

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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GI & HEPATOLOGY NEWS is a B2B brand intended for individuals with broad-based interest in gastroenterology. The brand content and editorial scope of the publication includes independent reporting focusing on impacting the way gastroenterologists practice medicine and news from the AGA Institute.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

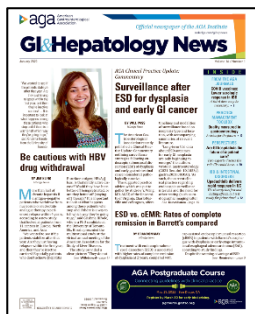
GI & HEPATOLOGY NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

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

GI & HEPATOLOGY NEWS PRINT MAGAZINE



GI & HEPATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GI & HEPATOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	19,726	-	19,726
(See Paragraph 3b for Source)			
GI & HEPATOLOGY NEWS WEBSITE (Monthly Users with 40,813 average Pageviews)	26,622	-	26,622

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

FIELD SERVED

GI & HEPATOLOGY NEWS serves members of the AGA Institute and physicians in the specialties of gastroenterology and hepatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the AGA Institute, office and hospital based physicians, residents and osteopaths specializing in gastroenterology and hepatology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	261
Allocated for Trade Shows and Conventions	-
All Other	86
TOTAL	349

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,491	48.1	9,491	48.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	10,235	51.9	10,235	51.9	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,726	100.0	19,726	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	19,557
September	19,697
October	19,670
November	19,552
December	20,061
January	19,818

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

This issue is 0.6% or 111 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity for United States & Possessions Including APO & FPO

Professional Classification	Total Qualified	Percent of Total	Hospital Based Practice			Total (Hospital Based)	Total (Patient Care)	Osteopaths	AGA Members
			Office Based Practice	Residents	Full Time Hospital Staff				
GE Gastroenterology	9,379	47.3	7,248	949	729	1,678	8,926	453	-
HEP Hepatology	69	0.4	49	1	19	20	69	-	-
Members of the AGA Institute	10,370	52.3	-	-	-	-	-	-	10,370
TOTAL QUALIFIED CIRCULATION	19,818	100.0	7,297	950	748	1,698	8,995	453	10,370
PERCENT	100.0		36.8	4.8	3.8	8.6	45.4	2.3	52.3

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:	10,370	-	-	10,370	52.3
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,448	-	-	9,448	47.7
*Association rosters and directories	9,448	-	-	9,448	47.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,818	-	-	19,818	100.0
PERCENT	100.0	-	-	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	19,818	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,818	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:	18,514	19,283	19,130	19,714	19,308	19,726
Qualified Non-Paid:	18,514	19,283	19,130	19,714	19,308	19,726
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	58		Kentucky	224	
New Hampshire	91		Tennessee	398	
Vermont	35		Alabama	219	
Massachusetts	759		Mississippi	118	
Rhode Island	106		EAST SO. CENTRAL	959	4.8
Connecticut	396		Arkansas	110	
NEW ENGLAND	1,445	7.3	Louisiana	267	
New York	1,857		Oklahoma	146	
New Jersey	755		Texas	1,374	
Pennsylvania	1,083		WEST SO. CENTRAL	1,897	9.6
MIDDLE ATLANTIC	3,695	18.6	Montana	41	
Ohio	729		Idaho	53	
Indiana	299		Wyoming	14	
Illinois	837		Colorado	298	
Michigan	563		New Mexico	93	
Wisconsin	289		Arizona	402	
EAST NO. CENTRAL	2,717	13.7	Utah	134	
Minnesota	395		Nevada	120	
Iowa	115		MOUNTAIN	1,155	5.8
Missouri	382		Alaska	14	
North Dakota	19		Washington	392	
South Dakota	34		Oregon	210	
Nebraska	107		California	2,123	
Kansas	130		Hawaii	71	
WEST NO. CENTRAL	1,182	6.0	PACIFIC	2,810	14.2
Delaware	45		UNITED STATES	19,818	100.0
Maryland	552		U.S. Territories	-	
Washington, DC	91		Canada	-	
Virginia	506		Mexico	-	
West Virginia	91		Other International	-	
North Carolina	634		APO/FPO	-	
South Carolina	217				
Georgia	496				
Florida	1,326				
SOUTH ATLANTIC	3,958	20.0			
			TOTAL QUALIFIED CIRCULATION	19,818	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/GIHEPNEWS

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	46,389	32,878	29,319	0:54
September	42,858	30,613	27,521	0:52
October	43,906	32,476	29,277	0:47
November	43,925	31,613	28,361	0:50
December	32,356	24,400	22,014	0:42
January	35,445	25,776	23,244	0:55
AVERAGE:	40,813	29,626	26,622	0:50

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 3b:

Association rosters and directories include 1 source of circulation for a quantity of 9,448 copies or 47.7%, including 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.

Joshua Norton, 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 8, 2022
State	New Jersey
County	Morris
Received by BPA Worldwide	March 8, 2022
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ID Number	G191B0D1

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.