

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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CLINICAL ENDOCRINOLOGY NEWS provides endocrinologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice.

- Clinical Endocrinology News is published monthly and circulates to endocrinologists, related subspecialists, and diabetes educators. All articles are researched, written, and produced by a full-time staff of professional medical journalists.
- MDedge Endocrinology (mdedge.com/endocrinology) - presented by Clinical Endocrinology News provides news and views that matter to physicians in a timely and interactive format. With award-winning 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 Endocrinology is the best way for physicians to stay current, save time, and gain perspective. Clinical Endocrinology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CLINICAL ENDOCRINOLOGY 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

CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE



CLINICAL ENDOCRINOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	16,789	-	16,789
(See Paragraph 3b for Source)			
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 39,543 average Pageviews)	24,129	-	24,129

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

CLINICAL ENDOCRINOLOGY NEWS serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are members of American Association of Diabetes Educators and American Society of Endocrine Physician Assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals in office-based practices, residents, full-time hospital staff, Semi-Retired, Osteopaths and other professional activities.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	244
Allocated for Trade Shows and Conventions	-
All Other	49
TOTAL	295

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,632	99.1	16,632	99.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	157	0.9	157	0.9	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,789	100.0	16,789	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	16,858
September	16,842
October	16,791
November	16,760
December	16,758
January	16,722

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022
This issue is 0.5% or 80 copies below the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY									
		PATIENT CARE						Total (Other Professional Activity)			
		Total Hospital Based						Semi-Retired	Total Patient Care	Total (Other Professional Activity)	Osteopaths
		Total Qualified	Percent of Total	Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based				
DIA	Diabetes	97	0.6	78	-	19	19	-	97	-	-
END	Endocrinology	6,676	39.9	5,060	449	696	1,145	19	6,224	353	99
PDE	Pediatrics, Endocrinology	1,447	8.7	883	175	275	450	5	1,338	97	12
Total Copies to Physicians		8,220	49.2	6,021	624	990	1,614	24	7,659	450	111
Percent to Physicians		49.2		36.0	3.8	5.9	9.7	0.1	45.8	2.7	0.7
AADE-American Association of Diabetes Educators		8,344	49.9								
American Society of Endocrine Physician Assistants		158	0.9								
TOTAL QUALIFIED CIRCULATION		16,722	100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	158	-	-	158	0.9
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,564	-	-	16,564	99.1
*Association rosters and directories	16,564	-	-	16,564	99.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	16,722	100.0	-	16,722	100.0

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,722	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,722	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February - July 2019	August 2019 - January 2020	February - July 2020	August 2020 - January 2021	February - July 2021	August 2021 - January 2022*
Total Audit Average Qualified:	16,670	16,839	16,906	16,878	16,823	16,789
Qualified Non-Paid:	16,670	16,839	16,906	16,878	16,823	16,789
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 2021 - January 2022 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 JANUARY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	93		Kentucky	224	
New Hampshire	95		Tennessee	320	
Vermont	41		Alabama	177	
Massachusetts	640		Mississippi	132	
Rhode Island	67		EAST SO. CENTRAL	853	5.1
Connecticut	264		Arkansas	109	
NEW ENGLAND	1,200	7.2	Louisiana	224	
New York	1,315		Oklahoma	174	
New Jersey	553		Texas	1,149	
Pennsylvania	794		WEST SO. CENTRAL	1,656	9.9
MIDDLE ATLANTIC	2,662	15.9	Montana	61	
Ohio	585		Idaho	64	
Indiana	309		Wyoming	23	
Illinois	643		Colorado	286	
Michigan	479		New Mexico	138	
Wisconsin	320		Arizona	335	
EAST NO. CENTRAL	2,336	14.0	Utah	109	
Minnesota	337		Nevada	106	
Iowa	154		MOUNTAIN	1,122	6.7
Missouri	345		Alaska	29	
North Dakota	39		Washington	370	
South Dakota	51		Oregon	215	
Nebraska	124		California	1,687	
Kansas	143		Hawaii	65	
WEST NO. CENTRAL	1,193	7.1	PACIFIC	2,366	14.2
Delaware	41		UNITED STATES	16,722	100.0
Maryland	449		U.S. Territories	-	
Washington, DC	61		Canada	-	
Virginia	453		Mexico	-	
West Virginia	97		Other International	-	
North Carolina	560		APO/FPO	-	
South Carolina	233				
Georgia	455				
Florida	985				
SOUTH ATLANTIC	3,334	19.9			
			TOTAL QUALIFIED CIRCULATION	16,722	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/ENDOCRINOLOGY

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	31,088	21,253	17,122	1:02
September	24,994	17,715	14,692	0:41
October	51,226	38,278	29,675	0:39
November	31,842	24,667	21,394	0:33
December	54,626	42,026	32,906	0:41
January	43,484	35,527	28,989	0:32
AVERAGE:	39,543	29,911	24,129	0:41

August 2021 – January 2022 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 3 sources of circulation for quantities of 1.11 copies or 0.7% to 8,344 copies or 49.9%, including American Osteopathic Association, American Medical Association, and American Academy of Diabetes Educators.

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, 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.

Date signed February 25, 2022

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County Morris

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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.

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