

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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RHEUMATOLOGY NEWS provides the practicing rheumatologist with breaking news, on-site medical meeting coverage, and commentary – in a clear, concise, accessible format – that can be used daily in practice. Rheumatology News is published semi-monthly (except for January, February, June, July, August, and December when published once a month) and circulates to rheumatologists and selected internists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge.com/rheumatology, the online destination of Rheumatology News, provides news and views that matter to physicians in a timely and interactive format. With daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Rheumatology - presented by Rheumatology News helps physicians to stay current, save time, and gain perspective. Rheumatology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

RHEUMATOLOGY 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

RHEUMATOLOGY NEWS PRINT MAGAZINE



RHEUMATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
RHEUMATOLOGY NEWS PRINT MAGAZINE (9 issues in the period)	8,714	-	8,714
(See Paragraph 3b for Source)			
RHEUMATOLOGY NEWS WEBSITE (Monthly Users with 102,999 average Pageviews)	73,787	-	73,787

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

FIELD SERVED

RHEUMATOLOGY NEWS serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine. Also served are rheumatologic nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are rheumatologists, pediatric rheumatologists, internists, internists with a secondary in rheumatology, and rheumatologic nurse practitioners and physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	247
Allocated for Trade Shows and Conventions	-
All Other	684
TOTAL	935

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,714	100.0	8,714	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,714	100.0	8,714	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	8,820
March 1st	8,811
March 15th	8,794
April 1st	8,792
April 15th	8,671
May 1st	8,626
May 15th	8,607
June	8,631
July	8,674

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021
 This issue is 0.5% or 45 copies below the average of the other 8 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity								Osteopaths
			Patient Care								
			Hospital-Based Practice								
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)		
RHU Rheumatology	6,248	72.0	4,120	427	519	946	101	5,167	860	221	
PPR Pediatrics, Rheumatology	379	4.4	190	-	67	67	2	259	114	6	
IM Internal Medicine	1,064	12.3	987	-	71	71	5	1,063	1	-	
IMR Internal Medicine, Secondary in Rheumatology	310	3.6	198	1	32	33	21	252	58	-	
Total Copies to Physicians	8,001	92.3	5,495	428	689	1,117	129	6,741	1,033	227	
NP Nurse Practitioners	359	4.1									
PA Physician Assistants	314	3.6									
TOTAL QUALIFIED CIRCULATION	8,674	100.0									
PERCENT		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:	1,262	1,499	1,659	4,420	51.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	1	1	-
V. TOTAL - Sources other than above (listed alphabetically):	4,253	-	-	4,253	49.0
*Association rosters and directories	3,589	-	-	3,589	41.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	664	-	-	664	7.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,515	1,499	1,660	8,674	100.0
PERCENT	63.6	17.3	19.1	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	8,674	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	8,674	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:	8,381	8,504	8,777	8,720	8,812	8,714
Qualified Non-Paid:	8,381	8,504	8,777	8,720	8,812	8,714
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	37		Kentucky	84	
New Hampshire	46		Tennessee	176	
Vermont	18		Alabama	149	
Massachusetts	370		Mississippi	61	
Rhode Island	34		EAST SO. CENTRAL	470	5.4
Connecticut	161		Arkansas	57	
NEW ENGLAND	666	7.7	Louisiana	121	
New York	749		Oklahoma	76	
New Jersey	284		Texas	538	
Pennsylvania	435		WEST SO. CENTRAL	792	9.1
MIDDLE ATLANTIC	1,468	16.9	Montana	21	
Ohio	332		Idaho	21	
Indiana	145		Wyoming	9	
Illinois	354		Colorado	125	
Michigan	244		New Mexico	51	
Wisconsin	144		Arizona	135	
EAST NO. CENTRAL	1,219	14.1	Utah	56	
Minnesota	131		Nevada	51	
Iowa	53		MOUNTAIN	469	5.4
Missouri	182		Alaska	9	
North Dakota	14		Washington	170	
South Dakota	24		Oregon	91	
Nebraska	53		California	994	
Kansas	66		Hawaii	36	
WEST NO. CENTRAL	523	6.0	PACIFIC	1,300	15.0
Delaware	29		UNITED STATES	8,674	100.0
Maryland	284		U.S. Territories	-	
Washington, DC	55		Canada	-	
Virginia	206		Mexico	-	
West Virginia	23		Other International	-	
North Carolina	251		APO/FPO	-	
South Carolina	131				
Georgia	231		TOTAL QUALIFIED CIRCULATION	8,674	100.0
Florida	557				
SOUTH ATLANTIC	1,767	20.4			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEGE.COM/RHEUMATOLOGY

2021	Pageviews	Sessions	Users	Average Session Duration
February	111,645	86,993	81,863	0:31
March	120,927	89,964	83,809	0:36
April	101,865	79,647	73,191	0:31
May	97,466	74,903	68,658	0:33
June	87,885	70,740	64,589	0:33
July	98,208	78,626	70,616	0:32
AVERAGE:	102,999	80,145	73,787	0:32

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 151 copies or 1.8% to 3,438 copies or 39.6%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 664 copies or 7.6%, 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.

Jeanne Gallione, 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	September 8, 2021
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County	Morris
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ID Number	R157B0J1

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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