

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.: (973) 206-3434  
 Fax: (973) 206-9378  
 www.mdedge.com/chestphysician

**CHEST PHYSICIAN** is a B2B brand intended for individuals with broad-based interest in critical care and pulmonary diseases. The brand content and editorial scope of the publication includes independent reporting with focus on breaking news and insightful commentary from the American College of Chest Physicians (ACCP).

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**CHEST PHYSICIAN** 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



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CHEST PHYSICIAN PRINT MAGAZINE</b> (6 issues in the period)	20,412	-	20,412
(See Paragraph 3b for Source)			
<b>CHEST PHYSICIAN WEBSITE</b> (Monthly Users with 47,197 average Pageviews)	33,255	-	33,255

**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

**CHEST PHYSICIAN** serves members of the American College of Chest Physicians and physicians practicing in specialties related to critical care and pulmonology.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American College of Chest Physicians, office and hospital based physicians in the specialties of pulmonary critical care medicine and pulmonary disease.

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	202
Allocated for Trade Shows and Conventions	25
All Other	164
<b>TOTAL</b>	<b>391</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,324	35.9	7,324	35.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	13,088	64.1	13,088	64.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,412</b>	<b>100.0</b>	<b>20,412</b>	<b>100.0</b>	-	-

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 issue	Total Qualified
February	19,975
March	19,947
April	20,580
May	20,686
June	20,640
July	20,645

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

This issue is 1.4% or 279 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					Members of the American College of Chest Physicians
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)	
PCC	Pulmonary Critical Care Medicine	4,784	23.2	3,263	888	633	1,521	4,784	-
PUD	Pulmonary Diseases	2,262	10.9	1,855	21	386	407	2,262	-
ACC	American College of Chest Physicians	13,599	65.9	-	-	-	-	-	13,599
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>20,645</b>	<b>100.0</b>	<b>5,118</b>	<b>909</b>	<b>1,019</b>	<b>1,928</b>	<b>7,046</b>	<b>13,599</b>
<b>PERCENT</b>		<b>100.0</b>		<b>24.8</b>	<b>4.4</b>	<b>4.9</b>	<b>9.3</b>	<b>34.1</b>	<b>65.9</b>

### 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:	13,599	-	-	13,599	65.9
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,046</b>	-	-	<b>7,046</b>	<b>34.1</b>
*Association rosters and directories	7,046	-	-	7,046	34.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,645</b>	-	-	<b>20,645</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

\*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	20,645	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>20,645</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	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:	19,520	19,817	19,594	20,015	20,196	20,412
Qualified Non-Paid:	19,520	19,817	19,594	20,015	20,196	20,412
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	88		Kentucky	267	
New Hampshire	84		Tennessee	456	
Vermont	54		Alabama	244	
Massachusetts	663		Mississippi	134	
Rhode Island	96		EAST SO. CENTRAL	1,101	5.3
Connecticut	385		Arkansas	120	
NEW ENGLAND	1,370	6.6	Louisiana	302	
New York	1,715		Oklahoma	155	
New Jersey	695		Texas	1,364	
Pennsylvania	1,123		WEST SO. CENTRAL	1,941	9.4
MIDDLE ATLANTIC	3,533	17.1	Montana	62	
Ohio	835		Idaho	63	
Indiana	371		Wyoming	12	
Illinois	858		Colorado	364	
Michigan	704		New Mexico	92	
Wisconsin	318		Arizona	437	
EAST NO. CENTRAL	3,086	15.0	Utah	143	
Minnesota	350		Nevada	133	
Iowa	138		MOUNTAIN	1,306	6.3
Missouri	425		Alaska	22	
North Dakota	28		Washington	397	
South Dakota	45		Oregon	206	
Nebraska	134		California	2,080	
Kansas	175		Hawaii	61	
WEST NO. CENTRAL	1,295	6.3	PACIFIC	2,766	13.4
Delaware	48		UNITED STATES	20,582	99.7
Maryland	504		U.S. Territories	63	
Washington, DC	97		Canada	-	
Virginia	547		Mexico	-	
West Virginia	132		Other International	-	
North Carolina	616		AP0/FPO	-	
South Carolina	235				
Georgia	589				
Florida	1,416				
SOUTH ATLANTIC	4,184	20.3			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,645</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.MDEDGE.COM/CHESTPHYSICIAN**

2022	Pageviews	Sessions	Users	Average Session Duration
February	40,832	34,204	30,368	0:34
March	39,713	32,488	29,102	0:32
April	44,273	36,456	31,533	0:37
May	45,710	36,921	32,140	0:38
June	40,331	33,924	29,899	0:32
July	72,323	55,751	46,489	0:44
<b>AVERAGE:</b>	<b>47,197</b>	<b>38,290</b>	<b>33,255</b>	<b>0:36</b>

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 1 source of circulation for a quantity of 7,046 copies or 34.1%, including 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.

Anne Gilhool, 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

State

County

Received by BPA Worldwide

Type

ID Number

August 18, 2022

New Jersey

Essex

August 18, 2022

BJ

C727B0J2

#### 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.