

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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**OB.GYN. NEWS** is an independent news source that provides obstetricians and gynecologists with timely and relevant news and commentary about clinical developments in their field and about the impact of health care policy on the specialty and the physician's practice. MDedge ObGyn - Presented by OBG Management and Ob.Gyn. News, provides medical specialty news coverage tailored to the needs and interests of practicing obstetricians and gynecologists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. To accomplish these goals, we rely on our editorial advisory board, our staff and our readers. Ob.Gyn. News is a member of the MDedge Network.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**OB.GYN. 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**

**OB.GYN. NEWS PRINT MAGAZINE**



**OB.GYN. NEWS WEBSITES**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>OB.GYN. NEWS PRINT MAGAZINE</b> (5 issues in the period)	45,604	-	45,604
(See Paragraph 3b for Source)			
<b>OB.GYN. NEWS WEBSITE</b> (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.**

No attempt has been made to identify or eliminate duplication that may exist across media channels.

**FIELD SERVED**

**OB.GYN. NEWS** serves physicians specializing in the fields of obstetrics, gynecology, OB/GYN critical care, maternal and fetal medicine, obstetrics and gynecology, gynecological oncology and reproductive endocrinology.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are office and hospital based obstetricians, gynecologists as well as specialists in maternal and fetal medicine, gynecological oncology and reproductive endocrinology.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	505
Allocated for Trade Shows and Conventions	25
All Other	57
<b>TOTAL</b>	<b>592</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,604	100.0	45,604	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,604</b>	<b>100.0</b>	<b>45,604</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2021/2022 Issue	Total Qualified
September	45,244
*October	45,920
November	45,925
December	45,727
January/February	45,205

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2022**  
 This issue is 1.1% or 499 copies below the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent or Total	Major Professional Activity								
			Patient Care				Total Other Professional Activity				
			Hospital Based Practice		Residents	Full Time Hospital Staff	Total Hospital Based	Semi-Retired	Total Patient Care	Osteopaths	
GO Gynecological Oncology	790	1.8	Office Based Practice	418							208
GYN Gynecology	1,737	3.9	1,384	-	107	107	100	1,591	54	92	
MFM Maternal & Fetal Medicine	1,185	2.6	571	345	145	490	9	1,070	69	46	
OCC OB/GYN Critical Care	8	-	5	-	-	-	-	5	2	1	
OBS Obstetrics	150	0.3	100	-	20	20	3	123	14	13	
OBG Obstetrics & Gynecology	40,431	89.4	29,251	4,249	2,985	7,234	280	36,765	762	2,904	
REN Reproductive Endocrinology	904	2.0	629	153	45	198	15	842	45	17	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,205</b>	<b>100.0</b>	<b>32,358</b>	<b>4,955</b>	<b>3,409</b>	<b>8,364</b>	<b>413</b>	<b>41,135</b>	<b>978</b>	<b>3,092</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>71.6</b>	<b>11.0</b>	<b>7.5</b>	<b>18.5</b>	<b>0.9</b>	<b>91.0</b>	<b>2.2</b>	<b>6.8</b>	

**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:	<b>6,495</b>	<b>3,656</b>	<b>13,079</b>	<b>23,230</b>	<b>51.4</b>
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>21,975</b>	-	-	<b>21,975</b>	<b>48.6</b>
*Association rosters and directories	21,975	-	-	21,975	48.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,470</b>	<b>3,656</b>	<b>13,079</b>	<b>45,205</b>	<b>100.0</b>
<b>PERCENT</b>	<b>63.0</b>	<b>8.1</b>	<b>28.9</b>	<b>100.0</b>	

\*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	45,205	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>45,205</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	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:	44,453	44,653	45,006	45,083	45,162	45,604
Qualified Non-Paid:	44,453	44,653	45,006	45,083	45,162	45,604
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	172		Kentucky	532	
New Hampshire	186		Tennessee	877	
Vermont	118		Alabama	552	
Massachusetts	1,148		Mississippi	323	
Rhode Island	226		EAST SO. CENTRAL	2,284	5.1
Connecticut	737		Arkansas	277	
NEW ENGLAND	2,587	5.7	Louisiana	754	
New York	3,645		Oklahoma	406	
New Jersey	1,544		Texas	3,641	
Pennsylvania	1,870		WEST SO. CENTRAL	5,078	11.2
MIDDLE ATLANTIC	7,059	15.6	Montana	114	
Ohio	1,574		Idaho	161	
Indiana	734		Wyoming	63	
Illinois	1,857		Colorado	817	
Michigan	1,516		New Mexico	230	
Wisconsin	698		Arizona	851	
EAST NO. CENTRAL	6,379	14.1	Utah	349	
Minnesota	726		Nevada	333	
Iowa	288		MOUNTAIN	2,918	6.5
Missouri	831		Alaska	104	
North Dakota	77		Washington	850	
South Dakota	87		Oregon	599	
Nebraska	239		California	5,357	
Kansas	352		Hawaii	236	
WEST NO. CENTRAL	2,600	5.8	PACIFIC	7,146	15.8
Delaware	129		UNITED STATES	45,205	100.0
Maryland	1,090		U.S. Territories	-	
Washington, DC	216		Canada	-	
Virginia	1,212		Mexico	-	
West Virginia	211		Other International	-	
North Carolina	1,407		APO/FPO	-	
South Carolina	667				
Georgia	1,484				
Florida	2,738				
SOUTH ATLANTIC	9,154	20.2			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,205</b>	<b>100.0</b>

\*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
<b>AVERAGE:</b>	<b>173,047</b>	<b>125,860</b>	<b>112,299</b>	<b>0:38</b>

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 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:

32,010 copies or 69.0% of the total copies distributed for the October 2021 issue were mailed on November 17, 2021.

#### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 2,126 copies or 4.7% to 19,849 copies or 43.9%, 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.

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 March 15, 2022

State New Jersey

County Morris

Received by BPA Worldwide March 15, 2022

Type BJ

ID Number 0087B0D1

#### 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.