

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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THE JOURNAL OF FAMILY PRACTICE is a B2B brand intended for individuals with broad-based interests in the Family Practice specialty. The brand content and editorial scope of the publication includes peer-reviewed and indexed articles, plus other features on current practice recommendations for diagnosis and treatment of common medical problems. The Journal of Family Practice is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

THE JOURNAL OF FAMILY PRACTICE 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

**THE JOURNAL OF
FAMILY PRACTICE
PRINT MAGAZINE**



**THE JOURNAL OF
FAMILY PRACTICE
WEBSITE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE JOURNAL OF FAMILY PRACTICE PRINT MAGAZINE (5 issues in the period)	105,583	-	105,583
(See Paragraph 3b for Source)			
THE JOURNAL OF FAMILY PRACTICE WEBSITE (Note 1) (Monthly Users with 303,963 average Pageviews)	205,081	-	205,081

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

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

THE JOURNAL OF FAMILY PRACTICE primarily serves Family Practice Physicians, Family Medicine Physicians, General Practitioners, and Osteopathic Physicians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are family practice physicians, family medicine physicians and general practice physicians engaged in office-based practice, hospital-based practice and teaching. Also qualified are osteopathic physicians in cardiology and internal medicine.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	82
Advertiser and Agency	436
Allocated for Trade Shows and Conventions	-
All Other	122
TOTAL	640

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	105,583	100.0	105,583	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	105,583	100.0	105,583	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
September	103,378
October	106,417
November	106,573
December	106,529
January/February	105,020

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

This issue is 0.7% or 704 copies below the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent of Total	Major Professional Activity												
			Patient Care							Total (Patient Care) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)	Osteopathic Physicians Other
			Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired								
FP Family Practice	460	0.5	-	460	-	460	-	460	-	-	-	-	-	-	
FM Family Medicine	101,269	96.4	68,425	6,953	5,858	12,811	506	81,742	502	382	14,360	3,812	471		
GP General Practice	3,077	2.9	2,384	4	203	207	161	2,752	-	19	229	72	5		
CD Cardiovascular Diseases	9	-	-	-	-	-	-	-	-	-	7	1	1		
IM Internal Medicine	205	0.2	-	-	-	-	-	-	-	-	169	21	15		
TOTAL QUALIFIED CIRCULATION	105,020	100.0	70,809	7,417	6,061	13,478	667	84,954	502	401	14,765	3,906	492		
PERCENT	100.0		67.4	7.0	5.8	12.8	0.6	80.8	0.5	0.4	14.1	3.7	0.5		

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	21,650	17,943	13,411	53,004	50.5
a. Written	6,163	3,948	2,743	12,854	12.3
b. Telecommunication	15,487	13,980	10,458	39,925	38.0
c. Electronic	-	15	210	225	0.2
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):	52,016	-	-	52,016	49.5
*Association rosters and directories	52,016	-	-	52,016	49.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,666	17,943	13,411	105,020	100.0
PERCENT	70.1	17.1	12.8	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	105,020	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	105,020	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:	102,827	103,136	104,410	104,000	103,376	105,583
Qualified Non-Paid:	102,827	103,136	104,410	104,000	103,376	105,583
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/FEBRUARY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	722		Kentucky	1,366	
New Hampshire	487		Tennessee	2,025	
Vermont	308		Alabama	1,472	
Massachusetts	1,522		Mississippi	795	
Rhode Island	312		EAST SO. CENTRAL	5,658	5.4
Connecticut	609		Arkansas	1,311	
NEW ENGLAND	3,960	3.8	Louisiana	1,423	
New York	4,347		Oklahoma	1,466	
New Jersey	2,014		Texas	8,128	
Pennsylvania	4,725		WEST SO. CENTRAL	12,328	11.7
MIDDLE ATLANTIC	11,086	10.6	Montana	488	
Ohio	3,785		Idaho	796	
Indiana	2,511		Wyoming	228	
Illinois	4,110		Colorado	2,358	
Michigan	3,729		New Mexico	800	
Wisconsin	2,402		Arizona	2,017	
EAST NO. CENTRAL	16,537	15.7	Utah	957	
Minnesota	2,639		Nevada	778	
Iowa	1,467		MOUNTAIN	8,422	8.0
Missouri	1,953		Alaska	396	
North Dakota	389		Washington	3,232	
South Dakota	428		Oregon	1,705	
Nebraska	863		California	12,638	
Kansas	1,342		Hawaii	456	
WEST NO. CENTRAL	9,081	8.7	PACIFIC	18,427	17.5
Delaware	305		UNITED STATES	105,020	100.0
Maryland	1,385		U.S. Territories	-	
Washington, DC	444		Canada	-	
Virginia	2,371		Mexico	-	
West Virginia	858		Other International	-	
North Carolina	3,200		APO/FPO	-	
South Carolina	1,783				
Georgia	2,728				
Florida	6,447				
SOUTH ATLANTIC	19,521	18.6			
			TOTAL QUALIFIED CIRCULATION	105,020	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 The Journal of Family Practice and Family Practice 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 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 14,172 copies or 13.5% to 37,844 copies or 36.0%, 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.

Geoff Watkins, Associate 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 18, 2022

State

New Jersey

County

Morris

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February 18, 2022

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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.

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

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