

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.

Frontline Medical Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054
Tel. No.: (973) 206-3434
Fax No.: (973) 206-9378
www.mdedge.com/familymedicine

FAMILY PRACTICE NEWS is an independent news source that provides the family physician with timely and relevant news and commentary about clinical developments in the field and about the impact of health care policy on the specialty and the physician's practice. MDedge Family Medicine - Presented by The Journal of Family Practice and Family Practice News provides medical specialty news coverage tailored to the needs and interests of practicing family physicians. Our staff of medical journalists provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a forum of perspectives and opinions from our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our most important partners, our readers. Family Practice News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

FAMILY PRACTICE 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

FAMILY PRACTICE NEWS PRINT MAGAZINE



FAMILY PRACTICE NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FAMILY PRACTICE NEWS PRINT MAGAZINE (6 issues in the period)	103,253	-	103,253
(See Paragraph 3b for Source)			
FAMILY PRACTICE NEWS WEBSITE (Note 1) (Monthly Users with 464,182 average Pageviews)	326,599	-	326,599

Note 1: Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice

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

FIELD SERVED
FAMILY PRACTICE NEWS serves the family physician and general practitioner.

DEFINITION OF RECIPIENT QUALIFICATION
 Qualified recipients are office and hospital-based family physicians and general practitioners with direct patient care responsibilities, and others as noted in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency	414
Allocated for Trade Shows and Conventions	-
All Other	46
TOTAL	470

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	103,253	100.0	103,253	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	103,253	100.0	103,253	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	103,450
March	103,385
April	103,321
May	101,970
June	103,829
July	103,560

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021
 This issue is 0.4% or 369 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity for United States & Possessions 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
FM/FP	Family Medicine/Family Practice	100,381	96.9	69,775	5,075	5,875	10,950	484	81,209	293	18,879
GP	General Practice	3,179	3.1	2,568	3	221	224	155	2,947	1	231
TOTAL QUALIFIED CIRCULATION		103,560	100.0	72,343	5,078	6,096	11,174	639	84,156	294	19,110
PERCENT TO PHYSICIANS		100.0		69.9	4.9	5.9	10.8	0.6	81.3	0.3	18.4

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:	10,801	12,814	30,566	54,181	52.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	49,379	-	-	49,379	47.7
*Association rosters and directories	49,379	-	-	49,379	47.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,180	12,814	30,566	103,560	100.0
PERCENT	58.1	12.4	29.5	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	103,560	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	103,560	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:	102,533	102,444	102,961	104,091	103,706	103,253
Qualified Non-Paid:	102,533	102,444	102,961	104,091	103,706	103,253
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	711		Kentucky	1,362	
New Hampshire	494		Tennessee	2,007	
Vermont	310		Alabama	1,471	
Massachusetts	1,471		Mississippi	796	
Rhode Island	292		EAST SO. CENTRAL	5,636	5.4
Connecticut	609		Arkansas	1,301	
NEW ENGLAND	3,887	3.8	Louisiana	1,401	
New York	4,303		Oklahoma	1,447	
New Jersey	2,020		Texas	8,095	
Pennsylvania	4,661		WEST SO. CENTRAL	12,244	11.8
MIDDLE ATLANTIC	10,984	10.6	Montana	464	
Ohio	3,694		Idaho	731	
Indiana	2,480		Wyoming	232	
Illinois	4,008		Colorado	2,308	
Michigan	3,706		New Mexico	775	
Wisconsin	2,366		Arizona	1,985	
EAST NO. CENTRAL	16,254	15.7	Utah	952	
Minnesota	2,605		Nevada	765	
Iowa	1,441		MOUNTAIN	8,212	7.9
Missouri	1,929		Alaska	412	
North Dakota	383		Washington	3,142	
South Dakota	411		Oregon	1,691	
Nebraska	843		California	12,527	
Kansas	1,299		Hawaii	442	
WEST NO. CENTRAL	8,911	8.6	PACIFIC	18,214	17.6
Delaware	300		UNITED STATES	103,560	100.0
Maryland	1,377		U.S. Territories	-	
Washington, DC	161		Canada	-	
Virginia	2,614		Mexico	-	
West Virginia	857		Other International	-	
North Carolina	3,088		APO/FPO	-	
South Carolina	1,746				
Georgia	2,723				
Florida	6,352				
SOUTH ATLANTIC	19,218	18.6			
			TOTAL QUALIFIED CIRCULATION	103,560	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/FAMILYMEDICINE*

2021	Pageviews	Sessions	Users	Average Session Duration
February	545,472	427,006	398,195	0:28
March	567,488	444,906	417,218	0:28
April	501,323	391,492	368,035	0:29
May	451,871	340,596	310,854	0:34
June	337,962	251,806	229,030	0:32
July	380,981	270,093	236,263	0:38
AVERAGE:	464,182	354,316	326,599	0:31

February – July 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice.

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 11,569 copies or 11.2% to 37,810 copies or 36.5%, 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.

Jodi Smith, 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

September 8, 2021

State

New Jersey

County

Morris

Received by BPA Worldwide

September 8, 2021

Type

BJ

ID Number

F141B0J1

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.

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

Copyright © 2021 BPA Worldwide. All rights reserved.