

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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CHEST PHYSICIAN is a B2B brand intended for individuals with broad-based interest in critical care and pulmonary diseases. The brand content and editorial scope of the publication includes independent reporting with focus on breaking news and insightful commentary from the American College of Chest Physicians (ACCP).

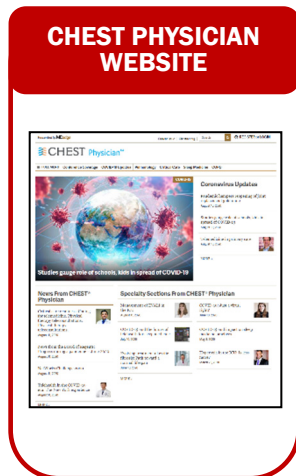
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CHEST PHYSICIAN 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
CHEST PHYSICIAN PRINT MAGAZINE (6 issues in the period)	20,196	-	20,196
(See Paragraph 3b for Source)			
CHEST PHYSICIAN WEBSITE (Monthly Users with 61,214 average Pageviews)	45,109	-	45,109

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

CHEST PHYSICIAN serves members of the American College of Chest Physicians and physicians practicing in specialties related to critical care and pulmonology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American College of Chest Physicians, office and hospital based physicians in the specialties of pulmonary critical care medicine and pulmonary disease.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	203
Allocated for Trade Shows and Conventions	25
All Other	143
TOTAL	371

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,234	35.8	7,234	35.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	12,962	64.2	12,962	64.2	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,196	100.0	20,196	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 issue	Total Qualified
August	19,949
September	20,045
October	20,022
November	20,150
December	20,513
January	20,497

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

This issue is 1.8% or 361 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					Members of the American College of Chest Physicians
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)	
PCC	Pulmonary Critical Care Medicine	5,066	24.7	3,440	953	673	1,626	5,066	-
PUD	Pulmonary Diseases	2,335	11.4	1,903	31	401	432	2,335	-
ACC	American College of Chest Physicians	13,096	63.9	-	-	-	-	-	13,096
TOTAL QUALIFIED CIRCULATION		20,497	100.0	5,343	984	1,074	2,058	7,401	13,096
PERCENT		100.0		26.1	4.8	5.2	10.0	36.1	63.9

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:	13,096	-	-	13,096	63.9
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,401	-	-	7,401	36.1
*Association rosters and directories	7,401	-	-	7,401	36.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,497	-	-	20,497	100.0
PERCENT	100.0	-	-	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	20,497	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,497	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:	19,017	19,520	19,817	19,594	20,015	20,196
Qualified Non-Paid:	19,017	19,520	19,817	19,594	20,015	20,196
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	88		Kentucky	266	
New Hampshire	84		Tennessee	451	
Vermont	55		Alabama	232	
Massachusetts	687		Mississippi	140	
Rhode Island	102		EAST SO. CENTRAL	1,089	5.3
Connecticut	384		Arkansas	116	
NEW ENGLAND	1,400	6.8	Louisiana	299	
New York	1,701		Oklahoma	162	
New Jersey	705		Texas	1,310	
Pennsylvania	1,143		WEST SO. CENTRAL	1,887	9.2
MIDDLE ATLANTIC	3,549	17.3	Montana	53	
Ohio	819		Idaho	65	
Indiana	371		Wyoming	18	
Illinois	846		Colorado	354	
Michigan	684		New Mexico	96	
Wisconsin	310		Arizona	425	
EAST NO. CENTRAL	3,030	14.8	Utah	149	
Minnesota	360		Nevada	132	
Iowa	151		MOUNTAIN	1,292	6.3
Missouri	442		Alaska	23	
North Dakota	28		Washington	388	
South Dakota	46		Oregon	204	
Nebraska	137		California	1,997	
Kansas	179		Hawaii	56	
WEST NO. CENTRAL	1,343	6.6	PACIFIC	2,668	13.0
Delaware	51		UNITED STATES	20,425	99.6
Maryland	520		U.S. Territories	72	
Washington, DC	116		Canada	-	
Virginia	535		Mexico	-	
West Virginia	126		Other International	-	
North Carolina	624		APO/FPO	-	
South Carolina	238				
Georgia	570				
Florida	1,387				
SOUTH ATLANTIC	4,167	20.3			
			TOTAL QUALIFIED CIRCULATION	20,497	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/CHESTPHYSICIAN

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	75,228	59,836	53,156	0:40
September	65,181	55,451	49,444	0:35
October	65,467	56,369	49,645	0:31
November	58,524	49,118	44,529	0:34
December	52,556	42,190	37,044	0:37
January	50,333	41,940	36,840	0:32
AVERAGE:	61,214	50,817	45,109	0:34

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 1 source of circulation for a quantity of 7,401 copies or 36.1%, including American Medical Association.

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.

Monique Michowski, 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	March 9, 2022
State	New Jersey
County	Morris
Received by BPA Worldwide	March 9, 2022
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ID Number	C727B0D1

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.