

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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GI & HEPATOLOGY NEWS is a B2B brand intended for individuals with broad-based interest in gastroenterology. The brand content and editorial scope of the publication includes independent reporting focusing on impacting the way gastroenterologists practice medicine and news from the AGA Institute.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

GI & HEPATOLOGY 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

GI & HEPATOLOGY NEWS PRINT MAGAZINE



GI & HEPATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GI & HEPATOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	19,292	-	19,292
(See Paragraph 3b for Source)			
GI & HEPATOLOGY NEWS WEBSITE (Monthly Users with 36,050 average Pageviews)	22,377	-	22,377

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

GI & HEPATOLOGY NEWS serves members of the AGA Institute and physicians in the specialties of gastroenterology and hepatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the AGA Institute, office and hospital based physicians, residents and osteopaths specializing in gastroenterology and hepatology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	239
Allocated for Trade Shows and Conventions	58
All Other	401
TOTAL	700

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,730	50.4	9,730	50.4	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	9,562	49.6	9,562	49.6	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,292	100.0	19,292	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	20,162
March	18,615
April	18,848
May	19,148
June	19,637
July	19,343

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

This issue is 0.3% or 61 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity for United States & Possessions Including APO & FPO

Patient Care

Hospital Based Practice

Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Residents	Full Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)	Osteopaths	AGA Members
GE Gastroenterology	9,366	48.4	7,301	875	726	1,601	8,902	464	-
HEP Hepatology	67	0.4	49	2	16	18	67	-	-
Members of the AGA Institute	9,910	51.2	-	-	-	-	-	-	9,910
TOTAL QUALIFIED CIRCULATION	19,343	100.0	7,350	877	742	1,619	8,969	464	9,910
PERCENT	100.0		38.0	4.5	3.9	8.4	46.4	2.4	51.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	9,910	-	-	9,910	51.2
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,433	-	-	9,433	48.8
*Association rosters and directories	9,433	-	-	9,433	48.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,343	-	-	19,343	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	19,343	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,343	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	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:	19,283	19,130	19,714	19,308	19,726	19,292
Qualified Non-Paid:	19,283	19,130	19,714	19,308	19,726	19,292
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 – 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	53		Kentucky	219	
New Hampshire	87		Tennessee	377	
Vermont	32		Alabama	210	
Massachusetts	738		Mississippi	121	
Rhode Island	100		EAST SO. CENTRAL	927	4.8
Connecticut	366		Arkansas	108	
NEW ENGLAND	1,376	7.1	Louisiana	255	
New York	1,822		Oklahoma	138	
New Jersey	751		Texas	1,350	
Pennsylvania	1,046		WEST SO. CENTRAL	1,851	9.6
MIDDLE ATLANTIC	3,619	18.7	Montana	34	
Ohio	709		Idaho	53	
Indiana	295		Wyoming	14	
Illinois	805		Colorado	296	
Michigan	541		New Mexico	86	
Wisconsin	276		Arizona	397	
EAST NO. CENTRAL	2,626	13.6	Utah	134	
Minnesota	390		Nevada	115	
Iowa	114		MOUNTAIN	1,129	5.8
Missouri	361		Alaska	15	
North Dakota	17		Washington	386	
South Dakota	29		Oregon	203	
Nebraska	99		California	2,176	
Kansas	117		Hawaii	66	
WEST NO. CENTRAL	1,127	5.8	PACIFIC	2,846	14.7
Delaware	41		UNITED STATES	19,343	100.0
Maryland	526		U.S. Territories	-	
Washington, DC	80		Canada	-	
Virginia	478		Mexico	-	
West Virginia	83		Other International	-	
North Carolina	634		APO/FPO	-	
South Carolina	219				
Georgia	475				
Florida	1,306				
SOUTH ATLANTIC	3,842	19.9			
			TOTAL QUALIFIED CIRCULATION	19,343	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/GIHEPNEWS

2022	Pageviews	Sessions	Users	Average Session Duration
February	31,634	22,750	19,857	0:55
March	35,874	25,796	22,525	0:47
April	37,499	26,790	24,126	0:44
May	40,141	28,089	24,699	0:53
June	36,501	25,623	22,732	0:49
July	34,653	23,554	20,324	0:56
AVERAGE:	36,050	25,433	22,377	0:50

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 9,433 copies or 48.8%, 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.

Joshua Norton, 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 25, 2022
State	New Jersey
County	Essex
Received by BPA Worldwide	August 25, 2022
Type	BD
ID Number	G191BOJ2

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.