

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/familymedicine

FAMILY PRACTICE NEWS is an independent news source that provides the family physician with timely and relevant news and commentary about clinical developments in the field and about the impact of health care policy on the specialty and the physician's practice. MDedge Family Medicine - Presented by The Journal of Family Practice and Family Practice News provides medical specialty news coverage tailored to the needs and interests of practicing family physicians. Our staff of medical journalists 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 forum of perspectives and opinions from our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. 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. Family Practice News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

FAMILY PRACTICE 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

FAMILY PRACTICE NEWS PRINT MAGAZINE



FAMILY PRACTICE NEWS WEBSITE



EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| FAMILY PRACTICE NEWS PRINT MAGAZINE (6 issues in the period) | 99,249 | - | 99,249 |
| (See Paragraph 3b for Source) | | | |
| FAMILY PRACTICE NEWS WEBSITE (Note 1) (Monthly Users with 334,166 average Pageviews) | 226,993 | - | 226,993 |

Note 1: Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice

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

FIELD SERVED

FAMILY PRACTICE NEWS serves the family physician and general practitioner.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital-based family physicians and general practitioners with direct patient care responsibilities, and others as noted in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|------------|
| Other Paid Circulation | 8 |
| Advertiser and Agency | 399 |
| Allocated for Trade Shows and Conventions | 13 |
| All Other | 53 |
| TOTAL | 473 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 99,249 | 100.0 | 99,249 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 99,249 | 100.0 | 99,249 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2022 Issue | Total Qualified |
|------------|-----------------|
| February | 106,138 |
| March | 104,522 |
| April | 103,750 |
| May | 92,380 |
| June | 90,810 |
| July | 97,893 |

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

This issue is 1.6% or 1,627 copies below the average of the other 5 issues reported in Paragraph 2.

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

| Professional Classification | | Total Qualified | Percent of Total | Patient Care | | | | | | | Total (Other Professional Activity) | Osteopathic Physicians |
|------------------------------------|---------------------------------|-----------------|------------------|-------------------------|--------------|--------------------------|---------------|----------------------|-------------------------------------|------------------------|-------------------------------------|------------------------|
| | | | | Hospital Based Practice | | | Semi-Retired | Total (Patient Care) | Total (Other Professional Activity) | Osteopathic Physicians | | |
| | | | | Office Based Practice | Residents | Full-Time Hospital Staff | | | | | | |
| FM/FP | Family Medicine/Family Practice | 96,310 | 98.4 | 68,550 | 7,576 | 2,650 | 10,226 | 468 | 79,244 | 341 | 16,725 | |
| GP | General Practice | 1,583 | 1.6 | 1,304 | 1 | 88 | 89 | 157 | 1,550 | - | 33 | |
| TOTAL QUALIFIED CIRCULATION | | 97,893 | 100.0 | 69,854 | 7,577 | 2,738 | 10,315 | 625 | 80,794 | 341 | 16,758 | |
| PERCENT TO PHYSICIANS | | 100.0 | | 71.4 | 7.7 | 2.8 | 10.5 | 0.6 | 82.5 | 0.4 | 17.1 | |

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: | - | - | - | - | - |
| IV. Communication (other than request): | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): | 97,893 | - | - | 97,893 | 100.0 |
| *Association rosters and directories | 97,893 | - | - | 97,893 | 100.0 |
| Business directories | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| Other sources | - | - | - | - | - |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 97,893 | - | - | 97,893 | 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 | 97,893 | 100.0 |
| Individuals by name only | - | - |
| Titles or functions only | - | - |
| Company names only | - | - |
| Multi-Copy Same Addressee copies | - | - |
| Single Copy Sales | - | - |
| TOTAL QUALIFIED CIRCULATION | 97,893 | 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: | 102,961 | 104,091 | 103,706 | 103,253 | 105,850 | 99,249 |
| Qualified Non-Paid: | 102,961 | 104,091 | 103,706 | 103,253 | 105,850 | 99,249 |
| 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 | 648 | | Kentucky | 1,273 | |
| New Hampshire | 444 | | Tennessee | 1,901 | |
| Vermont | 299 | | Alabama | 1,412 | |
| Massachusetts | 1,425 | | Mississippi | 736 | |
| Rhode Island | 293 | | EAST SO. CENTRAL | 5,322 | 5.4 |
| Connecticut | 585 | | Arkansas | 1,249 | |
| NEW ENGLAND | 3,694 | 3.8 | Louisiana | 1,332 | |
| New York | 3,971 | | Oklahoma | 1,332 | |
| New Jersey | 1,814 | | Texas | 7,789 | |
| Pennsylvania | 4,295 | | WEST SO. CENTRAL | 11,702 | 11.9 |
| MIDDLE ATLANTIC | 10,080 | 10.3 | Montana | 436 | |
| Ohio | 3,457 | | Idaho | 730 | |
| Indiana | 2,351 | | Wyoming | 215 | |
| Illinois | 3,799 | | Colorado | 2,225 | |
| Michigan | 3,422 | | New Mexico | 720 | |
| Wisconsin | 2,262 | | Arizona | 1,868 | |
| EAST NO. CENTRAL | 15,291 | 15.6 | Utah | 907 | |
| Minnesota | 2,507 | | Nevada | 733 | |
| Iowa | 1,366 | | MOUNTAIN | 7,834 | 8.0 |
| Missouri | 1,808 | | Alaska | 354 | |
| North Dakota | 352 | | Washington | 3,025 | |
| South Dakota | 398 | | Oregon | 1,615 | |
| Nebraska | 833 | | California | 11,863 | |
| Kansas | 1,240 | | Hawaii | 424 | |
| WEST NO. CENTRAL | 8,504 | 8.7 | PACIFIC | 17,281 | 17.7 |
| Delaware | 292 | | UNITED STATES | 97,893 | 100.0 |
| Maryland | 1,303 | | U.S. Territories | - | |
| Washington, DC | 158 | | Canada | - | |
| Virginia | 2,493 | | Mexico | - | |
| West Virginia | 777 | | Other International | - | |
| North Carolina | 2,990 | | APO/FPO | - | |
| South Carolina | 1,656 | | | | |
| Georgia | 2,587 | | TOTAL QUALIFIED CIRCULATION | 97,893 | 100.0 |
| Florida | 5,929 | | | | |
| SOUTH ATLANTIC | 18,185 | 18.6 | | | |

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/FAMILYMEDICINE*

| 2022 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|----------------|----------------|----------------|--------------------------|
| February | 322,868 | 253,654 | 218,763 | 0:34 |
| March | 354,810 | 275,865 | 233,482 | 0:32 |
| April | 359,317 | 284,836 | 240,299 | 0:32 |
| May | 317,328 | 252,602 | 230,683 | 0:27 |
| June | 337,687 | 266,659 | 232,547 | 0:32 |
| July | 312,986 | 241,109 | 206,185 | 0:35 |
| AVERAGE: | 334,166 | 262,454 | 226,993 | 0:32 |

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

*Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice.

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 16,758 copies or 17.1% to 81,135 copies or 82.9%, 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.

John Molluso, 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 21, 2022

State

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County

Essex

Received by BPA Worldwide

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Type

BJ

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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.

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

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