

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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**PEDIATRIC NEWS** provides the practicing pediatrician with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Pediatric News is published monthly and circulates to specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Pediatrics - Presented by Pediatric News (MDedge.com/pediatrics), provides news and views that matter to physicians in a timely and interactive format. Daily news coverage, in addition to the stories from the print publication, provide physicians with immediate information through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Pediatrics helps physicians to stay current, save time, and gain perspective. Pediatric 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

### PEDIATRIC NEWS MAGAZINE



6 issues in the period  
59,393 average circulation

### PEDIATRIC NEWS WEBSITE



84,996 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PEDIATRIC NEWS MAGAZINE</b> (6 issues in the period)	59,393	-	59,393
<b>PEDIATRIC NEWS WEBSITE</b> (Monthly Users with 132,063 average Pageviews)	84,996	-	84,996

**FIELD SERVED**

**PEDIATRIC NEWS** serves the pediatric physician, pediatric infectious disease physician and pediatric nurse practitioners.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	305
Allocated for Trade Shows and Conventions	-
All Other	2,661
<b>TOTAL</b>	<b>2,975</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	59,393	100.0	59,393	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,393</b>	<b>100.0</b>	<b>59,393</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2020/2021 Issue	Total Qualified
August	60,445
September	59,650
October	59,469
November	58,964
December	58,925
January	58,904

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

This issue is 1.0% or 587 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Possessions Including APO & FPO														
Professional Classification		Total Qualified		Percent of Total		Patient Care				Total (Other Professional Activity)	Osteopaths			
						Hospital Based Practice			Semi- Retired		Total (Patient Care)	Office Based Practice	Hospital Based Practice	Other Practice
						Office Based Practice	Residents	Full-Time Hospital Staff						
PD	Pediatrics	56,518	95.9	42,553	3,185	5,746	8,931	299	51,783	503	1,871	2,216	145	
PDI	Pediatrics, Infectious Disease	808	1.4	484	153	140	293	-	777	27	3	-	1	
Total Copies to Physicians		57,326	97.3	43,037	3,338	5,886	9,224	299	52,560	530	1,874	2,216	146	
Percent to Physicians		97.3												
Pediatric Nurse Practitioners		1,578	2.7											
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>58,904</b>	<b>100.0</b>											

**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:	<b>4,238</b>	<b>15,255</b>	<b>10,598</b>	<b>30,091</b>	<b>51.1</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>28,813</b>	-	-	<b>28,813</b>	<b>48.9</b>
*Association rosters and directories	28,813	-	-	28,813	48.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,051</b>	<b>15,255</b>	<b>10,598</b>	<b>58,904</b>	<b>100.0</b>
<b>PERCENT</b>	<b>56.1</b>	<b>25.9</b>	<b>18.0</b>	<b>100.0</b>	

\*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	58,904	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>58,904</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	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:	61,087	61,440	61,558	60,619	61,133	59,393
Qualified Non-Paid:	61,087	61,440	61,558	60,619	61,133	59,393
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	245		Kentucky	709	
New Hampshire	258		Tennessee	1,119	
Vermont	158		Alabama	732	
Massachusetts	1,961		Mississippi	359	
Rhode Island	279		<b>EAST SO. CENTRAL</b>	<b>2,919</b>	<b>5.0</b>
Connecticut	839		Arkansas	395	
<b>NEW ENGLAND</b>	<b>3,740</b>	<b>6.4</b>	Louisiana	880	
New York	4,933		Oklahoma	476	
New Jersey	2,301		Texas	4,459	
Pennsylvania	2,398		<b>WEST SO. CENTRAL</b>	<b>6,210</b>	<b>10.5</b>
<b>MIDDLE ATLANTIC</b>	<b>9,632</b>	<b>16.4</b>	Montana	110	
Ohio	2,261		Idaho	175	
Indiana	903		Wyoming	53	
Illinois	2,318		Colorado	956	
Michigan	1,647		New Mexico	328	
Wisconsin	890		Arizona	1,052	
<b>EAST NO. CENTRAL</b>	<b>8,019</b>	<b>13.6</b>	Utah	515	
Minnesota	884		Nevada	309	
Iowa	406		<b>MOUNTAIN</b>	<b>3,498</b>	<b>5.9</b>
Missouri	1,128		Alaska	120	
North Dakota	89		Washington	1,169	
South Dakota	99		Oregon	731	
Nebraska	287		California	7,390	
Kansas	430		Hawaii	301	
<b>WEST NO. CENTRAL</b>	<b>3,323</b>	<b>5.6</b>	<b>PACIFIC</b>	<b>9,711</b>	<b>16.5</b>
Delaware	222		<b>UNITED STATES</b>	<b>58,903</b>	<b>100.0</b>
Maryland	1,452		U.S. Territories	-	
Washington, DC	353		Canada	-	
Virginia	1,606		Mexico	-	
West Virginia	260		Other International	-	
North Carolina	1,757		APO/FPO	1	
South Carolina	809				
Georgia	1,862		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>58,904</b>	<b>100.0</b>
Florida	3,530				
<b>SOUTH ATLANTIC</b>	<b>11,851</b>	<b>20.1</b>			

\*See Additional Data

# WEBSITE CHANNEL

## WWW.MDEDGE.COM/PEDIATRICS

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	163,929	107,409	94,709	0:52
September	121,608	88,362	79,547	0:45
October	127,344	91,404	81,593	0:53
November	115,676	82,435	75,025	1:00
December	120,477	88,346	80,962	0:57
January	143,346	108,487	98,140	0:46
<b>AVERAGE:</b>	<b>132,063</b>	<b>94,407</b>	<b>84,996</b>	<b>0:52</b>

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 3,128 copies or 5.3% to 25,685 copies or 43.6%, 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.

Sally Cioci, 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 BD

ID Number P031B0D0

### 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.