

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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PEDIATRIC NEWS provides the practicing pediatrician with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Pediatric News is published monthly and circulates to specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Pediatrics - Presented by Pediatric News (MDedge.com/pediatrics), provides news and views that matter to physicians in a timely and interactive format. Daily news coverage, in addition to the stories from the print publication, provide physicians with immediate information through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Pediatrics helps physicians to stay current, save time, and gain perspective. Pediatric News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

PEDIATRIC 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

PEDIATRIC NEWS PRINT MAGAZINE



PEDIATRIC NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PEDIATRIC NEWS PRINT MAGAZINE (6 issues in the period)	61,489	-	61,489
(See Paragraph 3b for Source)			
PEDIATRIC NEWS WEBSITE (Monthly Users with 78,841 average Pageviews)	53,425	-	53,425

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

FIELD SERVED

PEDIATRIC NEWS serves the pediatric physician, pediatric infectious disease physician and pediatric nurse practitioners.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	277
Allocated for Trade Shows and Conventions	-
All Other	1,248
TOTAL	1,534

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	61,489	100.0	61,489	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	61,489	100.0	61,489	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	61,641
September	61,351
October	61,860
November	61,568
December	61,568
January	60,948

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

This issue is 1.1% or 650 copies below 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	Patient Care					Total (Other Professional Activity)	Osteopaths			
				Office Based Practice	Hospital Based Practice		Semi-Retired	Total (Patient Care)		Office Based Practice	Hospital Based Practice	Other Practice	
					Residents	Full-Time Hospital Staff	Total (Hospital Based)						
PD	Pediatrics	58,514	96.0	41,760	6,211	5,752	11,963	318	54,041	414	2,601	1,355	103
PDI	Pediatrics, Infectious Disease	803	1.3	479	150	150	300	-	779	20	3	-	1
Total Copies to Physicians		59,317	97.3	42,239	6,361	5,902	12,263	318	54,820	434	2,604	1,355	104
Percent to Physicians		97.3											
	Pediatric Nurse Practitioners	1,631	2.7										
TOTAL QUALIFIED CIRCULATION		60,948	100.0										

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:	14,937	5,694	8,965	29,596	48.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	31,352	-	-	31,352	51.4
*Association rosters and directories	31,352	-	-	31,352	51.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,289	5,694	8,965	60,948	100.0
PERCENT	76.0	9.3	14.7	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	60,948	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	60,948	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:	61,558	60,619	61,133	59,393	59,387	61,489
Qualified Non-Paid:	61,558	60,619	61,133	59,393	59,387	61,489
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	257		Kentucky	729	
New Hampshire	265		Tennessee	1,149	
Vermont	169		Alabama	769	
Massachusetts	2,049		Mississippi	365	
Rhode Island	317		EAST SO. CENTRAL	3,012	4.9
Connecticut	875		Arkansas	409	
NEW ENGLAND	3,932	6.5	Louisiana	885	
New York	5,020		Oklahoma	479	
New Jersey	2,245		Texas	4,652	
Pennsylvania	2,534		WEST SO. CENTRAL	6,425	10.5
MIDDLE ATLANTIC	9,799	16.1	Montana	119	
Ohio	2,355		Idaho	178	
Indiana	930		Wyoming	62	
Illinois	2,334		Colorado	1,036	
Michigan	1,655		New Mexico	339	
Wisconsin	962		Arizona	1,091	
EAST NO. CENTRAL	8,236	13.5	Utah	535	
Minnesota	918		Nevada	305	
Iowa	427		MOUNTAIN	3,665	6.0
Missouri	1,221		Alaska	121	
North Dakota	89		Washington	1,290	
South Dakota	101		Oregon	757	
Nebraska	301		California	7,752	
Kansas	418		Hawaii	301	
WEST NO. CENTRAL	3,475	5.7	PACIFIC	10,221	16.8
Delaware	234		UNITED STATES	60,948	100.0
Maryland	1,471		U.S. Territories	-	
Washington, DC	435		Canada	-	
Virginia	1,645		Mexico	-	
West Virginia	271		Other International	-	
North Carolina	1,829		APO/FPO	-	
South Carolina	828				
Georgia	1,891		TOTAL QUALIFIED CIRCULATION	60,948	100.0
Florida	3,579				
SOUTH ATLANTIC	12,183	20.0			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/PEDIATRICS

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	73,665	56,407	48,887	0:39
September	91,017	71,690	60,711	0:37
October	85,531	66,600	57,865	0:33
November	71,872	57,450	50,838	0:33
December	84,510	70,900	56,994	0:31
January	66,456	53,355	45,255	0:36
AVERAGE:	78,841	62,733	53,425	0:34

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 2 sources of circulation for quantities of 3,341 copies or 5.5% to 28,011 copies or 45.9%, 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.

Alana Ringler, 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 15, 2022

State New Jersey

County Morris

Received by BPA Worldwide March 15, 2022

Type BD

ID Number P031B0D1

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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