

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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THE HOSPITALIST is a medical journal brand intended for individuals with broad-based interests in hospital medicine performed by hospitalists. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

THE HOSPITALIST 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
THE HOSPITALIST PRINT MAGAZINE (6 issues in the period)	33,644	-	33,644
(See Paragraph 3b for Source)			
THE HOSPITALIST WEBSITE (Monthly Users with 259,085 average Pageviews)	198,720	-	198,720

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

FIELD SERVED

THE HOSPITALIST serves members of The Society of Hospital Medicine and additional qualified recipients as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are hospitalists, physicians, residents, fellows, students, nurse practitioners, physician assistants, residency program directors, and other titled and non-titled personnel within the field served.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	13
Advertiser and Agency	495
Allocated for Trade Shows and Conventions	-
All Other	118
TOTAL	626

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,644	100.0	33,644	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,644	100.0	33,644	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	33,763
February	33,612
March	33,646
April	33,577
May	33,633
June	33,632

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

This issue is -% or 13 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total
Society of Hospital Medicine Members and Allied Health Professionals	33,633	100.0
TOTAL QUALIFIED CIRCULATION	33,633	100.0

Note 1: Qualified recipients are hospitalists, physicians, residents, fellows, students, nurse practitioners, physician assistants, residency program directors, and 682 other titled and non-titled personnel within the field served copies.

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	32,583	1,050	-	33,633	100.0
*Association rosters and directories	14,440	-	-	14,440	42.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	18,143	1,050	-	19,193	57.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,583	1,050	-	33,633	100.0
PERCENT	96.9	3.1	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	205		Kentucky	433	
New Hampshire	192		Tennessee	796	
Vermont	108		Alabama	407	
Massachusetts	1,661		Mississippi	220	
Rhode Island	221		EAST SO. CENTRAL	1,856	5.5
Connecticut	761		Arkansas	182	
NEW ENGLAND	3,148	9.4	Louisiana	502	
New York	2,502		Oklahoma	220	
New Jersey	998		Texas	2,175	
Pennsylvania	1,636		WEST SO. CENTRAL	3,079	9.2
MIDDLE ATLANTIC	5,136	15.3	Montana	98	
Ohio	1,404		Idaho	153	
Indiana	618		Wyoming	32	
Illinois	1,488		Colorado	539	
Michigan	912		New Mexico	223	
Wisconsin	615		Arizona	569	
EAST NO. CENTRAL	5,037	15.0	Utah	204	
Minnesota	780		Nevada	202	
Iowa	280		MOUNTAIN	2,020	6.0
Missouri	697		Alaska	36	
North Dakota	62		Washington	728	
South Dakota	120		Oregon	494	
Nebraska	249		California	2,910	
Kansas	250		Hawaii	155	
WEST NO. CENTRAL	2,438	7.2	PACIFIC	4,323	12.8
Delaware	105		UNITED STATES	33,439	99.4
Maryland	715		U.S. Territories	7	
Washington, DC	212		Canada	122	
Virginia	851		Mexico	2	
West Virginia	211		Other International	60	
North Carolina	1,237		APO/FPO	3	
South Carolina	474				
Georgia	1,004				
Florida	1,593				
SOUTH ATLANTIC	6,402	19.0			
			TOTAL QUALIFIED CIRCULATION	33,633	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.THE-HOSPITALIST.ORG

2021	Pageviews	Sessions	Users	Average Session Duration
January	259,606	223,708	197,478	0:35
February	258,538	219,592	195,310	0:37
March	277,026	237,933	213,477	0:38
April	261,046	223,404	199,669	0:37
May	256,602	220,030	199,754	0:36
June	241,693	207,418	186,634	0:36
AVERAGE:	259,085	222,014	198,720	0:36

January – June 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 1 source of circulation for a quantity of 14,440 copies or 42.9%, including Society of Hospital Medicine Members/Roster. Other sources include 2 sources of circulation for quantities of 8,499 copies or 25.3% to 10,694 copies or 31.8%, including IQVIA and Healthcare Research Institute.

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.

Angelique Ricci, Senior Director of Business Development
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.

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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.