



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JULY 2021



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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JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is an independent, peer-reviewed journal offering evidence-based, practical information for improving the quality and value of healthcare. JCOM is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is produced in a print format. The editorial for the print copy is the same for all recipients.

FIELD SERVED

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT serves organizations allied to the Managed Care/Payer Markets.

DEFINITION OF RECIPIENT QUALIFICATION

JCOM targets key managed care decision makers such as Medical Directors, Medical Doctors, Doctors of Osteopathy, Formulary Directors, P&T Committee Chairs, Directors of Pharmacy, Pharmacy Consultants, MCO CEO/President's, Directors of Quality, Directors of Utilization Review, Directors of Managed Care, and Directors of Medicare/Medicaid.

CHANNELS

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT PRINT MAGAZINE



EXECUTIVE SUMMARY

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

Non-Paid Paid Average

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT PRINT MAGAZINE
(3 issues in the period)

38,059

-

38,059

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	19
Advertiser and Agency	121
Allocated for Trade Shows and Conventions	-
All Other	57
TOTAL	197

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,059	100.0	38,059	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,059	100.0	38,059	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
March/April	38,182
May/June	37,806
July/August	38,190

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021
 This issue is 0.5% or 196 copies above the average of the other 2 issues reported in Paragraph 2.

Titles	Total Qualified	Percent of Total
Medical Director/MD/DO	22,283	58.3
Formulary Director/P&T Committee Chair	261	0.7
Director of Pharmacy/Pharmacy Consultant	8,901	23.3
CEO/President	4,297	11.3
Director of Quality/Utilization Review	1,987	5.2
Director of Managed Care/Medicare/Medicaid	461	1.2
TOTAL QUALIFIED CIRCULATION	38,190	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 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:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	38,190	-	-	38,190	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,190	-	-	38,190	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	38,190	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	38,190	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	219		Kentucky	607	
New Hampshire	168		Tennessee	832	
Vermont	99		Alabama	602	
Massachusetts	1,450		Mississippi	482	
Rhode Island	138		EAST SO. CENTRAL	2,523	6.6
Connecticut	436		Arkansas	432	
NEW ENGLAND	2,510	6.6	Louisiana	862	
New York	2,004		Oklahoma	595	
New Jersey	974		Texas	3,140	
Pennsylvania	1,752		WEST SO. CENTRAL	5,029	13.2
MIDDLE ATLANTIC	4,730	12.4	Montana	219	
Ohio	1,610		Idaho	251	
Indiana	940		Wyoming	126	
Illinois	1,425		Colorado	563	
Michigan	967		New Mexico	235	
Wisconsin	737		Arizona	625	
EAST NO. CENTRAL	5,679	14.9	Utah	304	
Minnesota	670		Nevada	256	
Iowa	653		MOUNTAIN	2,579	6.7
Missouri	816		Alaska	106	
North Dakota	177		Washington	660	
South Dakota	245		Oregon	414	
Nebraska	439		California	3,555	
Kansas	591		Hawaii	193	
WEST NO. CENTRAL	3,591	9.4	PACIFIC	4,928	12.9
Delaware	102		UNITED STATES	38,190	100.0
Maryland	656		U.S. Territories	-	
Washington, DC	83		Canada	-	
Virginia	804		Mexico	-	
West Virginia	343		Other International	-	
North Carolina	935		APO/FPO	-	
South Carolina	504				
Georgia	1,021		TOTAL QUALIFIED CIRCULATION	38,190	100.0
Florida	2,173				
SOUTH ATLANTIC	6,621	17.3			

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 38,190 copies or 100.0%, including IQVIA.

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 August 27, 2021

State New Jersey

County Morris

Received by BPA Worldwide August 27, 2021

Type BJ

ID Number J041B0J1

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.