

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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INTERNAL MEDICINE NEWS has provided news and commentary about clinical developments in internal medicine as well as health care policy and regulations that affect the physician's practice since 1968. MDedge Internal Medicine is the online destination and multimedia properties of Internal Medicine News, the independent news publication for internal medicine specialists.

Our Mission

MDedge Internal Medicine - presented by Internal Medicine News, provides medical specialty news coverage tailored to the needs and interests of practicing internal medicine specialists. Our staff of medical journalists provides news that is fair, balanced, and accurate. We adhere to the policies of fact verification and disclosures of conflict of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in 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 readers. Internal Medicine News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

INTERNAL MEDICINE 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

INTERNAL MEDICINE NEWS PRINT MAGAZINE



INTERNAL MEDICINE NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INTERNAL MEDICINE NEWS PRINT MAGAZINE (6 issues in the period)	100,855	-	100,855
(See Paragraph 3b for Source)			
INTERNAL MEDICINE NEWS WEBSITE (Monthly Users with 257,273 average Pageviews)	117,814	-	117,814

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

INTERNAL MEDICINE NEWS serves Internal Medicine, Cardiovascular Disease, Gastroenterology, IM-Geriatrics and patient-care specialists in Diabetology, Endocrinology, Infectious Disease, Nephrology, Pulmonary Disease, and Rheumatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are internists, cardiologists, gastroenterologists, IM-geriatrics and specialists in diabetology, endocrinology, infectious disease, nephrology, pulmonary disease and rheumatology in office and hospital based practice as well as residents and others as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency	407
Allocated for Trade Shows and Conventions	-
All Other	51
TOTAL	468

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	100,855	100.0	100,855	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	100,855	100.0	100,855	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	109,540
March	109,129
April	107,470
May	90,330
June	90,606
July	98,055

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022
This issue is 3.3% or 3,360 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											
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)	Osteopaths	
CD Cardiovascular Diseases	1,683	1.7	1,329	49	211	260	64	1,653	20	10	
DIA Diabetes	14	-	11	-	1	1	1	13	1	-	
END Endocrinology	417	0.4	355	16	25	41	12	408	9	-	
GE Gastroenterology	1,096	1.1	918	51	71	122	28	1,068	14	14	
ID Infectious Disease	484	0.5	368	12	75	87	8	463	21	-	
IM Internal Medicine	89,298	91.1	63,707	3,091	13,638	16,729	-	80,436	-	8,862	
IMG Internal Medicine, Geriatrics	3,397	3.5	2,725	105	478	583	-	3,308	-	89	
NEP Nephrology	767	0.8	648	20	58	78	20	746	18	3	
PUD Pulmonary Diseases	304	0.3	238	3	40	43	20	301	3	-	
RHU Rheumatology	595	0.6	520	7	42	49	17	586	8	1	
Total Copies to Physicians	98,055	100.0	70,819	3,354	14,639	17,993	170	88,982	94	8,979	
Percent to Physicians	100.0		72.2	3.4	14.9	18.3	0.2	90.7	0.1	9.2	
TOTAL QUALIFIED CIRCULATION	98,055	100.0	70,819	3,354	14,639	17,993	170	88,982	94	8,979	

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):	98,055	-	-	98,055	100.0
* Association rosters and directories	98,055	-	-	98,055	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	98,055	-	-	98,055	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	98,055	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	98,055	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data August 2019 - January 2020	Audited Data February - July 2020	Audited Data August 2020 - January 2021	Audited Data February - July 2021	Audited Data August 2021 - January 2022	Circulation Claim February - July 2022*
Total Audit Average Qualified:	114,935	113,714	111,403	108,569	112,067	100,855
Qualified Non-Paid:	114,935	113,714	111,403	108,569	112,067	100,855
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	446		Kentucky	992	
New Hampshire	446		Tennessee	1,874	
Vermont	215		Alabama	1,164	
Massachusetts	3,674		Mississippi	580	
Rhode Island	534		EAST SO. CENTRAL	4,610	4.7
Connecticut	1,758		Arkansas	486	
NEW ENGLAND	7,073	7.2	Louisiana	1,197	
New York	8,451		Oklahoma	672	
New Jersey	3,706		Texas	6,504	
Pennsylvania	4,144		WEST SO. CENTRAL	8,859	9.0
MIDDLE ATLANTIC	16,301	16.6	Montana	232	
Ohio	3,492		Idaho	258	
Indiana	1,370		Wyoming	83	
Illinois	4,308		Colorado	1,437	
Michigan	3,042		New Mexico	421	
Wisconsin	1,398		Arizona	1,942	
EAST NO. CENTRAL	13,610	13.9	Utah	496	
Minnesota	1,409		Nevada	802	
Iowa	536		MOUNTAIN	5,671	5.8
Missouri	1,600		Alaska	122	
North Dakota	173		Washington	1,879	
South Dakota	206		Oregon	1,319	
Nebraska	406		California	12,870	
Kansas	593		Hawaii	550	
WEST NO. CENTRAL	4,923	5.0	PACIFIC	16,740	17.1
Delaware	264		UNITED STATES	98,055	100.0
Maryland	2,664		U.S. Territories	-	
Washington, DC	441		Canada	-	
Virginia	2,511		Mexico	-	
West Virginia	438		Other International	-	
North Carolina	2,759		APO/FPO	-	
South Carolina	1,156				
Georgia	2,936		TOTAL QUALIFIED CIRCULATION	98,055	100.0
Florida	7,099				
SOUTH ATLANTIC	20,268	20.7			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/INTERNALMEDICINE

2022	Pageviews	Sessions	Users	Average Session Duration
February	158,676	99,049	75,067	0:54
March	262,360	174,918	123,250	0:53
April	256,655	161,031	118,354	0:51
May	340,140	226,570	159,535	0:49
June	196,728	128,218	103,337	0:41
July	329,080	182,794	127,346	1:05
AVERAGE:	257,273	162,096	117,814	0:52

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 2 sources of circulation for quantities of 8,979 copies or 9.2% to 89,076 copies or 90.8%, 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.

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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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