

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/
internalmedicine

INTERNAL MEDICINE NEWS has provided news and commentary about clinical developments in internal medicine as well as health care policy and regulations that affect the physician's practice since 1968. MDedge Internal Medicine is the online destination and multimedia properties of Internal Medicine News, the independent news publication for internal medicine specialists.

Our Mission

MDedge Internal Medicine - presented by Internal Medicine News, provides medical specialty news coverage tailored to the needs and interests of practicing internal medicine specialists. Our staff of medical journalists provides news that is fair, balanced, and accurate. We adhere to the policies of fact verification and disclosures of conflict of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in our online communities. 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 readers. Internal Medicine News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

INTERNAL MEDICINE 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

INTERNAL MEDICINE NEWS PRINT MAGAZINE



INTERNAL MEDICINE NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INTERNAL MEDICINE NEWS PRINT MAGAZINE (6 issues in the period)	108,569	-	108,569
(See Paragraph 3b for Source)			
INTERNAL MEDICINE NEWS WEBSITE (Monthly Users with 187,419 average Pageviews)	96,035	-	96,035

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

INTERNAL MEDICINE NEWS serves Internal Medicine, Cardiovascular Disease, Gastroenterology, IM-Geriatrics and patient-care specialists in Diabetology, Endocrinology, Infectious Disease, Nephrology, Pulmonary Disease, and Rheumatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are internists, cardiologists, gastroenterologists, IM-geriatrics and specialists in diabetology, endocrinology, infectious disease, nephrology, pulmonary disease and rheumatology in office and hospital based practice as well as residents and others as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	464
Allocated for Trade Shows and Conventions	-
All Other	55
TOTAL	531

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	108,569	100.0	108,569	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	108,569	100.0	108,569	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	109,616
March	109,455
April	108,179
May	106,896
June	108,747
July	108,523

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021
This issue is 0.1% or 56 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO											
Professional Classification		Patient Care									
		Hospital Based					Total (Patient Care)				
		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)	Osteopaths
CD	Cardiovascular Diseases	2,038	1.9	1,621	73	240	313	73	2,007	20	11
DIA	Diabetes	18	-	13	-	2	2	1	16	2	-
END	Endocrinology	515	0.5	435	20	32	52	15	502	13	-
GE	Gastroenterology	1,214	1.1	1,012	54	81	135	29	1,176	19	19
ID	Infectious Disease	563	0.5	428	18	83	101	13	542	20	1
IM	Internal Medicine	98,571	90.8	72,008	2,096	14,643	16,739	-	88,747	-	9,824
IMG	Internal Medicine, Geriatrics	3,662	3.4	2,911	129	518	647	-	3,558	-	104
NEP	Nephrology	853	0.8	717	28	63	91	20	828	22	3
PUD	Pulmonary Diseases	391	0.4	315	2	48	50	20	385	6	-
RHU	Rheumatology	698	0.6	590	6	58	64	15	669	22	7
Total Copies to Physicians		108,523	100.0	80,050	2,426	15,768	18,194	186	98,430	124	9,969
Percent to Physicians		100.0		73.8	2.2	14.5	16.8	0.2	90.7	0.1	9.2
TOTAL QUALIFIED CIRCULATION		108,523	100.0	80,050	2,426	15,768	18,194	186	98,430	124	9,969

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:	6,907	17,731	31,028	55,666	51.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	52,857	-	-	52,857	48.7
* Association rosters and directories	52,857	-	-	52,857	48.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	59,764	17,731	31,028	108,523	100.0
PERCENT	55.1	16.3	28.6	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	108,523	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	108,523	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:	117,996	117,873	114,935	113,714	111,403	108,569
Qualified Non-Paid:	117,996	117,873	114,935	113,714	111,403	108,569
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 MAY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	520		Kentucky	1,109	
New Hampshire	482		Tennessee	2,126	
Vermont	238		Alabama	1,292	
Massachusetts	4,159		Mississippi	623	
Rhode Island	588		EAST SO. CENTRAL	5,150	4.7
Connecticut	1,958		Arkansas	517	
NEW ENGLAND	7,945	7.3	Louisiana	1,283	
New York	9,698		Oklahoma	772	
New Jersey	4,172		Texas	6,892	
Pennsylvania	4,809		WEST SO. CENTRAL	9,464	8.7
MIDDLE ATLANTIC	18,679	17.2	Montana	245	
Ohio	3,918		Idaho	273	
Indiana	1,479		Wyoming	91	
Illinois	4,789		Colorado	1,582	
Michigan	3,461		New Mexico	489	
Wisconsin	1,539		Arizona	2,146	
EAST NO. CENTRAL	15,186	14.0	Utah	528	
Minnesota	1,547		Nevada	889	
Iowa	597		MOUNTAIN	6,243	5.8
Missouri	1,766		Alaska	125	
North Dakota	163		Washington	2,104	
South Dakota	224		Oregon	1,465	
Nebraska	456		California	14,090	
Kansas	655		Hawaii	630	
WEST NO. CENTRAL	5,408	5.0	PACIFIC	18,414	17.0
Delaware	278		UNITED STATES	108,523	100.0
Maryland	3,017		U.S. Territories	-	
Washington, DC	459		Canada	-	
Virginia	2,734		Mexico	-	
West Virginia	474		Other International	-	
North Carolina	2,974		APO/FPO	-	
South Carolina	1,231				
Georgia	3,132				
Florida	7,735				
SOUTH ATLANTIC	22,034	20.3			
			TOTAL QUALIFIED CIRCULATION	108,523	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/INTERNALMEDICINE

2021	Pageviews	Sessions	Users	Average Session Duration
February	180,330	98,762	79,563	0:54
March	201,465	120,645	99,515	0:50
April	190,631	131,057	109,312	0:41
May	142,195	105,879	89,686	0:38
June	155,171	100,763	83,408	0:45
July	254,724	154,617	114,730	1:17
AVERAGE:	187,419	118,620	96,035	0:50

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 2 sources of circulation for quantities of 8,073 copies or 7.4% to 44,784 copies or 41.3%, 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 August 30, 2021

State New Jersey

County Morris

Received by BPA Worldwide August 30, 2021

Type BD

ID Number IO70B0J1

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.