

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/neurology

**NEUROLOGY REVIEWS** is a B2B brand intended for individuals with broad-based interests in neurology. The brand content and editorial scope of the publication includes clinical news articles, expert interviews, and reports on the latest research findings as presented at national medical conferences. Neurology Reviews is a member of the MDedge Network.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**NEUROLOGY REVIEWS** 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**

**NEUROLOGY REVIEWS  
PRINT MAGAZINE**



**NEUROLOGY REVIEWS  
WEBSITE**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>NEUROLOGY REVIEWS PRINT MAGAZINE</b> (6 issues in the period)	27,542	-	27,542
(See Paragraph 3b for Source)			
<b>NEUROLOGY REVIEWS WEBSITE</b> (Monthly Users with 101,147 average Pageviews)	60,230	-	60,230

**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**

**NEUROLOGY REVIEWS** serves physicians and osteopathic physicians specializing in Neurology as well as a limited number of other specialties. Also served are neurological nurse practitioners and physician assistants.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians and osteopathic physicians in the following specialties: Neurology, Child Neurology, Family Medicine, General Practice, Hospice & Palliative Medicine (Psych & Neurology), Internal Medicine, Neuroradiology, Epilepsy, Clinical Neurophysiology, Endovascular Surgical Neuroradiology, Neurodevelopmental Disabilities, Neuromuscular Medicine, Sleep Medicine (Psych & Neurology), Neurological Surgery, Pediatric Surgery (Neurology), Vascular Neurology, and neurological nurse practitioners and physician assistants.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	467
Allocated for Trade Shows and Conventions	18
All Other	106
<b>TOTAL</b>	<b>597</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	27,542	100.0	27,542	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,542</b>	<b>100.0</b>	<b>27,542</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2022 Issue	Total Qualified
February	27,449
March	27,461
April	27,594
May	27,557
June	27,594
July	27,598

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

This issue is 0.2% or 67 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For The United States

Professional Classification	Total Qualified	Percent of Total	Patient Care							
			Office Based Practice (A)	Hospital Based			Semi-Retired	Total Patient Care (F)	Other Professional Activity (L)	Osteopathic Physicians (M)
				Residents (B) & (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)				
CN Clinical Neurophysiology	751	2.7	619	4	109	113	-	732	19	-
ENR Endovascular Surgical Neuroradiology	17	0.1	12	-	5	5	-	17	-	-
EPL Epilepsy	139	0.5	76	41	19	60	-	136	3	-
FM Family Medicine	1,373	5.0	1,148	-	37	37	19	1,204	4	165
GP General Practice	50	0.2	41	-	4	4	3	48	-	2
HPN Hospice & Palliative Medicine (Psych & Neurology)	1	-	-	-	1	1	-	1	-	-
IM Internal Medicine	1,127	4.1	1,002	-	48	48	24	1,074	10	43
NDN Neurodevelopmental Disabilities	36	0.1	9	20	5	25	-	34	2	-
N Neurology	16,294	59.0	8,373	3,010	1,772	4,782	348	13,503	1,551	1,240
CHN Neurology, Child	1,998	7.2	920	684	312	996	6	1,922	38	38
NMN Neuromuscular Medicine	136	0.5	104	-	22	22	-	126	10	-
RNR Neuroradiology	1,252	4.5	963	2	276	278	-	1,241	11	-
SMN Sleep Medicine (Psych & Neurology)	22	0.1	22	-	-	-	-	22	-	-
NS Neurological Surgery	2,253	8.2	1,792	5	397	402	33	2,227	26	-
NSP Pediatric Surgery (Neurology)	14	0.1	9	-	5	5	-	14	-	-
VN Vascular Neurology	331	1.2	283	2	40	42	-	325	6	-
<b>TOTAL COPIES TO PHYSICIANS</b>	<b>25,794</b>	<b>93.5</b>	<b>15,373</b>	<b>3,768</b>	<b>3,052</b>	<b>6,820</b>	<b>433</b>	<b>22,626</b>	<b>1,680</b>	<b>1,488</b>
NP Neurology - Nurse Practitioners	916	3.3	-	-	-	-	-	-	-	-
PA Neurology - Physician Assistants	888	3.2	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,598</b>	<b>100.0</b>								

