

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

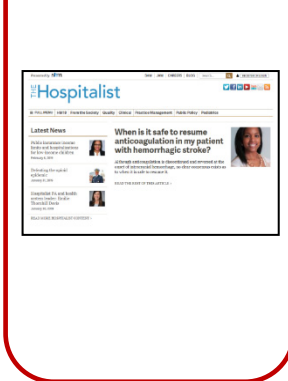
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. 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

THE HOSPITALIST PRINT MAGAZINE



THE HOSPITALIST WEBSITE



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)	33,231	-	33,231
(See Paragraph 3b for Source)			
THE HOSPITALIST WEBSITE (Monthly Users with 205,204 average Pageviews)	155,659	-	155,659

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	419
Allocated for Trade Shows and Conventions	-
All Other	108
TOTAL	540

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,231	100.0	33,231	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,231	100.0	33,231	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
July	33,586
August	33,688
September	33,186
October	32,906
November	33,071
December	32,951

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

This issue is 0.6% or 192 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	33,071	100.0
TOTAL QUALIFIED CIRCULATION	33,071	100.0

Note 1: Qualified recipients are hospitalists, physicians, residents, fellows, students, nurse practitioners, physician assistants, residency program directors, and 517 other titled and non-titled personnel within the field served copies.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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):	33,071	-	-	33,071	100.0
*Association rosters and directories	13,271	-	-	13,271	40.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	19,800	-	-	19,800	59.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,071	-	-	33,071	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	209		Kentucky	418	
New Hampshire	176		Tennessee	810	
Vermont	88		Alabama	401	
Massachusetts	1,380		Mississippi	246	
Rhode Island	160		EAST SO. CENTRAL	1,875	5.7
Connecticut	635		Arkansas	174	
NEW ENGLAND	2,648	8.0	Louisiana	472	
New York	2,476		Oklahoma	247	
New Jersey	873		Texas	2,175	
Pennsylvania	1,783		WEST SO. CENTRAL	3,068	9.3
MIDDLE ATLANTIC	5,132	15.5	Montana	93	
Ohio	1,559		Idaho	156	
Indiana	604		Wyoming	28	
Illinois	1,405		Colorado	515	
Michigan	1,049		New Mexico	234	
Wisconsin	609		Arizona	551	
EAST NO. CENTRAL	5,226	15.8	Utah	195	
Minnesota	740		Nevada	227	
Iowa	284		MOUNTAIN	1,999	6.0
Missouri	726		Alaska	39	
North Dakota	54		Washington	704	
South Dakota	113		Oregon	470	
Nebraska	241		California	2,762	
Kansas	243		Hawaii	152	
WEST NO. CENTRAL	2,401	7.3	PACIFIC	4,127	12.5
Delaware	106		UNITED STATES	32,929	99.6
Maryland	735		U.S. Territories	9	
Washington, DC	243		Canada	102	
Virginia	880		Mexico	5	
West Virginia	239		Other International	25	
North Carolina	1,277		APO/FPO	1	
South Carolina	477				
Georgia	977				
Florida	1,519				
SOUTH ATLANTIC	6,453	19.5			
			TOTAL QUALIFIED CIRCULATION	33,071	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.THE-HOSPITALIST.ORG

2021	Pageviews	Sessions	Users	Average Session Duration
July	227,354	194,424	172,151	0:37
August	229,971	195,137	173,417	0:36
September	239,467	203,142	181,744	0:38
October	215,211	183,740	165,111	0:37
November	195,007	165,747	147,599	0:37
December	124,219	105,261	93,936	0:39
AVERAGE:	205,204	174,575	155,659	0:37

July – December 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 13,271 copies or 40.1%, including Society of Hospital Medicine Members/Roster. Other sources include 2 sources of circulation for quantities of 8,703 copies or 26.3% to 11,097 copies or 33.6%, 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.

Date signed	January 28, 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.