

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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**INTERNAL MEDICINE NEWS** has provided news and commentary about clinical developments in internal medicine as well as health care policy and regulations that affect the physician's practice since 1968. MDedge Internal Medicine is the online destination and multimedia properties of Internal Medicine News, the independent news publication for internal medicine specialists.

**Our Mission**

MDedge Internal Medicine - presented by Internal Medicine News, provides medical specialty news coverage tailored to the needs and interests of practicing internal medicine specialists. Our staff of medical journalists provides news that is fair, balanced, and accurate. We adhere to the policies of fact verification and disclosures of conflict of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in 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 readers. Internal Medicine News is a member of the MDedge Network.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**INTERNAL MEDICINE 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**

**INTERNAL MEDICINE NEWS PRINT MAGAZINE**



**INTERNAL MEDICINE NEWS WEBSITE**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>INTERNAL MEDICINE NEWS PRINT MAGAZINE</b> (6 issues in the period)	112,067	-	112,067
(See Paragraph 3b for Source)			
<b>INTERNAL MEDICINE NEWS WEBSITE</b> (Monthly Users with 216,388 average Pageviews)	99,538	-	99,538

**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**

**INTERNAL MEDICINE NEWS** serves Internal Medicine, Cardiovascular Disease, Gastroenterology, IM-Geriatrics and patient-care specialists in Diabetology, Endocrinology, Infectious Disease, Nephrology, Pulmonary Disease, and Rheumatology.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are internists, cardiologists, gastroenterologists, IM-geriatrics and specialists in diabetology, endocrinology, infectious disease, nephrology, pulmonary disease and rheumatology in office and hospital based practice as well as residents and others as reported in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	437
Allocated for Trade Shows and Conventions	-
All Other	41
<b>TOTAL</b>	<b>489</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	112,067	100.0	112,067	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>112,067</b>	<b>100.0</b>	<b>112,067</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2021/2022 Issue	Total Qualified
August	113,525
September	113,162
*October	113,177
November	111,882
December	111,166
January	109,492

\*See Additional Data

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

This issue is 2.7% or 3,090 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											
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)	Osteopaths	
CD Cardiovascular Diseases	2,056	1.9	1,638	64	251	315	74	2,027	19	10	
DIA Diabetes	18	-	13	-	2	2	1	16	2	-	
END Endocrinology	521	0.5	438	22	33	55	16	509	12	-	
GE Gastroenterology	1,227	1.1	1,025	50	88	138	29	1,192	18	17	
ID Infectious Disease	574	0.5	441	15	88	103	10	554	20	-	
IM Internal Medicine	99,592	91.0	71,110	4,381	14,735	19,116	-	90,226	-	9,366	
IMG Internal Medicine, Geriatrics	3,635	3.3	2,903	102	525	627	-	3,530	-	105	
NEP Nephrology	858	0.8	719	24	72	96	22	837	18	3	
PUD Pulmonary Diseases	376	0.3	298	2	49	51	22	371	5	-	
RHU Rheumatology	635	0.6	539	9	48	57	15	611	19	5	
<b>Total Copies to Physicians</b>	<b>109,492</b>	<b>100.0</b>	<b>79,124</b>	<b>4,669</b>	<b>15,891</b>	<b>20,560</b>	<b>189</b>	<b>99,873</b>	<b>113</b>	<b>9,506</b>	
<b>Percent to Physicians</b>	<b>100.0</b>		<b>72.2</b>	<b>4.3</b>	<b>14.5</b>	<b>18.8</b>	<b>0.2</b>	<b>91.2</b>	<b>0.1</b>	<b>8.7</b>	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>109,492</b>	<b>100.0</b>	<b>79,124</b>	<b>4,669</b>	<b>15,891</b>	<b>20,560</b>	<b>189</b>	<b>99,873</b>	<b>113</b>	<b>9,506</b>	

**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. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>109,492</b>	-	-	<b>109,492</b>	<b>100.0</b>
*Association rosters and directories	109,492	-	-	109,492	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>109,492</b>	<b>-</b>	<b>-</b>	<b>109,492</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	

\*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	109,492	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>109,492</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	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:	117,873	114,935	113,714	111,403	108,569	112,067
Qualified Non-Paid:	117,873	114,935	113,714	111,403	108,569	112,067
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: February 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	519		Kentucky	1,115	
New Hampshire	492		Tennessee	2,123	
Vermont	251		Alabama	1,292	
Massachusetts	4,244		Mississippi	641	
Rhode Island	597		EAST SO. CENTRAL	5,171	4.7
Connecticut	1,979		Arkansas	534	
NEW ENGLAND	8,082	7.4	Louisiana	1,323	
New York	9,638		Oklahoma	767	
New Jersey	4,158		Texas	7,038	
Pennsylvania	4,757		WEST SO. CENTRAL	9,662	8.8
MIDDLE ATLANTIC	18,553	17.0	Montana	254	
Ohio	3,862		Idaho	277	
Indiana	1,491		Wyoming	93	
Illinois	4,804		Colorado	1,601	
Michigan	3,462		New Mexico	487	
Wisconsin	1,581		Arizona	2,145	
EAST NO. CENTRAL	15,200	13.9	Utah	543	
Minnesota	1,579		Nevada	871	
Iowa	589		MOUNTAIN	6,271	5.7
Missouri	1,819		Alaska	134	
North Dakota	181		Washington	2,113	
South Dakota	228		Oregon	1,475	
Nebraska	461		California	14,296	
Kansas	674		Hawaii	620	
WEST NO. CENTRAL	5,531	5.1	PACIFIC	18,638	17.0
Delaware	284		UNITED STATES	109,492	100.0
Maryland	3,003		U.S. Territories	-	
Washington, DC	473		Canada	-	
Virginia	2,745		Mexico	-	
West Virginia	492		Other International	-	
North Carolina	3,069		APO/FPO	-	
South Carolina	1,273				
Georgia	3,213		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>109,492</b>	<b>100.0</b>
Florida	7,832				
SOUTH ATLANTIC	22,384	20.4			

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEDGE.COM/INTERNALMEDICINE

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	209,488	115,126	83,047	1:01
September	151,312	87,473	68,328	0:49
October	263,058	162,249	116,297	0:55
November	185,219	108,979	85,101	0:49
December	237,541	152,257	107,873	0:52
January	251,715	169,439	136,583	0:51
<b>AVERAGE:</b>	<b>216,388</b>	<b>132,587</b>	<b>99,538</b>	<b>0:52</b>

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 2 - LATE MAILING OF ISSUE:

95,336 copies or 83.9% of the total copies distributed for the October 2021 issue were mailed on November 15, 2021.

#### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 9,506 copies or 8.7% to 99,986 copies or 91.3%, 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, 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 11, 2022

State New Jersey

County Morris

Received by BPA Worldwide March 11, 2022

Type BD

ID Number IO70B0D1

#### 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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