

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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CARDIOLOGY NEWS provides cardiologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Cardiology News is published monthly and circulates to cardiovascular specialists and related sub-specialists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Cardiology - Presented by Cardiology News, provides news and views that matter to physicians in a timely and interactive format. With award-winning 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 Cardiology is the best way for physicians to stay current, save time, and gain perspective. Cardiology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CARDIOLOGY NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

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

CARDIOLOGY NEWS PRINT MAGAZINE



CARDIOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CARDIOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	33,095	-	33,095
(See Paragraph 3b for Source)			
CARDIOLOGY NEWS WEBSITE (Monthly Users with 50,593 average Pageviews)	29,962	-	29,962

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

CARDIOLOGY NEWS serves physicians specializing in Cardiology, Interventional Cardiology, Pediatric Cardiology and IM-Cardiac Electrophysiology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office- and hospital-based Cardiologists, Pediatric Cardiologists, Interventional Cardiologists and IM-Electrophysiologists, osteopathic physicians and those in other professional activities as detailed in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	203
Allocated for Trade Shows and Conventions	-
All Other	58
TOTAL	263

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,095	100.0	33,095	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,095	100.0	33,095	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	33,312
March	33,279
April	32,869
May	32,751
June	33,221
July	33,138

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

This issue is 0.2% or 52 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO											
Patient Care											
Hospital Based Practice											
Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopathic Physicians	
CD Cardiovascular Diseases	23,910	72.2	15,301	2,804	2,583	5,387	493	21,181	1,838	891	
ICE IM-Cardiac Electrophysiology	2,289	6.9	1,727	223	325	548	-	2,275	-	14	
IC Interventional Cardiology	4,189	12.6	3,348	395	392	787	-	4,135	-	54	
PDC Pediatrics, Cardiology	2,750	8.3	1,612	491	635	1,126	-	2,738	-	12	
TOTAL QUALIFIED CIRCULATION	33,138	100.0	21,988	3,913	3,935	7,848	493	30,329	1,838	971	
PERCENT TO PHYSICIANS	100.0		66.4	11.8	11.9	23.7	1.5	91.6	5.5	2.9	

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	33,138	-	-	33,138	100.0
*Association rosters and directories	33,138	-	-	33,138	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,138	-	-	33,138	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	33,138	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	33,138	100.0

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
	August 2018 – January 2019	February - July 2019	August 2019 – January 2020	February - July 2020	August 2020 – January 2021*	February - July 2021*
Total Audit Average Qualified:	31,677	32,193	32,647	32,830	33,180	33,095
Qualified Non-Paid:	31,677	32,193	32,647	32,830	33,180	33,095
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 – July 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 JULY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	131		Kentucky	401	
New Hampshire	145		Tennessee	705	
Vermont	69		Alabama	415	
Massachusetts	1,273		Mississippi	203	
Rhode Island	160		EAST SO. CENTRAL	1,724	5.2
Connecticut	563		Arkansas	224	
NEW ENGLAND	2,341	7.1	Louisiana	506	
New York	3,100		Oklahoma	282	
New Jersey	1,292		Texas	2,306	
Pennsylvania	1,773		WEST SO. CENTRAL	3,318	10.0
MIDDLE ATLANTIC	6,165	18.6	Montana	64	
Ohio	1,391		Idaho	87	
Indiana	565		Wyoming	25	
Illinois	1,326		Colorado	447	
Michigan	1,084		New Mexico	129	
Wisconsin	492		Arizona	625	
EAST NO. CENTRAL	4,858	14.6	Utah	227	
Minnesota	621		Nevada	206	
Iowa	236		MOUNTAIN	1,810	5.5
Missouri	638		Alaska	42	
North Dakota	44		Washington	527	
South Dakota	65		Oregon	304	
Nebraska	179		California	3,297	
Kansas	259		Hawaii	95	
WEST NO. CENTRAL	2,042	6.2	PACIFIC	4,265	12.9
Delaware	83		UNITED STATES	33,138	100.0
Maryland	761		U.S. Territories	-	
Washington, DC	184		Canada	-	
Virginia	719		Mexico	-	
West Virginia	178		Other International	-	
North Carolina	960		APO/FPO	-	
South Carolina	423				
Georgia	895				
Florida	2,412				
SOUTH ATLANTIC	6,615	19.9			
			TOTAL QUALIFIED CIRCULATION	33,138	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MEDGE.COM/CARDIOLOGY

2021	Pageviews	Sessions	Users	Average Session Duration
February	60,663	45,608	38,363	0:47
March	60,535	43,033	35,914	0:55
April	41,781	29,592	24,453	0:58
May	53,838	38,371	30,896	0:58
June	46,147	35,313	28,449	0:48
July	40,599	26,763	21,700	0:49
AVERAGE:	50,593	36,446	29,962	0:52

February - July 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 971 copies or 2.9% to 32,167 copies or 97.1%, 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.

Angelique Ricci, Senior Director of Business Development

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 August 13, 2021

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County Morris

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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.