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
<b>I. TOTAL - Direct Request:</b>	<b>5,427</b>	<b>7,008</b>	<b>1,866</b>	<b>14,301</b>	<b>51.8</b>
a. Written	683	892	65	1,640	5.9
b. Telecommunication	4,744	6,116	1,798	12,658	45.9
c. Electronic	-	-	3	3	-
<b>II. TOTAL - Request from recipient's company:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
<b>IV. TOTAL - Communication (other than request):</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>13,297</b>	<b>-</b>	<b>-</b>	<b>13,297</b>	<b>48.2</b>
*Association rosters and directories	11,588	-	-	11,588	42.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,709	-	-	1,709	6.2
<b>VI. TOTAL - Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,724</b>	<b>7,008</b>	<b>1,866</b>	<b>27,598</b>	<b>100.0</b>
<b>PERCENT</b>	<b>67.8</b>	<b>25.4</b>	<b>6.8</b>	<b>100.0</b>	

\*See Additional Data

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	85		Kentucky	384	
New Hampshire	91		Tennessee	585	
Vermont	69		Alabama	444	
Massachusetts	1,081		Mississippi	198	
Rhode Island	107		<b>EAST SO. CENTRAL</b>	<b>1,611</b>	<b>5.8</b>
Connecticut	375		Arkansas	211	
<b>NEW ENGLAND</b>	<b>1,808</b>	<b>6.6</b>	Louisiana	382	
New York	2,450		Oklahoma	238	
New Jersey	734		Texas	1,899	
Pennsylvania	1,424		<b>WEST SO. CENTRAL</b>	<b>2,730</b>	<b>9.9</b>
<b>MIDDLE ATLANTIC</b>	<b>4,608</b>	<b>16.7</b>	Montana	75	
Ohio	1,132		Idaho	73	
Indiana	433		Wyoming	20	
Illinois	1,058		Colorado	464	
Michigan	914		New Mexico	119	
Wisconsin	466		Arizona	541	
<b>EAST NO. CENTRAL</b>	<b>4,003</b>	<b>14.5</b>	Utah	264	
Minnesota	533		Nevada	150	
Iowa	216		<b>MOUNTAIN</b>	<b>1,706</b>	<b>6.2</b>
Missouri	620		Alaska	34	
North Dakota	52		Washington	518	
South Dakota	65		Oregon	342	
Nebraska	153		California	2,908	
Kansas	217		Hawaii	94	
<b>WEST NO. CENTRAL</b>	<b>1,856</b>	<b>6.7</b>	<b>PACIFIC</b>	<b>3,896</b>	<b>14.1</b>
Delaware	77		<b>UNITED STATES</b>	<b>27,598</b>	<b>100.0</b>
Maryland	689		U.S. Territories	-	
Washington, DC	150		Canada	-	
Virginia	668		Mexico	-	
West Virginia	165		Other International	-	
North Carolina	802		APO/FPO	-	
South Carolina	318				
Georgia	707				
Florida	1,804				
<b>SOUTH ATLANTIC</b>	<b>5,380</b>	<b>19.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,598</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

### WWW.MDEDGE.COM/NEUROLOGY

2022	Pageviews	Sessions	Users	Average Session Duration
February	99,928	74,287	59,015	0:46
March	82,424	65,593	52,434	0:35
April	139,133	105,012	75,958	1:01
May	94,977	74,423	58,465	0:39
June	103,183	83,266	63,406	0:33
July	87,242	66,211	52,102	0:41
<b>AVERAGE:</b>	<b>101,147</b>	<b>78,132</b>	<b>60,230</b>	<b>0:42</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'd 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'd 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 1,313 copies or 4.8% to 10,275 copies or 37.2%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 1,709 copies or 6.2%, including DMD Advanced Practice Providers.

### 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.

Andi Rimas, 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

Received by BPA Worldwide

August 16, 2022

Type

BD

ID Number

N157B0J2

#### 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.