

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 PSYCHIATRY NEWS has been a source of news and commentary about clinical developments in psychiatry as well as health care policy and regulations that affect the psychiatrist's practice since 1973. MDedge Psychiatry - Presented by Clinical Psychiatry News and Current Psychiatry, is the online destination and multimedia properties of Clinical Psychiatry News, the independent news publication for psychiatrists. MDedge Psychiatry provides specialty news coverage tailored to the needs and interests of practicing psychiatrists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a lively forum of perspectives and opinions from our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our most important partners, our readers. Clinical Psychiatry News is a member of the MDedge Network.

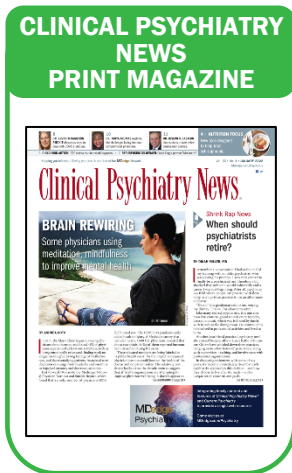
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CLINICAL PSYCHIATRY 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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL PSYCHIATRY NEWS PRINT MAGAZINE (6 issues in the period)	41,962	-	41,962
(See Paragraph 3b for Source)			
CLINICAL PSYCHIATRY NEWS WEBSITE (Note 1) (Monthly Users with 174,660 average Pageviews)	94,043	-	94,043

Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

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

FIELD SERVED

CLINICAL PSYCHIATRY NEWS serves physicians specializing in the fields of psychiatry, child psychiatry, geriatric psychiatry and addiction psychiatry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital based psychiatrists, child psychiatrists, geriatric psychiatrists and addiction psychiatrists with direct patient care responsibilities, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	251
Allocated for Trade Shows and Conventions	-
All Other	7,406
TOTAL	7,666

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,962	100.0	41,962	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,962	100.0	41,962	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	42,126
September	42,022
October	42,050
November	41,893
December	41,962
January	41,720

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022
This issue is 0.7% or 291 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO

Patient Care

Hospital Based Practice

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total Other Professional Activity	Osteopathic Physicians
ADP	Addiction Psychiatry	201	0.5	159	3	39	42	-	201	-	-
CHP	Psychiatry, Child	7,774	18.6	6,363	114	1,148	1,262	-	7,625	12	137
PYG	Geriatric Psychiatry	314	0.8	221	2	90	92	-	313	-	1
P	Psychiatry	33,431	80.1	21,282	1,882	5,439	7,321	629	29,232	1,151	3,048
TOTAL QUALIFIED CIRCULATION		41,720	100.0	28,025	2,001	6,716	8,717	629	37,371	1,163	3,186
PERCENT TO PHYSICIANS		100.0		67.2	4.8	16.1	20.9	1.5	89.6	2.8	7.6

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	8,336	7,466	5,144	20,946	50.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	20,774	-	-	20,774	49.8
*Association rosters and directories	20,774	-	-	20,774	49.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,110	7,466	5,144	41,720	100.0
PERCENT	69.8	17.9	12.3	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	41,720	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	41,720	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:	43,973	43,572	43,416	42,639	41,920	41,962
Qualified Non-Paid:	43,973	43,572	43,416	42,639	41,920	41,962
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	252		Kentucky	404	
New Hampshire	218		Tennessee	597	
Vermont	160		Alabama	367	
Massachusetts	1,899		Mississippi	187	
Rhode Island	261		EAST SO. CENTRAL	1,555	3.7
Connecticut	874		Arkansas	252	
NEW ENGLAND	3,664	8.8	Louisiana	464	
New York	4,564		Oklahoma	344	
New Jersey	1,400		Texas	2,501	
Pennsylvania	1,861		WEST SO. CENTRAL	3,561	8.5
MIDDLE ATLANTIC	7,825	18.8	Montana	101	
Ohio	1,267		Idaho	93	
Indiana	475		Wyoming	34	
Illinois	1,585		Colorado	675	
Michigan	1,083		New Mexico	250	
Wisconsin	627		Arizona	765	
EAST NO. CENTRAL	5,037	12.1	Utah	261	
Minnesota	640		Nevada	252	
Iowa	242		MOUNTAIN	2,431	5.8
Missouri	650		Alaska	93	
North Dakota	84		Washington	742	
South Dakota	90		Oregon	564	
Nebraska	167		California	6,058	
Kansas	301		Hawaii	250	
WEST NO. CENTRAL	2,174	5.2	PACIFIC	7,707	18.5
Delaware	106		UNITED STATES	41,720	100.0
Maryland	1,191		U.S. Territories	-	
Washington, DC	290		Canada	-	
Virginia	1,087		Mexico	-	
West Virginia	193		Other International	-	
North Carolina	1,247		APO/FPO	-	
South Carolina	531				
Georgia	957				
Florida	2,164				
SOUTH ATLANTIC	7,766	18.6			
			TOTAL QUALIFIED CIRCULATION	41,720	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/PSYCHIATRY*

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	154,846	100,421	84,333	0:53
September	174,929	112,664	95,313	1:00
October	160,345	102,238	85,779	0:59
November	198,636	130,164	108,489	1:08
December	161,339	97,782	80,671	0:59
January	197,869	143,041	109,675	0:56
AVERAGE:	174,660	114,385	94,043	0:59

August 2021 – January 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.
*Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

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 2 sources of circulation for quantities of 2,252 copies or 5.4% to 18,522 copies or 44.4%, including American Osteopathic Association and 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.

Sharon Finch, SVP/Group Publisher

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 18, 2022
State	New Jersey
County	Morris
Received by BPA Worldwide	February 18, 2022
Type	BJ
ID Number	C349B0D1

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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