



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2022



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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JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is an independent, peer-reviewed journal offering evidence-based, practical information for improving the quality and value of healthcare. JCOM is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT is produced in a print format. The editorial for the print copy is the same for all recipients.

FIELD SERVED

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT serves organizations allied to the Managed Care/Payer Markets.

DEFINITION OF RECIPIENT QUALIFICATION

JCOM targets key managed care decision makers such as Medical Directors, Medical Doctors, Doctors of Osteopathy, Formulary Directors, P&T Committee Chairs, Directors of Pharmacy, Pharmacy Consultants, MCO CEO/President's, Directors of Quality, Directors of Utilization Review, Directors of Managed Care, and Directors of Medicare/Medicaid.

CHANNELS

JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT PRINT MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
JCOM-JOURNAL OF CLINICAL OUTCOMES MANAGEMENT PRINT MAGAZINE (3 issues in the period)	37,707	-	37,707

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	21
Advertiser and Agency	126
Allocated for Trade Shows and Conventions	-
All Other	56
TOTAL	203

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,707	100.0	37,707	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,707	100.0	37,707	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
September/October	37,936
November/December	37,720
January/February	37,466

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

This issue is 1.0% or 362 copies below the average of the other 2 issues reported in Paragraph 2.

Titles	Total Qualified	Percent of Total
Medical Director/MD/DO	21,794	58.2
Formulary Director/P&T Committee Chair	258	0.7
Director of Pharmacy/Pharmacy Consultant	8,783	23.4
CEO/President	4,224	11.3
Director of Quality/Utilization Review	1,958	5.2
Director of Managed Care/Medicare/Medicaid	449	1.2
TOTAL QUALIFIED CIRCULATION	37,466	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 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. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	37,466	-	-	37,466	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,466	-	-	37,466	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	37,466	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	37,466	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2022

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	220		Kentucky	598	
New Hampshire	167		Tennessee	825	
Vermont	99		Alabama	596	
Massachusetts	1,419		Mississippi	465	
Rhode Island	138		EAST SO. CENTRAL	2,484	6.6
Connecticut	432		Arkansas	425	
NEW ENGLAND	2,475	6.6	Louisiana	842	
New York	1,962		Oklahoma	574	
New Jersey	965		Texas	3,058	
Pennsylvania	1,728		WEST SO. CENTRAL	4,899	13.1
MIDDLE ATLANTIC	4,655	12.4	Montana	215	
Ohio	1,588		Idaho	249	
Indiana	917		Wyoming	125	
Illinois	1,399		Colorado	556	
Michigan	952		New Mexico	226	
Wisconsin	728		Arizona	604	
EAST NO. CENTRAL	5,584	14.9	Utah	299	
Minnesota	665		Nevada	250	
Iowa	650		MOUNTAIN	2,524	6.8
Missouri	807		Alaska	104	
North Dakota	174		Washington	644	
South Dakota	240		Oregon	404	
Nebraska	432		California	3,478	
Kansas	584		Hawaii	179	
WEST NO. CENTRAL	3,552	9.5	PACIFIC	4,809	12.8
Delaware	99		UNITED STATES	37,466	100.0
Maryland	639		U.S. Territories	-	
Washington, DC	75		Canada	-	
Virginia	789		Mexico	-	
West Virginia	335		Other International	-	
North Carolina	923		APO/FPO	-	
South Carolina	490				
Georgia	996				
Florida	2,138				
SOUTH ATLANTIC	6,484	17.3			
			TOTAL QUALIFIED CIRCULATION	37,466	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 37,466 copies or 100.0%, including IQVIA.

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 3, 2022
State	New Jersey
County	Morris
Received by BPA Worldwide	March 3, 2022
Type	BJ
ID Number	J041B0D1

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.