

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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CLINICAL ENDOCRINOLOGY NEWS provides endocrinologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice.

- Clinical Endocrinology News is published monthly and circulates to endocrinologists, related subspecialists, and diabetes educators. All articles are researched, written, and produced by a full-time staff of professional medical journalists.
- MDedge Endocrinology (mdedge.com/endocrinology) - presented by Clinical Endocrinology 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 Endocrinology is the best way for physicians to stay current, save time, and gain perspective. Clinical Endocrinology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

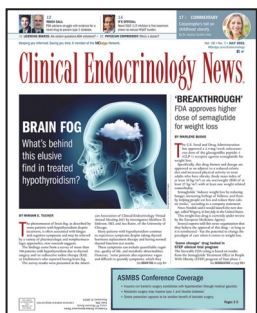
CLINICAL ENDOCRINOLOGY NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

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

CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE



CLINICAL ENDOCRINOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	16,823	-	16,823
(See Paragraph 3b for Source)			
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 39,918 average Pageviews)	22,766	-	22,766

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

CLINICAL ENDOCRINOLOGY NEWS serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are members of American Association of Diabetes Educators and American Society of Endocrine Physician Assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals in office-based practices, residents, full-time hospital staff, Semi-Retired, Osteopaths and other professional activities.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	205
Allocated for Trade Shows and Conventions	-
All Other	50
TOTAL	257

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,614	98.8	16,614	98.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	209	1.2	209	1.2	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,823	100.0	16,823	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	16,908
March	16,904
April	16,793
May	16,761
June	16,694
July	16,882

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021 This issue is 0.4% or 70 copies above the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY												
		Total Qualified		Percent of Total		PATIENT CARE						Total (Other Professional Activity)	Osteopaths	
						Total Hospital Based			Semi- Retired	Total Patient Care	Total (Other Professional Activity)			Osteopaths
						Office Based Practice	Residents	Full Time Hospital Staff						
DIA	Diabetes	101	0.6	81	-	20	20	-	101	-	-			
END	Endocrinology	6,812	40.3	5,057	587	696	1,283	18	6,358	355	99			
PDE	Pediatrics, Endocrinology	1,465	8.7	880	191	279	470	5	1,355	98	12			
Total Copies to Physicians		8,378	49.6	6,018	778	995	1,773	23	7,814	453	111			
Percent to Physicians		49.6		35.7	4.6	5.9	10.5	0.1	46.3	2.7	0.6			
AADE-American Association of Diabetes Educators		8,356	49.5											
American Society of Endocrine Physician Assistants		148	0.9											
TOTAL QUALIFIED CIRCULATION		16,882	100.0											

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:	148	-	-	148	0.9
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,734	-	-	16,734	99.1
*Association rosters and directories	16,734	-	-	16,734	99.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,882	-	-	16,882	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	16,882	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,882	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:	16,538	16,670	16,839	16,906	16,878	16,823
Qualified Non-Paid:	16,538	16,670	16,839	16,906	16,878	16,823
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	92		Kentucky	225	
New Hampshire	95		Tennessee	323	
Vermont	43		Alabama	180	
Massachusetts	650		Mississippi	131	
Rhode Island	68		EAST SO. CENTRAL	859	5.1
Connecticut	267		Arkansas	111	
NEW ENGLAND	1,215	7.2	Louisiana	229	
New York	1,353		Oklahoma	176	
New Jersey	564		Texas	1,157	
Pennsylvania	806		WEST SO. CENTRAL	1,673	9.9
MIDDLE ATLANTIC	2,723	16.1	Montana	59	
Ohio	593		Idaho	64	
Indiana	313		Wyoming	23	
Illinois	655		Colorado	290	
Michigan	479		New Mexico	139	
Wisconsin	324		Arizona	340	
EAST NO. CENTRAL	2,364	14.0	Utah	116	
Minnesota	338		Nevada	107	
Iowa	153		MOUNTAIN	1,138	6.8
Missouri	349		Alaska	29	
North Dakota	39		Washington	371	
South Dakota	51		Oregon	212	
Nebraska	128		California	1,683	
Kansas	143		Hawaii	65	
WEST NO. CENTRAL	1,201	7.1	PACIFIC	2,360	14.0
Delaware	41		UNITED STATES	16,882	100.0
Maryland	452		U.S. Territories	-	
Washington, DC	63		Canada	-	
Virginia	454		Mexico	-	
West Virginia	99		Other International	-	
North Carolina	558		APO/FPO	-	
South Carolina	237				
Georgia	451				
Florida	994				
SOUTH ATLANTIC	3,349	19.8			
			TOTAL QUALIFIED CIRCULATION	16,882	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEEDGE.COM/ENDOCRINOLOGY

2021	Pageviews	Sessions	Users	Average Session Duration
February	57,863	38,126	31,607	1:00
March	35,771	22,505	19,032	1:11
April	37,221	27,901	23,840	0:54
May	30,350	20,222	17,071	1:04
June	33,816	25,463	20,090	0:47
July	44,487	31,148	24,960	1:02
AVERAGE:	39,918	27,560	22,766	0:59

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 3 sources of circulation for quantities of 1.11 copies or 0.7% to 8,356 copies or 49.5%, including American Osteopathic Association, American Medical Association and American Academy of Diabetes Educators.

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.

Tracey Sears, 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 August 26, 2021

State New Jersey

County Morris

Received by BPA Worldwide August 26, 2021

Type BJ

ID Number C729B0J1

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.