 6,438           | 14.3    | Utah                               | 330             |              |
| Minnesota        | 717             |         | Nevada                             | 321             |              |
| Iowa             | 288             |         | MOUNTAIN                           | 2,846           | 6.3          |
| Missouri         | 790             |         | Alaska                             | 97              |              |
| North Dakota     | 78              |         | Washington                         | 846             |              |
| South Dakota     | 89              |         | Oregon                             | 610             |              |
| Nebraska         | 241             |         | California                         | 5,344           |              |
| Kansas           | 349             |         | Hawaii                             | 233             |              |
| WEST NO. CENTRAL | 2,552           | 5.7     | PACIFIC                            | 7,130           | 15.9         |
| Delaware         | 113             |         | UNITED STATES                      | 44,944          | 100.0        |
| Maryland         | 1,108           |         | U.S. Territories                   | -               |              |
| Washington, DC   | 214             |         | Canada                             | -               |              |
| Virginia         | 1,178           |         | Mexico                             | -               |              |
| West Virginia    | 212             |         | Other International                | -               |              |
| North Carolina   | 1,381           |         | APO/FPO                            | -               |              |
| South Carolina   | 655             |         |                                    |                 |              |
| Georgia          | 1,465           |         |                                    |                 |              |
| Florida          | 2,693           |         |                                    |                 |              |
| SOUTH ATLANTIC   | 9,019           | 20.1    |                                    |                 |              |
|                  |                 |         | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>44,944</b>   | <b>100.0</b> |

\*See Additional Data

# WEBSITE CHANNEL

## WWW.MDEEDGE.COM/OBGYN\*

| 2020/2021       | Pageviews      | Sessions       | Users          | Average Session Duration |
|-----------------|----------------|----------------|----------------|--------------------------|
| August          | 609,767        | 443,523        | 408,007        | 0:42                     |
| September       | 481,926        | 361,556        | 323,819        | 0:35                     |
| October         | 446,441        | 335,701        | 307,923        | 0:35                     |
| November        | 379,212        | 277,911        | 257,265        | 0:35                     |
| December        | 373,878        | 275,916        | 254,919        | 0:36                     |
| January         | 396,400        | 287,634        | 260,261        | 0:41                     |
| <b>AVERAGE:</b> | <b>447,937</b> | <b>330,373</b> | <b>302,032</b> | <b>0:37</b>              |

August 2020 – January 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

\*Shared media channel - [www.mdedge.com/obgyn](http://www.mdedge.com/obgyn) - serving both OBG Management and Ob.Gyn. 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 2,225 copies or 5.0% to 19,715 copies or 43.8%, 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.

Dianne Reynolds, 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                 | 0087B0D0       |

### 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.