

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.

Frontline Medical
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CURRENT PSYCHIATRY is a B2B brand intended for individuals with broad-based interest in psychiatric disorders and related diseases of the central nervous system. The brand content and editorial scope of the publication includes physician-outlined articles and information that focuses on solutions to common clinical problems seen in daily practice. Current Psychiatry is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CURRENT PSYCHIATRY 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

**CURRENT PSYCHIATRY
PRINT MAGAZINE**



**CURRENT PSYCHIATRY
WEBSITE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CURRENT PSYCHIATRY PRINT MAGAZINE (6 issues in the period)	45,732	-	45,732
(See Paragraph 3b for Source)			
CURRENT PSYCHIATRY 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

CURRENT PSYCHIATRY serves physicians and other healthcare professionals who treat psychiatric disorders and related diseases of the central nervous system.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians in the psychiatric specialties who are in direct patient care (office and hospital setting), including residents. Also included are those in other professional activities as reported in P3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	37
Advertiser and Agency	265
Allocated for Trade Shows and Conventions	-
All Other	172
TOTAL	474

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,732	100.0	45,732	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,732	100.0	45,732	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	45,095
September	44,935
October	46,297
November	46,310
December	46,198
January	45,558

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

This issue is 0.5% or 209 copies below the average of the other 5 issues reported in Paragraph 2.

		Major Professional Activity For United States & Possessions Including APO & FPO										
		Patient Care							Other Professional Activity			
		Hospital Based Practice			Office Based Practice							
Alpha Code	Professional Classifications	Total Qualified	Percent of Total	Residents	Full-Time Hospital Staff	Semi-Retired	Medical Teaching	Administration	Research	Other Professional Activity	Osteopathic Physicians	
CHP	Psychiatry, Child	8,736	19.2	709	1,195	80	21	32	19	44	168	
PYG	Geriatric Psychiatry	984	2.1	50	244	7	4	-	-	10	7	
P	Psychiatry	32,651	71.7	5,205	3,532	639	133	211	144	162	2,296	
TOTAL COPIES TO PHYSICIANS		42,371	93.0	5,964	4,971	726	158	243	163	216	2,471	
PERCENT TO PHYSICIANS		93.0	60.3	13.1	10.9	1.6	0.3	0.5	0.4	0.5	5.4	
Advanced Practice Clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants & Certified Nurse Specialists.		3,187	7.0									
TOTAL QUALIFIED CIRCULATION		45,558	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:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	45,558	-	-	45,558	100.0
*Association rosters and directories	42,371	-	-	42,371	93.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,187	-	-	3,187	7.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,558	-	-	45,558	100.0
PERCENT	100.0	-	-	100.0	-

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	263		Kentucky	453	
New Hampshire	242		Tennessee	681	
Vermont	190		Alabama	403	
Massachusetts	2,355		Mississippi	207	
Rhode Island	338		EAST SO. CENTRAL	1,744	3.8
Connecticut	987		Arkansas	287	
NEW ENGLAND	4,375	9.6	Louisiana	545	
New York	4,675		Oklahoma	367	
New Jersey	1,430		Texas	2,905	
Pennsylvania	1,996		WEST SO. CENTRAL	4,104	9.0
MIDDLE ATLANTIC	8,101	17.8	Montana	102	
Ohio	1,496		Idaho	109	
Indiana	531		Wyoming	48	
Illinois	1,651		Colorado	756	
Michigan	1,152		New Mexico	297	
Wisconsin	695		Arizona	787	
EAST NO. CENTRAL	5,525	12.1	Utah	315	
Minnesota	801		Nevada	235	
Iowa	292		MOUNTAIN	2,649	5.8
Missouri	734		Alaska	92	
North Dakota	107		Washington	860	
South Dakota	103		Oregon	598	
Nebraska	204		California	6,176	
Kansas	334		Hawaii	274	
WEST NO. CENTRAL	2,575	5.7	PACIFIC	8,000	17.6
Delaware	123		UNITED STATES	45,558	100.0
Maryland	1,253		U.S. Territories	-	
Washington, DC	324		Canada	-	
Virginia	1,166		Mexico	-	
West Virginia	220		Other International	-	
North Carolina	1,438		APO/FPO	-	
South Carolina	586				
Georgia	1,102				
Florida	2,273				
SOUTH ATLANTIC	8,485	18.6			
			TOTAL QUALIFIED CIRCULATION	45,558	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 2,471 copies or 5.4% to 39,900 copies or 87.6%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 3,187 copies or 7.0%, including DMD Advanced Practice Providers.

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

March 8, 2022

State

New Jersey

County

Morris

Received by BPA Worldwide

March 8, 2022

Type

BD

ID Number

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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.