

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.

Frontline Medical Communications Inc.
283-299 Market St.
(2 Gateway Building), 4th Floor
Newark, NJ 07102
Tel. No.: (973) 206-3434
Fax No.: (973) 206-9378
www.mdedge.com/endocrinology

CLINICAL ENDOCRINOLOGY NEWS provides endocrinologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice.

- Clinical Endocrinology News is published monthly and circulates to endocrinologists, related subspecialists, and diabetes educators. All articles are researched, written, and produced by a full-time staff of professional medical journalists.
- MDedge Endocrinology (mdedge.com/endocrinology) - presented by Clinical Endocrinology 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 Endocrinology is the best way for physicians to stay current, save time, and gain perspective. Clinical Endocrinology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CLINICAL ENDOCRINOLOGY NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

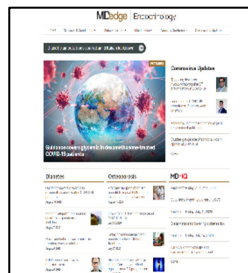
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. 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

CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE



CLINICAL ENDOCRINOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	16,769	-	16,769
(See Paragraph 3b for Source)			
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 60,022 average Pageviews)	35,257	-	35,257

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

CLINICAL ENDOCRINOLOGY NEWS serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are members of American Association of Diabetes Educators and American Society of Endocrine Physician Assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals in office-based practices, residents, full-time hospital staff, Semi-Retired, Osteopaths and other professional activities.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	208
Allocated for Trade Shows and Conventions	8
All Other	123
TOTAL	341

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,602	99.0	16,602	99.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	167	1.0	167	1.0	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,769	100.0	16,769	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	16,717
March	16,687
April	16,830
May	16,808
June	16,800
July	16,774

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

This issue is -% or 6 copies above the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY									
		PATIENT CARE						Total (Other Professional Activity)		Osteopaths	
		Total Hospital Based			Semi-Retired						
		Total Qualified	Percent of Total	Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Semi-Retired	Total Patient Care		
DIA	Diabetes	92	0.6	74	-	18	18	-	92	-	-
END	Endocrinology	6,709	40.0	5,025	516	693	1,209	19	6,253	352	104
PDE	Pediatrics, Endocrinology	1,462	8.7	886	189	272	461	6	1,353	97	12
Total Copies to Physicians		8,263	49.3	5,985	705	983	1,688	25	7,698	449	116
Percent to Physicians		49.3		35.7	4.2	5.9	10.1	0.1	45.9	2.7	0.7
AADE-American Association of Diabetes Educators		8,337	49.7								
American Society of Endocrine Physician Assistants		174	1.0								
TOTAL QUALIFIED CIRCULATION		16,774	100.0								

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:	174	-	-	174	1.0
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,600	-	-	16,600	99.0
*Association rosters and directories	16,600	-	-	16,600	99.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	16,774	100.0	-	16,774	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	16,774	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,774	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:	16,839	16,906	16,878	16,823	16,789	16,769
Qualified Non-Paid:	16,839	16,906	16,878	16,823	16,789	16,769
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	92		Kentucky	224	
New Hampshire	94		Tennessee	313	
Vermont	41		Alabama	174	
Massachusetts	640		Mississippi	127	
Rhode Island	66		EAST SO. CENTRAL	838	5.0
Connecticut	265		Arkansas	109	
NEW ENGLAND	1,198	7.2	Louisiana	223	
New York	1,311		Oklahoma	178	
New Jersey	553		Texas	1,152	
Pennsylvania	799		WEST SO. CENTRAL	1,662	9.9
MIDDLE ATLANTIC	2,663	15.9	Montana	64	
Ohio	580		Idaho	64	
Indiana	312		Wyoming	22	
Illinois	660		Colorado	287	
Michigan	481		New Mexico	139	
Wisconsin	323		Arizona	332	
EAST NO. CENTRAL	2,356	14.0	Utah	112	
Minnesota	337		Nevada	108	
Iowa	156		MOUNTAIN	1,128	6.7
Missouri	356		Alaska	28	
North Dakota	39		Washington	367	
South Dakota	52		Oregon	211	
Nebraska	124		California	1,701	
Kansas	143		Hawaii	64	
WEST NO. CENTRAL	1,207	7.2	PACIFIC	2,371	14.1
Delaware	42		UNITED STATES	16,774	100.0
Maryland	449		U.S. Territories	-	
Washington, DC	60		Canada	-	
Virginia	449		Mexico	-	
West Virginia	97		Other International	-	
North Carolina	560		APO/FPO	-	
South Carolina	233				
Georgia	462				
Florida	999				
SOUTH ATLANTIC	3,351	20.0			
			TOTAL QUALIFIED CIRCULATION	16,774	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEEDGE.COM/ENDOCRINOLOGY

2022	Pageviews	Sessions	Users	Average Session Duration
February	55,819	45,270	33,799	0:36
March	74,354	60,386	44,770	0:42
April	43,616	32,512	26,229	0:51
May	61,795	45,975	35,313	0:46
June	71,385	56,657	42,091	0:43
July	53,167	39,694	29,341	0:48
AVERAGE:	60,022	46,749	35,257	0:44

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 3 sources of circulation for quantities of 116 copies or 0.7% to 8,337 copies or 49.7%, including American Osteopathic Association, American Medical Association and American Academy of Diabetes Educators.

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 19, 2022

State

New Jersey

County

Essex

Received by BPA Worldwide

August 19, 2022

Type

BJ

ID Number

C729B0J2

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.

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

Copyright © 2022 BPA Worldwide. All rights reserved.