

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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CARDIOLOGY NEWS provides cardiologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Cardiology News is published monthly and circulates to cardiovascular specialists and related sub-specialists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Cardiology - Presented by Cardiology News, provides news and views that matter to physicians in a timely and interactive format. With award-winning 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 Cardiology is the best way for physicians to stay current, save time, and gain perspective. Cardiology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CARDIOLOGY 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

CARDIOLOGY NEWS PRINT MAGAZINE



CARDIOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CARDIOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	33,257	-	33,257
(See Paragraph 3b for Source)			
CARDIOLOGY NEWS WEBSITE (Monthly Users with 76,236 average Pageviews)	42,925	-	42,925

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

CARDIOLOGY NEWS serves physicians specializing in Cardiology, Interventional Cardiology, Pediatric Cardiology and IM-Cardiac Electrophysiology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office- and hospital-based Cardiologists, Pediatric Cardiologists, Interventional Cardiologists and IM-Electrophysiologists, osteopathic physicians and those in other professional activities as detailed in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	203
Allocated for Trade Shows and Conventions	42
All Other	72
TOTAL	319

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed Membership Benefit	33,257	100.0	33,257	100.0	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,257	100.0	33,257	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	33,097
March	33,035
April	33,352
May	33,524
June	33,074
July	33,457

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

This issue is 0.7% or 241 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO

Professional Classification	Total Qualified	Percent of Total	Hospital Based Practice				Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopathic Physicians
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)				
CD Cardiovascular Diseases	23,994	71.7	14,984	3,250	2,547	5,797	494	21,275	1,815	904
ICE IM-Cardiac Electrophysiology	2,398	7.2	1,744	307	332	639	-	2,383	-	15
IC Interventional Cardiology	4,278	12.8	3,409	403	410	813	-	4,222	-	56
PDC Pediatrics, Cardiology	2,787	8.3	1,597	543	634	1,177	-	2,774	-	13
TOTAL QUALIFIED CIRCULATION	33,457	100.0	21,734	4,503	3,923	8,426	494	30,654	1,815	988
PERCENT TO PHYSICIANS	100.0		65.0	13.4	11.7	25.1	1.5	91.6	5.4	3.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 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):	33,457	-	-	33,457	100.0
*Association rosters and directories	33,457	-	-	33,457	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,457	-	-	33,457	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	33,457	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	33,457	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
	August 2019 – January 2020	February - July 2020	August 2020 – January 2021	February - July 2021	August 2021 – January 2022*	February - July 2022*
Total Audit Average Qualified:	32,647	32,830	33,180	33,095	33,142	33,257
Qualified Non-Paid:	32,647	32,830	33,180	33,095	33,142	33,257
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 – July 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 JULY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	134		Kentucky	401	
New Hampshire	143		Tennessee	696	
Vermont	74		Alabama	429	
Massachusetts	1,296		Mississippi	206	
Rhode Island	156		EAST SO. CENTRAL	1,732	5.2
Connecticut	549		Arkansas	245	
NEW ENGLAND	2,352	7.0	Louisiana	521	
New York	3,107		Oklahoma	289	
New Jersey	1,290		Texas	2,352	
Pennsylvania	1,755		WEST SO. CENTRAL	3,407	10.2
MIDDLE ATLANTIC	6,152	18.4	Montana	67	
Ohio	1,387		Idaho	98	
Indiana	560		Wyoming	29	
Illinois	1,360		Colorado	454	
Michigan	1,098		New Mexico	121	
Wisconsin	505		Arizona	624	
EAST NO. CENTRAL	4,910	14.7	Utah	236	
Minnesota	630		Nevada	203	
Iowa	235		MOUNTAIN	1,832	5.5
Missouri	656		Alaska	36	
North Dakota	43		Washington	523	
South Dakota	64		Oregon	299	
Nebraska	188		California	3,347	
Kansas	269		Hawaii	92	
WEST NO. CENTRAL	2,085	6.2	PACIFIC	4,297	12.8
Delaware	90		UNITED STATES	33,457	100.0
Maryland	752		U.S. Territories	-	
Washington, DC	184		Canada	-	
Virginia	729		Mexico	-	
West Virginia	190		Other International	-	
North Carolina	997		APO/FPO	-	
South Carolina	424				
Georgia	908				
Florida	2,416				
SOUTH ATLANTIC	6,690	20.0			
			TOTAL QUALIFIED CIRCULATION	33,457	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MEDGE.COM/CARDIOLOGY

2022	Pageviews	Sessions	Users	Average Session Duration
February	60,314	45,705	34,972	0:46
March	100,860	80,100	57,379	0:39
April	104,112	84,679	60,461	0:40
May	65,155	50,507	36,376	0:40
June	39,589	28,840	22,221	0:45
July	87,389	66,144	46,142	0:48
AVERAGE:	76,236	59,329	42,925	0:43

February – July 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 988 copies or 3.0% to 32,469 copies or 97.0%, 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.

Denise Stolfi, 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

August 16, 2022

State

New Jersey

County

Essex

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.