

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/psychiatry

CLINICAL PSYCHIATRY NEWS has been a source of news and commentary about clinical developments in psychiatry as well as health care policy and regulations that affect the psychiatrist's practice since 1973. MDedge Psychiatry - Presented by Clinical Psychiatry News and Current Psychiatry, is the online destination and multimedia properties of Clinical Psychiatry News, the independent news publication for psychiatrists. MDedge Psychiatry provides specialty news coverage tailored to the needs and interests of practicing psychiatrists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a lively forum of perspectives and opinions from our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our most important partners, our readers. Clinical Psychiatry News is a member of the MDedge Network.

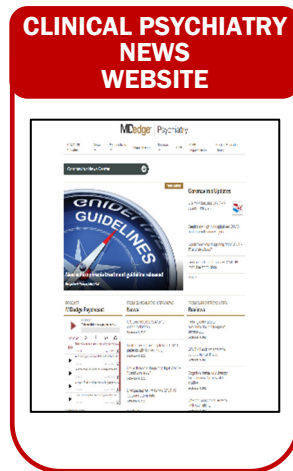
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CLINICAL PSYCHIATRY 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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL PSYCHIATRY NEWS PRINT MAGAZINE (6 issues in the period)	41,344	-	41,344
(See Paragraph 3b for Source)			
CLINICAL PSYCHIATRY NEWS WEBSITE (Note 1) (Monthly Users with 192,349 average Pageviews)	107,038	-	107,038

Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

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

FIELD SERVED

CLINICAL PSYCHIATRY NEWS serves physicians specializing in the fields of psychiatry, child psychiatry, geriatric psychiatry and addiction psychiatry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital based psychiatrists, child psychiatrists, geriatric psychiatrists and addiction psychiatrists with direct patient care responsibilities, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	245
Allocated for Trade Shows and Conventions	-
All Other	60
TOTAL	312

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,344	100.0	41,344	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,344	100.0	41,344	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	41,713
March	41,497
April	40,996
May	41,364
June	41,327
July	41,167

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022
This issue is 0.5% or 212 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO											
Patient Care											
Hospital Based Practice											
Alpha Code	Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total Other Professional Activity	Osteopathic Physicians
ADP	Addiction Psychiatry	257	0.6	202	2	53	55	-	257	-	-
CHP	Psychiatry, Child	7,803	19.0	6,295	230	1,133	1,363	-	7,658	9	136
PYG	Geriatric Psychiatry	371	0.9	265	1	104	105	-	370	-	1
P	Psychiatry	32,736	79.5	20,859	1,704	5,332	7,036	661	28,556	1,136	3,044
TOTAL QUALIFIED CIRCULATION		41,167	100.0	27,621	1,937	6,622	8,559	661	36,841	1,145	3,181
PERCENT TO PHYSICIANS		100.0		67.1	4.7	16.1	20.8	1.6	89.5	2.8	7.7

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:	6,719	7,749	6,304	20,772	50.5
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	20,395	-	-	20,395	49.5
*Association rosters and directories	20,395	-	-	20,395	49.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,114	7,749	6,304	41,167	100.0
PERCENT	65.9	18.8	15.3	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	41,167	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	41,167	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:	43,572	43,416	42,639	41,920	41,962	41,344
Qualified Non-Paid:	43,572	43,416	42,639	41,920	41,962	41,344
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	251		Kentucky	407	
New Hampshire	217		Tennessee	585	
Vermont	165		Alabama	356	
Massachusetts	1,890		Mississippi	181	
Rhode Island	254		EAST SO. CENTRAL	1,529	3.7
Connecticut	858		Arkansas	253	
NEW ENGLAND	3,635	8.8	Louisiana	464	
New York	4,448		Oklahoma	337	
New Jersey	1,375		Texas	2,477	
Pennsylvania	1,830		WEST SO. CENTRAL	3,531	8.6
MIDDLE ATLANTIC	7,653	18.6	Montana	103	
Ohio	1,235		Idaho	95	
Indiana	478		Wyoming	37	
Illinois	1,539		Colorado	673	
Michigan	1,059		New Mexico	238	
Wisconsin	617		Arizona	757	
EAST NO. CENTRAL	4,928	12.0	Utah	262	
Minnesota	626		Nevada	249	
Iowa	244		MOUNTAIN	2,414	5.9
Missouri	657		Alaska	95	
North Dakota	78		Washington	738	
South Dakota	88		Oregon	555	
Nebraska	160		California	5,995	
Kansas	302		Hawaii	229	
WEST NO. CENTRAL	2,155	5.2	PACIFIC	7,612	18.5
Delaware	99		UNITED STATES	41,167	100.0
Maryland	1,177		U.S. Territories	-	
Washington, DC	278		Canada	-	
Virginia	1,089		Mexico	-	
West Virginia	191		Other International	-	
North Carolina	1,247		APO/FPO	-	
South Carolina	535				
Georgia	952		TOTAL QUALIFIED CIRCULATION	41,167	100.0
Florida	2,142				
SOUTH ATLANTIC	7,710	18.7			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/PSYCHIATRY*

2022	Pageviews	Sessions	Users	Average Session Duration
February	173,633	122,668	99,996	0:58
March	222,251	158,695	122,736	0:52
April	183,206	128,989	103,092	0:51
May	202,838	137,323	112,027	0:58
June	186,963	128,842	102,797	0:56
July	185,207	128,577	101,583	0:51
AVERAGE:	192,349	134,182	107,038	0:54

February – July 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

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 2,667 copies or 6.5% to 17,728 copies or 43.0%, 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.

Sharon Finch, SVP/Group Publisher

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 18, 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.

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