

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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**CURRENT PSYCHIATRY** is a B2B brand intended for individuals with broad-based interest in psychiatric disorders and related diseases of the central nervous system. The brand content and editorial scope of the publication includes physician-outlined articles and information that focuses on solutions to common clinical problems seen in daily practice. Current Psychiatry is a member of the MDedge Network.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**CURRENT PSYCHIATRY** 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
<b>CURRENT PSYCHIATRY PRINT MAGAZINE</b> (6 issues in the period)	44,537	-	44,537

(See Paragraph 3b for Source)

<b>CURRENT PSYCHIATRY WEBSITE</b> (Note 1) (Monthly Users with 315,989 average Pageviews)	199,666	-	199,666
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Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

**FIELD SERVED**

**CURRENT PSYCHIATRY** serves physicians and other healthcare professionals who treat psychiatric disorders and related diseases of the central nervous system.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians in the psychiatric specialties who are in direct patient care (office and hospital setting), including residents. Also included are those in other professional activities as reported in P3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	34
Advertiser and Agency	233
Allocated for Trade Shows and Conventions	-
All Other	179
<b>TOTAL</b>	<b>446</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,537	100.0	44,537	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,537</b>	<b>100.0</b>	<b>44,537</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2021 Issue	Total Qualified
February	44,247
March	44,161
April	44,732
May	44,148
June	44,859
July	45,075

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

This issue is 1.5% or 646 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Possessions Including APO & FPO

Alpha Code	Professional Classifications	Total Qualified	Percent of Total	Patient Care								Other Professional Activity	Osteopathic Physicians
				Hospital Based Practice				Patient Care					
				Office Based Practice	Residents	Full-Time Hospital Staff	Semi-Retired	Medical Teaching	Administration	Research			
CHP	Psychiatry, Child	8,759	19.4	6,492	719	1,193	75	16	23	11	62	168	
PYG	Geriatric Psychiatry	960	2.1	640	48	247	5	2	-	-	10	8	
P	Psychiatry	32,169	71.4	20,684	4,654	3,236	603	120	181	120	146	2,425	
<b>TOTAL COPIES TO PHYSICIANS</b>		<b>41,888</b>	<b>92.9</b>	<b>27,816</b>	<b>5,421</b>	<b>4,676</b>	<b>683</b>	<b>138</b>	<b>204</b>	<b>131</b>	<b>218</b>	<b>2,601</b>	
<b>PERCENT TO PHYSICIANS</b>		<b>92.9</b>		<b>61.7</b>	<b>12.0</b>	<b>10.4</b>	<b>1.5</b>	<b>0.3</b>	<b>0.4</b>	<b>0.3</b>	<b>0.5</b>	<b>5.8</b>	
Advanced Practice Clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants & Certified Nurse Specialists.		3,187	7.1										
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>45,075</b>	<b>100.0</b>										

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	<b>9,907</b>	<b>7,358</b>	<b>5,919</b>	<b>23,184</b>	<b>51.4</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>21,891</b>	-	-	<b>21,891</b>	<b>48.6</b>
*Association rosters and directories	19,810	-	-	19,810	44.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,081	-	-	2,081	4.6
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,798</b>	<b>7,358</b>	<b>5,919</b>	<b>45,075</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.6</b>	<b>16.3</b>	<b>13.1</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	257		Kentucky	452	
New Hampshire	238		Tennessee	678	
Vermont	175		Alabama	387	
Massachusetts	2,300		Mississippi	209	
Rhode Island	330		<b>EAST SO. CENTRAL</b>	<b>1,726</b>	<b>3.8</b>
Connecticut	991		Arkansas	283	
<b>NEW ENGLAND</b>	<b>4,291</b>	<b>9.5</b>	Louisiana	552	
New York	4,662		Oklahoma	368	
New Jersey	1,454		Texas	2,893	
Pennsylvania	1,954		<b>WEST SO. CENTRAL</b>	<b>4,096</b>	<b>9.1</b>
<b>MIDDLE ATLANTIC</b>	<b>8,070</b>	<b>17.9</b>	Montana	101	
Ohio	1,472		Idaho	101	
Indiana	522		Wyoming	48	
Illinois	1,609		Colorado	732	
Michigan	1,171		New Mexico	291	
Wisconsin	678		Arizona	786	
<b>EAST NO. CENTRAL</b>	<b>5,452</b>	<b>12.1</b>	Utah	309	
Minnesota	776		Nevada	241	
Iowa	290		<b>MOUNTAIN</b>	<b>2,609</b>	<b>5.8</b>
Missouri	739		Alaska	93	
North Dakota	109		Washington	868	
South Dakota	96		Oregon	599	
Nebraska	205		California	6,099	
Kansas	333		Hawaii	273	
<b>WEST NO. CENTRAL</b>	<b>2,548</b>	<b>5.7</b>	<b>PACIFIC</b>	<b>7,932</b>	<b>17.6</b>
Delaware	120		<b>UNITED STATES</b>	<b>45,075</b>	<b>100.0</b>
Maryland	1,237		U.S. Territories	-	
Washington, DC	297		Canada	-	
Virginia	1,166		Mexico	-	
West Virginia	205		Other International	-	
North Carolina	1,401		APO/FPO	-	
South Carolina	577				
Georgia	1,091				
Florida	2,257				
<b>SOUTH ATLANTIC</b>	<b>8,351</b>	<b>18.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,075</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.MDEDGE.COM/PSYCHIATRY\***

2021	Pageviews	Sessions	Users	Average Session Duration
February	397,081	295,279	261,359	0:41
March	411,269	300,734	270,075	0:40
April	342,672	248,717	223,695	0:42
May	278,154	192,292	168,545	0:48
June	261,963	188,824	157,639	0:45
July	204,799	139,822	116,685	0:49
<b>AVERAGE:</b>	<b>315,989</b>	<b>227,611</b>	<b>199,666</b>	<b>0:44</b>

February – July 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.  
 \*Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

**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 1,809 copies or 4.0% to 18,001 copies or 40.0%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,081 copies or 4.6%, 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.

Sharon Finch, SVP/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

State

County

Received by BPA Worldwide

Type

ID Number

September 10, 2021

New Jersey

Morris

September 10, 2021

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.