

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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FAMILY PRACTICE NEWS is an independent news source that provides the family physician with timely and relevant news and commentary about clinical developments in the field and about the impact of health care policy on the specialty and the physician's practice. MDedge Family Medicine - Presented by The Journal of Family Practice and Family Practice News provides medical specialty news coverage tailored to the needs and interests of practicing family physicians. Our staff of medical journalists 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 forum of perspectives and opinions from our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. 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. Family Practice News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

FAMILY PRACTICE 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

FAMILY PRACTICE NEWS PRINT MAGAZINE



FAMILY PRACTICE NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FAMILY PRACTICE NEWS PRINT MAGAZINE (6 issues in the period)	105,850	-	105,850
(See Paragraph 3b for Source)			
FAMILY PRACTICE NEWS WEBSITE (Note 1) (Monthly Users with 303,963 average Pageviews)	205,081	-	205,081

Note 1: Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice

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

FAMILY PRACTICE NEWS serves the family physician and general practitioner.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital-based family physicians and general practitioners with direct patient care responsibilities, and others as noted in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	435
Allocated for Trade Shows and Conventions	-
All Other	47
TOTAL	491

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	105,850	100.0	105,850	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	105,850	100.0	105,850	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	105,682
September	105,174
October	106,568
November	106,725
December	106,126
January	104,824

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022
This issue is 1.2% or 1,231 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											
Hospital Based Practice											
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
FM/FP	Family Medicine/Family Practice	101,698	97.0	69,458	7,144	5,927	13,071	497	83,026	291	18,381
GP	General Practice	3,126	3.0	2,448	4	216	220	161	2,829	1	296
TOTAL QUALIFIED CIRCULATION		104,824	100.0	71,906	7,148	6,143	13,291	658	85,855	292	18,677
PERCENT TO PHYSICIANS		100.0		68.6	6.8	5.9	12.7	0.6	81.9	0.3	17.8

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:	10,933	12,970	30,939	54,842	52.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	49,982	-	-	49,982	47.7
*Association rosters and directories	49,982	-	-	49,982	47.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,915	12,970	30,939	104,824	100.0
PERCENT	58.1	12.4	29.5	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	104,824	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	104,824	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:	102,444	102,961	104,091	103,706	103,253	105,850
Qualified Non-Paid:	102,444	102,961	104,091	103,706	103,253	105,850
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	724		Kentucky	1,353	
New Hampshire	491		Tennessee	2,025	
Vermont	311		Alabama	1,478	
Massachusetts	1,504		Mississippi	784	
Rhode Island	309		EAST SO. CENTRAL	5,640	5.4
Connecticut	607		Arkansas	1,324	
NEW ENGLAND	3,946	3.8	Louisiana	1,422	
New York	4,293		Oklahoma	1,445	
New Jersey	1,967		Texas	8,215	
Pennsylvania	4,670		WEST SO. CENTRAL	12,406	11.8
MIDDLE ATLANTIC	10,930	10.4	Montana	482	
Ohio	3,696		Idaho	784	
Indiana	2,505		Wyoming	237	
Illinois	4,040		Colorado	2,353	
Michigan	3,699		New Mexico	806	
Wisconsin	2,404		Arizona	2,003	
EAST NO. CENTRAL	16,344	15.6	Utah	959	
Minnesota	2,640		Nevada	790	
Iowa	1,444		MOUNTAIN	8,414	8.0
Missouri	1,956		Alaska	404	
North Dakota	384		Washington	3,247	
South Dakota	422		Oregon	1,722	
Nebraska	869		California	12,737	
Kansas	1,344		Hawaii	449	
WEST NO. CENTRAL	9,059	8.7	PACIFIC	18,559	17.7
Delaware	299		UNITED STATES	104,824	100.0
Maryland	1,402		U.S. Territories	-	
Washington, DC	164		Canada	-	
Virginia	2,633		Mexico	-	
West Virginia	861		Other International	-	
North Carolina	3,179		APO/FPO	-	
South Carolina	1,788				
Georgia	2,752				
Florida	6,448				
SOUTH ATLANTIC	19,526	18.6			
			TOTAL QUALIFIED CIRCULATION	104,824	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/FAMILYMEDICINE*

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	288,593	222,467	199,575	0:35
September	289,492	222,785	200,851	0:33
October	320,907	244,441	214,716	0:37
November	354,223	271,164	229,251	0:39
December	246,450	191,822	171,496	0:32
January	324,114	248,728	214,600	0:36
AVERAGE:	303,963	233,567	205,081	0:35

August 2021 – January 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice.

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 11,711 copies or 11.2% to 38,271 copies or 36.5%, 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.

John Molluso, 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 February 28, 2022

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County Morris

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Type BJ

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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.

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