

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.: (973) 206-3434
 Fax: (973) 206-9378
 www.mdedge.com/gihepnews

GI & HEPATOLOGY NEWS is a B2B brand intended for individuals with broad-based interest in gastroenterology. The brand content and editorial scope of the publication includes independent reporting focusing on impacting the way gastroenterologists practice medicine and news from the AGA Institute.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

GI & HEPATOLOGY 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

GI & HEPATOLOGY NEWS PRINT MAGAZINE



GI & HEPATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GI & HEPATOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	19,308	-	19,308
(See Paragraph 3b for Source)			
GI & HEPATOLOGY NEWS WEBSITE (Monthly Users with 48,353 average Pageviews)	30,297	-	30,297

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

GI & HEPATOLOGY NEWS serves members of the AGA Institute and physicians in the specialties of gastroenterology and hepatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the AGA Institute, office and hospital based physicians, residents and osteopaths specializing in gastroenterology and hepatology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	275
Allocated for Trade Shows and Conventions	-
All Other	80
TOTAL	357

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,641	49.9	9,641	49.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	9,667	50.1	9,667	50.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,308	100.0	19,308	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	19,910
March	18,943
April	19,085
May	19,210
June	19,310
July	19,390

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

This issue is 0.5% or 98 copies above the average of the other 5 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Hospital Based Practice			Total (Hospital Based)	Total (Patient Care)	Osteopaths	AGA Members
			Office Based Practice	Residents	Full Time Hospital Staff				
GE Gastroenterology	9,490	48.9	7,425	872	740	1,612	9,037	453	-
HEP Hepatology	70	0.4	47	-	23	23	70	-	-
Members of the AGA Institute	9,830	50.7	-	-	-	-	-	-	9,830
TOTAL QUALIFIED CIRCULATION	19,390	100.0	7,472	872	763	1,635	9,107	453	9,830
PERCENT	100.0		38.6	4.5	3.9	8.4	47.0	2.3	50.7

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:	9,830	-	-	9,830	50.7
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,560	-	-	9,560	49.3
*Association rosters and directories	9,560	-	-	9,560	49.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,390	-	-	19,390	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	19,390	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,390	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	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:	18,779	18,514	19,283	19,130	19,714	19,308
Qualified Non-Paid:	18,779	18,514	19,283	19,130	19,714	19,308
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: February – 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	58		Kentucky	216	
New Hampshire	88		Tennessee	398	
Vermont	33		Alabama	210	
Massachusetts	732		Mississippi	117	
Rhode Island	107		EAST SO. CENTRAL	941	4.9
Connecticut	389		Arkansas	105	
NEW ENGLAND	1,407	7.3	Louisiana	253	
New York	1,833		Oklahoma	140	
New Jersey	741		Texas	1,336	
Pennsylvania	1,061		WEST SO. CENTRAL	1,834	9.5
MIDDLE ATLANTIC	3,635	18.7	Montana	41	
Ohio	723		Idaho	51	
Indiana	292		Wyoming	14	
Illinois	816		Colorado	287	
Michigan	543		New Mexico	87	
Wisconsin	278		Arizona	397	
EAST NO. CENTRAL	2,652	13.7	Utah	132	
Minnesota	375		Nevada	118	
Iowa	112		MOUNTAIN	1,127	5.8
Missouri	360		Alaska	14	
North Dakota	20		Washington	383	
South Dakota	34		Oregon	210	
Nebraska	105		California	2,105	
Kansas	126		Hawaii	68	
WEST NO. CENTRAL	1,132	5.8	PACIFIC	2,780	14.3
Delaware	41		UNITED STATES	19,390	100.0
Maryland	561		U.S. Territories	-	
Washington, DC	96		Canada	-	
Virginia	494		Mexico	-	
West Virginia	78		Other International	-	
North Carolina	616		APO/FPO	-	
South Carolina	217				
Georgia	485				
Florida	1,294				
SOUTH ATLANTIC	3,882	20.0			
			TOTAL QUALIFIED CIRCULATION	19,390	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/GIHEPNEWS

2021	Pageviews	Sessions	Users	Average Session Duration
February	46,906	30,924	27,964	1:04
March	48,789	33,203	30,383	0:52
April	46,175	31,872	28,750	0:51
May	52,879	36,416	32,940	0:52
June	50,320	36,498	33,096	0:48
July	45,050	32,284	28,652	0:54
AVERAGE:	48,353	33,532	30,297	0:53

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 9,560 copies or 49.3%, 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.

Joshua Norton, National Account Manager

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 27, 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.