

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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PEDIATRIC NEWS provides the practicing pediatrician with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Pediatric News is published monthly and circulates to specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Pediatrics - Presented by Pediatric News (MDedge.com/pediatrics), provides news and views that matter to physicians in a timely and interactive format. Daily news coverage, in addition to the stories from the print publication, provide physicians with immediate information through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Pediatrics helps physicians to stay current, save time, and gain perspective. Pediatric News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

PEDIATRIC 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

PEDIATRIC NEWS PRINT MAGAZINE



PEDIATRIC NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PEDIATRIC NEWS PRINT MAGAZINE (6 issues in the period)	59,387	-	59,387
(See Paragraph 3b for Source)			
PEDIATRIC NEWS WEBSITE (Monthly Users with 124,885 average Pageviews)	84,473	-	84,473

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

PEDIATRIC NEWS serves the pediatric physician, pediatric infectious disease physician and pediatric nurse practitioners.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	297
Allocated for Trade Shows and Conventions	-
All Other	65
TOTAL	371

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	59,387	100.0	59,387	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	59,387	100.0	59,387	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	58,901
March	58,853
April	59,596
May	59,259
June	59,893
July	59,822

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

This issue is 0.9% or 522 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		Patient Care				Total (Other Professional Activity)	Osteopaths			
						Hospital Based Practice			Semi-Retired		Total (Patient Care)	Office Based Practice	Hospital Based Practice	Other Practice
						Office Based Practice	Residents	Full-Time Hospital Staff						
PD	Pediatrics	57,376	95.9	42,197	4,385	5,780	10,165	310	52,672	491	1,870	2,203	140	
PDI	Pediatrics, Infectious Disease	811	1.4	480	153	148	301	-	781	26	3	-	1	
Total Copies to Physicians		58,187	97.3	42,677	4,538	5,928	10,466	310	53,453	517	1,873	2,203	141	
Percent to Physicians		97.3												
Pediatric Nurse Practitioners		1,635	2.7											
TOTAL QUALIFIED CIRCULATION		59,822	100.0											

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:	8,054	6,747	15,753	30,554	51.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	29,268	-	-	29,268	48.9
*Association rosters and directories	29,268	-	-	29,268	48.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,322	6,747	15,753	59,822	100.0
PERCENT	62.4	11.3	26.3	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	59,822	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	59,822	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:	61,440	61,558	60,619	61,133	59,393	59,387
Qualified Non-Paid:	61,440	61,558	60,619	61,133	59,393	59,387
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	244		Kentucky	707	
New Hampshire	258		Tennessee	1,134	
Vermont	165		Alabama	754	
Massachusetts	2,008		Mississippi	363	
Rhode Island	291		EAST SO. CENTRAL	2,958	5.0
Connecticut	856		Arkansas	388	
NEW ENGLAND	3,822	6.4	Louisiana	868	
New York	4,985		Oklahoma	479	
New Jersey	2,284		Texas	4,561	
Pennsylvania	2,442		WEST SO. CENTRAL	6,296	10.5
MIDDLE ATLANTIC	9,711	16.2	Montana	116	
Ohio	2,292		Idaho	177	
Indiana	923		Wyoming	56	
Illinois	2,319		Colorado	977	
Michigan	1,646		New Mexico	336	
Wisconsin	917		Arizona	1,077	
EAST NO. CENTRAL	8,097	13.5	Utah	539	
Minnesota	908		Nevada	305	
Iowa	413		MOUNTAIN	3,583	6.0
Missouri	1,154		Alaska	122	
North Dakota	90		Washington	1,219	
South Dakota	100		Oregon	749	
Nebraska	301		California	7,561	
Kansas	436		Hawaii	298	
WEST NO. CENTRAL	3,402	5.7	PACIFIC	9,949	16.6
Delaware	230		UNITED STATES	59,821	100.0
Maryland	1,465		U.S. Territories	-	
Washington, DC	377		Canada	-	
Virginia	1,637		Mexico	-	
West Virginia	272		Other International	-	
North Carolina	1,778		APO/FPO	1	
South Carolina	815				
Georgia	1,881		TOTAL QUALIFIED CIRCULATION	59,822	100.0
Florida	3,548				
SOUTH ATLANTIC	12,003	20.1			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/PEDIATRICS

2021	Pageviews	Sessions	Users	Average Session Duration
February	134,886	97,007	88,070	0:41
March	175,872	131,204	120,760	0:38
April	145,492	111,920	99,351	0:35
May	106,949	80,225	72,295	0:35
June	93,398	70,846	62,715	0:36
July	92,718	72,515	63,651	0:35
AVERAGE:	124,885	93,952	84,473	0:36

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 3,183 copies or 5.3% to 26,085 copies or 43.6%, 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.

Sally Cioci Fischer, 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

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Type BD

ID Number P031B0J1

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.

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