

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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**RHEUMATOLOGY NEWS** provides the practicing rheumatologist with breaking news, on-site medical meeting coverage, and commentary – in a clear, concise, accessible format – that can be used daily in practice. Rheumatology News is published semi-monthly (except for January, February, June, July, August, and December when published once a month) and circulates to rheumatologists and selected internists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge.com/rheumatology, the online destination of Rheumatology News, provides news and views that matter to physicians in a timely and interactive format. With daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Rheumatology - presented by Rheumatology News helps physicians to stay current, save time, and gain perspective. Rheumatology 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

### RHEUMATOLOGY NEWS MAGAZINE



9 issues in the period  
8,812 average circulation

### RHEUMATOLOGY NEWS WEBSITE



73,112 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>RHEUMATOLOGY NEWS MAGAZINE</b> (9 issues in the period)	8,812	-	8,812
<b>RHEUMATOLOGY NEWS WEBSITE</b> (Monthly Users with 116,371 average Pageviews)	73,112	-	73,112

### FIELD SERVED

**RHEUMATOLOGY NEWS** serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine. Also served are rheumatologic nurse practitioners and physician assistants.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are rheumatologists, pediatric rheumatologists, internists, internists with a secondary in rheumatology, and rheumatologic nurse practitioners and physician assistants.

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	282
Allocated for Trade Shows and Conventions	-
All Other	1,604
<b>TOTAL</b>	<b>1,888</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,812	100.0	8,812	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,812</b>	<b>100.0</b>	<b>8,812</b>	<b>100.0</b>	-	-

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	8,687
September 1	8,744
September 15	8,798
October 1	8,830
October 15	8,842
November 1	8,871
November 15	8,865
December	8,852
January	8,817

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

This issue is 0.1% or 6 copies above the average of the other 8 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity								Osteopaths
			Patient Care						Total (Other Professional Activity)	Total (Patient Care)	
			Hospital-Based Practice			Semi-Retired	Total (Hospital Based)	Full-Time Hospital Staff			
Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)						
RHU Rheumatology	6,266	71.1	4,154	427	514	941	96	5,191	862	213	
PPR Pediatrics, Rheumatology	381	4.3	189	-	68	68	2	259	116	6	
IM Internal Medicine	1,185	13.4	1,100	-	79	79	5	1,184	1	-	
IMR Internal Medicine, Secondary in Rheumatology	313	3.6	204	-	32	32	20	256	57	-	
<b>Total Copies to Physicians</b>	<b>8,145</b>	<b>92.4</b>	<b>5,647</b>	<b>427</b>	<b>693</b>	<b>1,120</b>	<b>123</b>	<b>6,890</b>	<b>1,036</b>	<b>219</b>	
NP Nurse Practitioners	358	4.0									
PA Physician Assistants	314	3.6									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,817</b>	<b>100.0</b>									
<b>PERCENT</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>1,060</b>	<b>1,134</b>	<b>2,548</b>	<b>4,742</b>	<b>53.8</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	<b>1</b>	<b>1</b>	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>4,074</b>	-	-	<b>4,074</b>	<b>46.2</b>
*Association rosters and directories	3,412	-	-	3,412	38.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	662	-	-	662	7.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,134</b>	<b>1,134</b>	<b>2,549</b>	<b>8,817</b>	<b>100.0</b>
<b>PERCENT</b>	<b>58.2</b>	<b>12.9</b>	<b>28.9</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	8,817	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>8,817</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:	8,119	8,381	8,504	8,777	8,720	8,812
Qualified Non-Paid:	8,119	8,381	8,504	8,777	8,720	8,812
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	34		Kentucky	92	
New Hampshire	45		Tennessee	182	
Vermont	18		Alabama	156	
Massachusetts	381		Mississippi	64	
Rhode Island	35		EAST SO. CENTRAL	494	5.6
Connecticut	165		Arkansas	54	
NEW ENGLAND	678	7.7	Louisiana	119	
New York	770		Oklahoma	76	
New Jersey	291		Texas	538	
Pennsylvania	446		WEST SO. CENTRAL	787	8.9
MIDDLE ATLANTIC	1,507	17.1	Montana	24	
Ohio	346		Idaho	21	
Indiana	146		Wyoming	9	
Illinois	380		Colorado	124	
Michigan	247		New Mexico	48	
Wisconsin	143		Arizona	143	
EAST NO. CENTRAL	1,262	14.3	Utah	52	
Minnesota	131		Nevada	52	
Iowa	55		MOUNTAIN	473	5.4
Missouri	188		Alaska	8	
North Dakota	16		Washington	168	
South Dakota	25		Oregon	92	
Nebraska	54		California	991	
Kansas	69		Hawaii	38	
WEST NO. CENTRAL	538	6.1	PACIFIC	1,297	14.7
Delaware	27		UNITED STATES	8,817	100.0
Maryland	287		U.S. Territories	-	
Washington, DC	57		Canada	-	
Virginia	203		Mexico	-	
West Virginia	24		Other International	-	
North Carolina	254		APO/FPO	-	
South Carolina	129				
Georgia	238		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,817</b>	<b>100.0</b>
Florida	562				
SOUTH ATLANTIC	1,781	20.2			

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEGE.COM/RHEUMATOLOGY

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	105,944	67,951	62,800	0:40
September	98,221	65,483	59,017	0:37
October	110,125	75,545	68,787	0:33
November	133,050	90,663	80,134	0:40
December	121,401	85,702	79,247	0:34
January	129,489	95,461	88,688	0:37
<b>AVERAGE:</b>	<b>116,371</b>	<b>80,134</b>	<b>73,112</b>	<b>0:36</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 127 copies or 1.4% to 3,285 copies or 37.3%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 662 copies or 7.5%, 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.

Jeanne Gallione, 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

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Type 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.

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