

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/obgyn

OBG MANAGEMENT is a B2B brand intended for individuals with broad-based interests in obstetrics and gynecology. The brand content and editorial scope of the publication includes relevant clinical and timely practice management information, as well as in-depth analysis of diagnostic and treatment approaches. OBG Management is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

OBG MANAGEMENT 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

OBG MANAGEMENT PRINT MAGAZINE



OBG MANAGEMENT WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OBG MANAGEMENT PRINT MAGAZINE (6 issues in the period)	48,656	-	48,656
(See Paragraph 3b for Source)			
OBG MANAGEMENT WEBSITE (See Note 1) (Monthly Users with 276,157 average Pageviews)	181,718	-	181,718

Note 1: Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

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

FIELD SERVED

OBG MANAGEMENT serves office and hospital based medical and osteopathic physicians, nurse practitioners, physician assistants, and certified nurse midwives in direct patient care and in other professional activities in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based and hospital-based physicians who practice direct patient care in Obstetrics and Gynecology, Obstetrics only, Gynecology only, Gynecology Oncology, Reproductive Endocrinology, Maternal & Fetal Medicine, Female Pelvic Medicine and Reconstructive Surgery, Osteopathy, and other physician specialties allied to the field, as well as semi-retired physicians, residents, and fellows in Obstetrics & Gynecology. Also qualified are Nurse Practitioners, Physician Assistants and Certified Nurse Midwives.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	572
Allocated for Trade Shows and Conventions	-
All Other	83
TOTAL	663

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,656	100.0	48,656	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,656	100.0	48,656	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	48,555
March	48,497
April	48,834
May	48,673
June	48,734
July	48,641

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

This issue is -% or 18 copies below the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					
				Patient Care			Other Professional Activity		
				Hospital Based Practice					
				Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)	Semi-Retired	Osteopathic Physicians	
FPR	Female Pelvic Medicine & Reconstructive Surgery	370	0.8	212	129	26	-	3	-
GO	Gynecological Oncology	280	0.6	182	8	70	8	8	4
GYN	Gynecology	1,818	3.7	1,462	-	128	114	22	92
MFM	Maternal & Fetal Medicine	437	0.9	285	10	101	7	25	9
OBS	Obstetrics	142	0.3	102	-	21	3	3	13
OBG	Obstetrics & Gynecology	41,455	85.2	29,580	4,665	3,392	290	318	3,210
REN	Reproductive Endocrinology	478	1.0	406	9	24	13	20	6
	Other Physician Specialties	620	1.3	459	6	105	15	28	7
TOTAL COPIES TO PHYSICIANS		45,600	93.8	32,688	4,827	3,867	450	427	3,341
PERCENT TO PHYSICIANS		93.8		67.2	9.9	8.0	0.9	0.9	6.9
Nurse Practitioners/Physician Assistants		2,972	6.1						
Certified Nurse Midwives		69	0.1						
TOTAL QUALIFIED CIRCULATION		48,641	100.0						

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	8,695	6,594	10,142	25,431	52.3
a. Written	3,218	3,078	2,819	9,115	18.8
b. Telecommunication	5,477	3,482	7,061	16,020	32.9
c. Electronic	-	34	262	296	0.6
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	23,210	-	-	23,210	47.7
*Association rosters and directories	20,985	-	-	20,985	43.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,225	-	-	2,225	4.6
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,905	6,594	10,142	48,641	100.0
PERCENT	65.6	13.6	20.8	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	48,641	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	48,641	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:	48,025	48,194	48,298	48,694	48,731	48,656
Qualified Non-Paid:	48,025	48,194	48,298	48,694	48,731	48,656
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	191		Kentucky	592	
New Hampshire	203		Tennessee	1,033	
Vermont	122		Alabama	595	
Massachusetts	1,262		Mississippi	342	
Rhode Island	225		EAST SO. CENTRAL	2,562	5.3
Connecticut	769		Arkansas	322	
NEW ENGLAND	2,772	5.7	Louisiana	801	
New York	3,823		Oklahoma	465	
New Jersey	1,627		Texas	3,732	
Pennsylvania	2,068		WEST SO. CENTRAL	5,320	10.9
MIDDLE ATLANTIC	7,518	15.5	Montana	133	
Ohio	1,775		Idaho	179	
Indiana	818		Wyoming	61	
Illinois	1,958		Colorado	884	
Michigan	1,626		New Mexico	272	
Wisconsin	740		Arizona	932	
EAST NO. CENTRAL	6,917	14.2	Utah	357	
Minnesota	761		Nevada	354	
Iowa	316		MOUNTAIN	3,172	6.5
Missouri	799		Alaska	117	
North Dakota	89		Washington	907	
South Dakota	96		Oregon	672	
Nebraska	278		California	5,733	
Kansas	370		Hawaii	256	
WEST NO. CENTRAL	2,709	5.6	PACIFIC	7,685	15.8
Delaware	138		UNITED STATES	48,641	100.0
Maryland	1,193		U.S. Territories	-	
Washington, DC	234		Canada	-	
Virginia	1,352		Mexico	-	
West Virginia	228		Other International	-	
North Carolina	1,484		APO/FPO	-	
South Carolina	703				
Georgia	1,622				
Florida	3,032				
SOUTH ATLANTIC	9,986	20.5			
			TOTAL QUALIFIED CIRCULATION	48,641	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/OBGYN*

2021	Pageviews	Sessions	Users	Average Session Duration
February	337,297	241,427	219,916	0:40
March	363,910	259,091	238,102	0:38
April	296,132	212,680	193,751	0:39
May	245,391	180,483	166,060	0:35
June	203,898	145,677	131,059	0:39
July	210,315	161,191	141,422	0:37
AVERAGE:	276,157	200,091	181,718	0:38

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

*Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. 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 2,307 copies or 4.7% to 18,678 copies or 38.4%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,225 copies or 4.6%, including DMD Advanced Practice Providers.

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.

Dianne Reynolds, 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 24, 2021

State New Jersey

County Morris

Received by BPA Worldwide August 24, 2021

Type BD

ID Number 0004B0J1

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.