



BRAND AUDIT REPORT

FOR THE 12 MONTH PERIOD ENDED JULY 2021



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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JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is an independent, peer-reviewed journal offering evidence-based, practical information for improving the quality and value of healthcare. JCOM is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is produced in a print format. The editorial for the print copy is the same for all recipients.

FIELD SERVED

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT serves organizations allied to the Managed Care/Payer Markets.

DEFINITION OF RECIPIENT QUALIFICATION

JCOM targets key managed care decision makers such as Medical Directors, Medical Doctors, Doctors of Osteopathy, Formulary Directors, P&T Committee Chairs, Directors of Pharmacy, Pharmacy Consultants, MCO CEO/President's, Directors of Quality, Directors of Utilization Review, Directors of Managed Care, and Directors of Medicare/Medicaid.

CHANNELS

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT PRINT MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT PRINT MAGAZINE (6 issues in the period)	38,228	-	38,228

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency	119
Allocated for Trade Shows and Conventions	-
All Other	61
TOTAL	201

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,228	100.0	38,228	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,228	100.0	38,228	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
September/October	38,542
November/December	38,441
January/February	38,206
March/April	38,182
May/June	37,806
July/August	38,190

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021
 This issue is 0.1% or 45 copies below the average of the other 5 issues reported in Paragraph 2.

Titles	Total Qualified	Percent of Total
Medical Director/MD/DO	22,283	58.3
Formulary Director/P&T Committee Chair	261	0.7
Director of Pharmacy/Pharmacy Consultant	8,901	23.3
CEO/President	4,297	11.3
Director of Quality/Utilization Review	1,987	5.2
Director of Managed Care/Medicare/Medicaid	461	1.2
TOTAL QUALIFIED CIRCULATION	38,190	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021

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:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	38,190	-	-	38,190	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,190	-	-	38,190	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	38,190	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	38,190	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2021

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	219		Kentucky	607	
New Hampshire	168		Tennessee	832	
Vermont	99		Alabama	602	
Massachusetts	1,450		Mississippi	482	
Rhode Island	138		EAST SO. CENTRAL	2,523	6.6
Connecticut	436		Arkansas	432	
NEW ENGLAND	2,510	6.6	Louisiana	862	
New York	2,004		Oklahoma	595	
New Jersey	974		Texas	3,140	
Pennsylvania	1,752		WEST SO. CENTRAL	5,029	13.2
MIDDLE ATLANTIC	4,730	12.4	Montana	219	
Ohio	1,610		Idaho	251	
Indiana	940		Wyoming	126	
Illinois	1,425		Colorado	563	
Michigan	967		New Mexico	235	
Wisconsin	737		Arizona	625	
EAST NO. CENTRAL	5,679	14.9	Utah	304	
Minnesota	670		Nevada	256	
Iowa	653		MOUNTAIN	2,579	6.7
Missouri	816		Alaska	106	
North Dakota	177		Washington	660	
South Dakota	245		Oregon	414	
Nebraska	439		California	3,555	
Kansas	591		Hawaii	193	
WEST NO. CENTRAL	3,591	9.4	PACIFIC	4,928	12.9
Delaware	102		UNITED STATES	38,190	100.0
Maryland	656		U.S. Territories	-	
Washington, DC	83		Canada	-	
Virginia	804		Mexico	-	
West Virginia	343		Other International	-	
North Carolina	935		AP0/FPO	-	
South Carolina	504				
Georgia	1,021		TOTAL QUALIFIED CIRCULATION	38,190	100.0
Florida	2,173				
SOUTH ATLANTIC	6,621	17.3			

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 38,190 copies or 100.0%, including IQVIA.

As a result of July 2021 audit, the following adjustments have been made to the previously unaudited July 2021 Brand Report.

ADDITIONAL DATA:

Due to a clerical error, the Paragraph 3b disclosure listed Other Source as an Association Rosters and Directories. The correct source reference has been reported herein.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

January 28, 2022

TYPE: BA

ID Number: J041BAJ1

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.