

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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RHEUMATOLOGY NEWS provides the practicing rheumatologist with breaking news, on-site medical meeting coverage, and commentary – in a clear, concise, accessible format – that can be used daily in practice. Rheumatology News is published semi-monthly (except for January, February, June, July, August, and December when published once a month) and circulates to rheumatologists and selected internists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge.com/rheumatology, the online destination of Rheumatology News, provides news and views that matter to physicians in a timely and interactive format. With daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Rheumatology - presented by Rheumatology News helps physicians to stay current, save time, and gain perspective. Rheumatology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

RHEUMATOLOGY 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

RHEUMATOLOGY NEWS PRINT MAGAZINE



RHEUMATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
RHEUMATOLOGY NEWS PRINT MAGAZINE (9 issues in the period)	8,674	-	8,674
(See Paragraph 3b for Source)			
RHEUMATOLOGY NEWS WEBSITE (Monthly Users with 124,860 average Pageviews)	83,859	-	83,859

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

FIELD SERVED

RHEUMATOLOGY NEWS serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine. Also served are rheumatologic nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are rheumatologists, pediatric rheumatologists, internists, internists with a secondary in rheumatology, and rheumatologic nurse practitioners and physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	204
Allocated for Trade Shows and Conventions	-
All Other	1,268
TOTAL	1,476

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,674	100.0	8,674	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,674	100.0	8,674	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	8,697
September 1	8,680
*September 15	8,686
*October 1	8,708
October 15	8,709
November 1	8,686
November 15	8,699
December	8,682
January	8,523

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022
This issue is 2.0% or 170 copies below the average of the other 8 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity								Total (Other Profes- sional Activity)	Osteopaths
			Patient Care									
			Hospital-Based Practice									
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi- Retired	Total (Patient Care)				
RHU Rheumatology	6,234	73.2	4,111	384	526	910	102	5,123	885	226		
PPR Pediatrics, Rheumatology	385	4.5	191	-	68	68	2	261	117	7		
IM Internal Medicine	941	11.0	871	-	64	64	5	940	1	-		
IMR Internal Medicine, Secondary in Rheumatology	298	3.5	187	1	31	32	22	241	57	-		
Total Copies to Physicians	7,858	92.2	5,360	385	689	1,074	131	6,565	1,060	233		
NP Nurse Practitioners	352	4.1										
PA Physician Assistants	313	3.7										
TOTAL QUALIFIED CIRCULATION	8,523	100.0										
PERCENT		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:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	8,523	-	-	8,523	100.0
*Association rosters and directories	7,858	-	-	7,858	92.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	665	-	-	665	7.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,523	-	-	8,523	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	8,523	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	8,523	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:	8,504	8,777	8,720	8,812	8,714	8,674
Qualified Non-Paid:	8,504	8,777	8,720	8,812	8,714	8,674
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	37		Kentucky	81	
New Hampshire	45		Tennessee	163	
Vermont	19		Alabama	144	
Massachusetts	355		Mississippi	59	
Rhode Island	36		EAST SO. CENTRAL	447	5.2
Connecticut	157		Arkansas	55	
NEW ENGLAND	649	7.6	Louisiana	117	
New York	709		Oklahoma	80	
New Jersey	278		Texas	532	
Pennsylvania	432		WEST SO. CENTRAL	784	9.2
MIDDLE ATLANTIC	1,419	16.7	Montana	22	
Ohio	334		Idaho	22	
Indiana	138		Wyoming	9	
Illinois	350		Colorado	126	
Michigan	237		New Mexico	46	
Wisconsin	146		Arizona	132	
EAST NO. CENTRAL	1,205	14.1	Utah	56	
Minnesota	129		Nevada	49	
Iowa	52		MOUNTAIN	462	5.4
Missouri	174		Alaska	10	
North Dakota	15		Washington	167	
South Dakota	20		Oregon	88	
Nebraska	51		California	999	
Kansas	70		Hawaii	37	
WEST NO. CENTRAL	511	6.0	PACIFIC	1,301	15.3
Delaware	28		UNITED STATES	8,523	100.0
Maryland	282		U.S. Territories	-	
Washington, DC	56		Canada	-	
Virginia	200		Mexico	-	
West Virginia	25		Other International	-	
North Carolina	249		APO/FPO	-	
South Carolina	129				
Georgia	225		TOTAL QUALIFIED CIRCULATION	8,523	100.0
Florida	551				
SOUTH ATLANTIC	1,745	20.5			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/RHEUMATOLOGY

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	91,786	72,059	65,994	0:31
September	195,406	159,139	124,943	0:38
October	123,641	99,468	85,277	0:34
November	95,895	76,727	69,566	0:29
December	120,130	92,505	78,920	0:36
January	122,306	97,374	78,456	0:40
AVERAGE:	124,860	99,545	83,859	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 2 - LATE MAILING OF ISSUE:

8,685 copies or 97.8% of the total copies distributed for the September 15, 2021 issue were mailed on October 12, 2021.

8,906 copies or 100.0% of the total copies distributed for the October 1, 2021 issue were mailed on October 25, 2021.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 233 copies or 2.7% to 7,625 copies or 89.5%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 665 copies or 7.8%, including DMD Advanced Practice Providers.

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.

Jeanne Gallione, Director of 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 11, 2022
State	New Jersey
County	Morris
Received by BPA Worldwide	March 11, 2022
Type	BD
ID Number	R157B0D1

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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