

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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OBG MANAGEMENT is a B2B brand intended for individuals with broad-based interests in obstetrics and gynecology. The brand content and editorial scope of the publication includes relevant clinical and timely practice management information, as well as in-depth analysis of diagnostic and treatment approaches. OBG Management is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

OBG MANAGEMENT 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

OBG MANAGEMENT PRINT MAGAZINE



OBG MANAGEMENT WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OBG MANAGEMENT PRINT MAGAZINE (6 issues in the period)	48,901	-	48,901
(See Paragraph 3b for Source)			
OBG MANAGEMENT WEBSITE (See Note 1) (Monthly Users with 173,047 average Pageviews)	112,299	-	112,299

Note 1: Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

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

FIELD SERVED

OBG MANAGEMENT serves office and hospital based medical and osteopathic physicians, nurse practitioners, physician assistants, and certified nurse midwives in direct patient care and in other professional activities in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based and hospital-based physicians who practice direct patient care in Obstetrics and Gynecology, Obstetrics only, Gynecology only, Gynecology Oncology, Reproductive Endocrinology, Maternal & Fetal Medicine, Female Pelvic Medicine and Reconstructive Surgery, Osteopathy, and other physician specialties allied to the field, as well as semi-retired physicians, residents, and fellows in Obstetrics & Gynecology. Also qualified are Nurse Practitioners, Physician Assistants and Certified Nurse Midwives.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	506
Allocated for Trade Shows and Conventions	21
All Other	94
TOTAL	628

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,901	100.0	48,901	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,901	100.0	48,901	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	48,674
September	48,590
October	49,305
November	49,215
December	48,820
January	48,804

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022
This issue is 0.2% or 117 copies below the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					
				Patient Care			Hospital Based Practice		
				Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)	Semi-Retired	Other Professional Activity	Osteopathic Physicians
FPR	Female Pelvic Medicine & Reconstructive Surgery	377	0.8	217	128	27	-	5	-
GO	Gynecological Oncology	280	0.6	189	4	71	6	9	1
GYN	Gynecology	1,748	3.6	1,396	-	123	116	22	91
MFM	Maternal & Fetal Medicine	439	0.9	293	6	99	8	26	7
OBS	Obstetrics	140	0.3	99	-	21	4	3	13
OBG	Obstetrics & Gynecology	41,688	85.4	29,359	5,258	3,391	305	316	3,059
REN	Reproductive Endocrinology	471	0.9	407	4	25	14	18	3
	Other Physician Specialties	620	1.3	462	6	108	15	24	5
TOTAL COPIES TO PHYSICIANS		45,763	93.8	32,422	5,406	3,865	468	423	3,179
PERCENT TO PHYSICIANS		93.8		66.4	11.1	7.9	1.0	0.9	6.5
	Nurse Practitioners/Physician Assistants	2,978	6.1						
	Certified Nurse Midwives	63	0.1						
TOTAL QUALIFIED CIRCULATION		48,804	100.0						

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	9,450	5,712	9,645	24,807	50.8
a. Written	3,354	3,015	2,180	8,549	17.5
b. Telecommunication	6,096	2,686	7,291	16,073	32.9
c. Electronic	-	11	174	185	0.4
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	23,997	-	-	23,997	49.2
*Association rosters and directories	21,704	-	-	21,704	44.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,293	-	-	2,293	4.7
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,447	5,712	9,645	48,804	100.0
PERCENT	68.5	11.7	19.8	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	48,804	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	48,804	100.0

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:	48,194	48,298	48,694	48,731	48,656	48,901
Qualified Non-Paid:	48,194	48,298	48,694	48,731	48,656	48,901
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	195		Kentucky	598	
New Hampshire	205		Tennessee	1,031	
Vermont	121		Alabama	610	
Massachusetts	1,261		Mississippi	348	
Rhode Island	235		EAST SO. CENTRAL	2,587	5.3
Connecticut	772		Arkansas	305	
NEW ENGLAND	2,789	5.7	Louisiana	806	
New York	3,800		Oklahoma	446	
New Jersey	1,612		Texas	3,776	
Pennsylvania	2,076		WEST SO. CENTRAL	5,333	10.9
MIDDLE ATLANTIC	7,488	15.3	Montana	136	
Ohio	1,751		Idaho	182	
Indiana	821		Wyoming	64	
Illinois	1,967		Colorado	903	
Michigan	1,609		New Mexico	274	
Wisconsin	760		Arizona	939	
EAST NO. CENTRAL	6,908	14.2	Utah	360	
Minnesota	756		Nevada	353	
Iowa	315		MOUNTAIN	3,211	6.6
Missouri	855		Alaska	121	
North Dakota	86		Washington	907	
South Dakota	94		Oregon	670	
Nebraska	275		California	5,731	
Kansas	367		Hawaii	258	
WEST NO. CENTRAL	2,748	5.6	PACIFIC	7,687	15.8
Delaware	141		UNITED STATES	48,804	100.0
Maryland	1,174		U.S. Territories	-	
Washington, DC	233		Canada	-	
Virginia	1,372		Mexico	-	
West Virginia	229		Other International	-	
North Carolina	1,509		APO/FPO	-	
South Carolina	722				
Georgia	1,629				
Florida	3,044				
SOUTH ATLANTIC	10,053	20.6			
			TOTAL QUALIFIED CIRCULATION	48,804	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/OBGYN*

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	176,059	136,245	120,789	0:34
September	199,016	149,574	130,723	0:38
October	177,906	134,533	122,437	0:36
November	191,627	127,568	117,694	0:38
December	138,940	102,136	89,530	0:40
January	154,737	105,109	92,625	0:47
AVERAGE:	173,047	125,860	112,299	0:38

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

*Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

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 Cookied 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 2,357 copies or 4.8% to 19,347 copies or 39.7%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,293 copies or 4.7%, 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.

Dianne Reynolds, 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 22, 2022
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County	Morris
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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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