

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

**THE JOURNAL OF FAMILY PRACTICE** is a B2B brand intended for individuals with broad-based interests in the Family Practice specialty. The brand content and editorial scope of the publication includes peer-reviewed and indexed articles, plus other features on current practice recommendations for diagnosis and treatment of common medical problems. The Journal of Family Practice is a member of the MDedge Network.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**THE JOURNAL OF FAMILY PRACTICE** 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>THE JOURNAL OF FAMILY PRACTICE PRINT MAGAZINE</b> (5 issues in the period)	103,376	-	103,376
(See Paragraph 3b for Source)			
<b>THE JOURNAL OF FAMILY PRACTICE WEBSITE</b> (Note 1) (Monthly Users with 464,182 average Pageviews)	326,599	-	326,599

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

**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**

**THE JOURNAL OF FAMILY PRACTICE** primarily serves Family Practice Physicians, Family Medicine Physicians, General Practitioners, and Osteopathic Physicians.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are family practice physicians, family medicine physicians and general practice physicians engaged in office-based practice, hospital-based practice and teaching. Also qualified are osteopathic physicians in cardiology and internal medicine.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	94
Advertiser and Agency	385
Allocated for Trade Shows and Conventions	-
All Other	118
<b>TOTAL</b>	<b>597</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	103,376	100.0	103,376	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>103,376</b>	<b>100.0</b>	<b>103,376</b>	<b>100.0</b>	-	-

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

2021 Issue	Total Qualified
March	103,547
April	104,372
May	102,151
June	103,449
July/August	103,363

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021**  
 This issue is -% or 17 copies below the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent of Total	Major Professional Activity											
			Patient Care						Total (Patient Care) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)	Osteopathic Physicians Other
			Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired							
FP Family Practice	166	0.2	-	166	-	166	-	166	-	-	-	-	-	-
FM Family Medicine	99,849	96.6	68,749	4,929	5,816	10,745	469	79,963	478	357	13,296	5,374	381	
GP General Practice	3,125	3.0	2,503	3	211	214	151	2,868	-	16	206	31	4	
CD Cardiovascular Diseases	9	-	-	-	-	-	-	-	-	-	7	1	1	
IM Internal Medicine	214	0.2	-	-	-	-	-	-	-	-	177	21	16	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>103,363</b>	<b>100.0</b>	<b>71,252</b>	<b>5,098</b>	<b>6,027</b>	<b>11,125</b>	<b>620</b>	<b>82,997</b>	<b>478</b>	<b>373</b>	<b>13,686</b>	<b>5,427</b>	<b>402</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>68.9</b>	<b>4.9</b>	<b>5.8</b>	<b>10.7</b>	<b>0.6</b>	<b>80.2</b>	<b>0.5</b>	<b>0.4</b>	<b>13.2</b>	<b>5.3</b>	<b>0.4</b>	

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
<b>I. TOTAL - Direct Request:</b>	<b>21,309</b>	<b>17,660</b>	<b>13,199</b>	<b>52,168</b>	<b>50.5</b>
a. Written	6,066	3,886	2,699	12,651	12.3
b. Telecommunication	15,243	13,759	10,293	39,295	38.0
c. Electronic	-	15	207	222	0.2
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
<b>IV. TOTAL - Communication (other than request):</b>	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>51,195</b>	-	-	<b>51,195</b>	<b>49.5</b>
*Association rosters and directories	51,195	-	-	51,195	49.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>72,504</b>	<b>17,660</b>	<b>13,199</b>	<b>103,363</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.1</b>	<b>17.1</b>	<b>12.8</b>	<b>100.0</b>	

\*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	103,363	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>103,363</b>	<b>100.0</b>

**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:	102,779	102,827	103,136	104,410	104,000	103,376
Qualified Non-Paid:	102,779	102,827	103,136	104,410	104,000	103,376
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/AUGUST 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	711		Kentucky	1,361	
New Hampshire	493		Tennessee	1,990	
Vermont	305		Alabama	1,454	
Massachusetts	1,479		Mississippi	803	
Rhode Island	292		<b>EAST SO. CENTRAL</b>	<b>5,608</b>	<b>5.4</b>
Connecticut	608		Arkansas	1,285	
<b>NEW ENGLAND</b>	<b>3,888</b>	<b>3.8</b>	Louisiana	1,399	
New York	4,328		Oklahoma	1,459	
New Jersey	2,067		Texas	7,933	
Pennsylvania	4,707		<b>WEST SO. CENTRAL</b>	<b>12,076</b>	<b>11.7</b>
<b>MIDDLE ATLANTIC</b>	<b>11,102</b>	<b>10.8</b>	Montana	470	
Ohio	3,743		Idaho	739	
Indiana	2,478		Wyoming	227	
Illinois	4,052		Colorado	2,292	
Michigan	3,729		New Mexico	778	
Wisconsin	2,353		Arizona	2,004	
<b>EAST NO. CENTRAL</b>	<b>16,355</b>	<b>15.8</b>	Utah	952	
Minnesota	2,593		Nevada	765	
Iowa	1,462		<b>MOUNTAIN</b>	<b>8,227</b>	<b>8.0</b>
Missouri	1,931		Alaska	404	
North Dakota	388		Washington	3,111	
South Dakota	414		Oregon	1,653	
Nebraska	850		California	12,406	
Kansas	1,288		Hawaii	446	
<b>WEST NO. CENTRAL</b>	<b>8,926</b>	<b>8.6</b>	<b>PACIFIC</b>	<b>18,020</b>	<b>17.4</b>
Delaware	304		<b>UNITED STATES</b>	<b>103,363</b>	<b>100.0</b>
Maryland	1,358		U.S. Territories	-	
Washington, DC	428		Canada	-	
Virginia	2,330		Mexico	-	
West Virginia	851		Other International	-	
North Carolina	3,092		APO/FPO	-	
South Carolina	1,742				
Georgia	2,699				
Florida	6,357				
<b>SOUTH ATLANTIC</b>	<b>19,161</b>	<b>18.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>103,363</b>	<b>100.0</b>

\*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
<b>AVERAGE:</b>	<b>464,182</b>	<b>354,316</b>	<b>326,599</b>	<b>0:31</b>

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 The Journal of Family Practice and Family Practice News.

## 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 13,948 copies or 13.5% to 37,247 copies or 36.0%, 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.

Geoff Watkins, 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

State

County

Received by BPA Worldwide

Type

ID Number

September 9, 2021

New Jersey

Morris

September 9, 2021

BJ

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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.

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

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