

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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CHEST PHYSICIAN is a B2B brand intended for individuals with broad-based interest in critical care and pulmonary diseases. The brand content and editorial scope of the publication includes independent reporting with focus on breaking news and insightful commentary from the American College of Chest Physicians (ACCP).

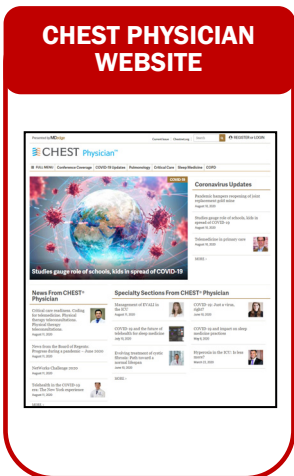
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CHEST PHYSICIAN 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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CHEST PHYSICIAN PRINT MAGAZINE (6 issues in the period)	20,015	-	20,015
(See Paragraph 3b for Source)			
CHEST PHYSICIAN WEBSITE (Monthly Users with 70,320 average Pageviews)	52,919	-	52,919

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

FIELD SERVED

CHEST PHYSICIAN serves members of the American College of Chest Physicians and physicians practicing in specialties related to critical care and pulmonology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American College of Chest Physicians, office and hospital based physicians in the specialties of pulmonary critical care medicine and pulmonary disease.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	197
Allocated for Trade Shows and Conventions	-
All Other	167
TOTAL	364

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,338	36.7	7,338	36.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	12,677	63.3	12,677	63.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,015	100.0	20,015	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 issue	Total Qualified
February	20,429
March	19,922
April	19,881
May	19,890
June	20,008
July	19,955

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

This issue is 0.4% or 71 copies below the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					Members of the American College of Chest Physicians
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)	
PCC	Pulmonary Critical Care Medicine	4,832	24.2	3,283	907	642	1,549	4,832	-
PUD	Pulmonary Diseases	2,325	11.7	1,885	29	411	440	2,325	-
ACC	American College of Chest Physicians	12,798	64.1	-	-	-	-	-	12,798
TOTAL QUALIFIED CIRCULATION		19,955	100.0	5,168	936	1,053	1,989	7,157	12,798
PERCENT		100.0		25.9	4.7	5.3	10.0	35.9	64.1

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:	12,798	-	-	12,798	64.1
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,157	-	-	7,157	35.9
*Association rosters and directories	7,157	-	-	7,157	35.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,955	-	-	19,955	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	19,955	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,955	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:	18,669	19,017	19,520	19,817	19,594	20,015
Qualified Non-Paid:	18,669	19,017	19,520	19,817	19,594	20,015
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	83		Kentucky	268	
New Hampshire	87		Tennessee	449	
Vermont	51		Alabama	229	
Massachusetts	677		Mississippi	140	
Rhode Island	96		EAST SO. CENTRAL	1,086	5.4
Connecticut	381		Arkansas	112	
NEW ENGLAND	1,375	6.9	Louisiana	283	
New York	1,698		Oklahoma	156	
New Jersey	694		Texas	1,282	
Pennsylvania	1,098		WEST SO. CENTRAL	1,833	9.2
MIDDLE ATLANTIC	3,490	17.5	Montana	52	
Ohio	790		Idaho	64	
Indiana	369		Wyoming	17	
Illinois	839		Colorado	354	
Michigan	680		New Mexico	95	
Wisconsin	302		Arizona	411	
EAST NO. CENTRAL	2,980	14.9	Utah	144	
Minnesota	347		Nevada	127	
Iowa	149		MOUNTAIN	1,264	6.3
Missouri	417		Alaska	19	
North Dakota	24		Washington	374	
South Dakota	40		Oregon	201	
Nebraska	124		California	1,962	
Kansas	178		Hawaii	60	
WEST NO. CENTRAL	1,279	6.4	PACIFIC	2,616	13.1
Delaware	47		UNITED STATES	19,884	99.6
Maryland	513		U.S. Territories	71	
Washington, DC	103		Canada	-	
Virginia	507		Mexico	-	
West Virginia	113		Other International	-	
North Carolina	585		APO/FPO	-	
South Carolina	231				
Georgia	543				
Florida	1,319				
SOUTH ATLANTIC	3,961	19.9			
			TOTAL QUALIFIED CIRCULATION	19,955	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/CHESTPHYSICIAN

2021	Pageviews	Sessions	Users	Average Session Duration
February	65,930	55,810	51,509	0:31
March	73,487	60,842	56,450	0:33
April	74,071	60,811	56,463	0:33
May	78,737	64,043	58,378	0:31
June	64,878	53,390	47,592	0:35
July	64,818	53,145	47,126	0:37
AVERAGE:	70,320	58,006	52,919	0:33

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 1 source of circulation for a quantity of 7,157 copies or 35.9%, including 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.

Monique Michowski, 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

State

County

Received by BPA Worldwide

Type

ID Number

September 2, 2021

New Jersey

Morris

September 2, 2021

BJ

C727B0J1

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.