

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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OBG MANAGEMENT is a B2B brand intended for individuals with broad-based interests in obstetrics and gynecology. The brand content and editorial scope of the publication includes relevant clinical and timely practice management information, as well as in-depth analysis of diagnostic and treatment approaches. OBG Management is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

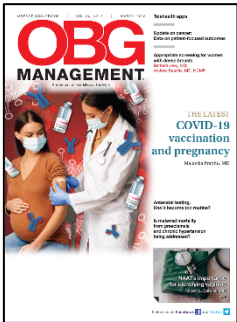
OBG MANAGEMENT is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

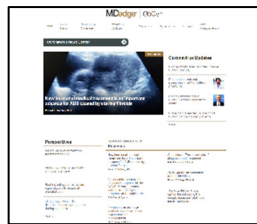
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. 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

OBG MANAGEMENT PRINT MAGAZINE



OBG MANAGEMENT WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OBG MANAGEMENT PRINT MAGAZINE (6 issues in the period)	48,081	-	48,081
(See Paragraph 3b for Source)			
OBG MANAGEMENT WEBSITE (See Note 1) (Monthly Users with 176,791 average Pageviews)	106,892	-	106,892

Note 1: Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

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

FIELD SERVED

OBG MANAGEMENT serves office and hospital based medical and osteopathic physicians, nurse practitioners, physician assistants, and certified nurse midwives in direct patient care and in other professional activities in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based and hospital-based physicians who practice direct patient care in Obstetrics and Gynecology, Obstetrics only, Gynecology only, Gynecology Oncology, Reproductive Endocrinology, Maternal & Fetal Medicine, Female Pelvic Medicine and Reconstructive Surgery, Osteopathy, and other physician specialties allied to the field, as well as semi-retired physicians, residents, and fellows in Obstetrics & Gynecology. Also qualified are Nurse Practitioners, Physician Assistants and Certified Nurse Midwives.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	492
Allocated for Trade Shows and Conventions	50
All Other	89
TOTAL	636

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,081	100.0	48,081	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,081	100.0	48,081	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	48,542
March	48,492
April	47,669
May	48,027
June	48,009
July	47,744

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

This issue is 0.8% or 404 copies below the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					
				Patient Care		Other Professional Activity		Osteopathic Physicians	
				Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)	Semi-Retired		
FPR	Female Pelvic Medicine & Reconstructive Surgery	409	0.8	221	157	27	-	4	-
GO	Gynecological Oncology	259	0.5	182	3	58	6	9	1
GYN	Gynecology	1,658	3.5	1,331	-	116	103	17	91
MFM	Maternal & Fetal Medicine	420	0.9	281	14	94	7	19	5
OBS	Obstetrics	135	0.3	95	-	20	4	3	13
OBG	Obstetrics & Gynecology	40,883	85.6	28,784	5,167	3,342	299	271	3,020
REN	Reproductive Endocrinology	421	0.9	363	4	20	14	17	3
	Other Physician Specialties	518	1.1	388	7	87	12	21	3
TOTAL COPIES TO PHYSICIANS		44,703	93.6	31,645	5,352	3,764	445	361	3,136
PERCENT TO PHYSICIANS		93.6		66.3	11.2	7.9	0.9	0.7	6.6
	Nurse Practitioners/Physician Assistants	2,997	6.3						
	Certified Nurse Midwives	44	0.1						
TOTAL QUALIFIED CIRCULATION		47,744	100.0						

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		
I. TOTAL - Direct Request:	10,625	9,077	4,703	24,405	51.1
a. Written	2,864	3,680	1,458	8,002	16.7
b. Telecommunication	7,761	5,397	3,217	16,375	34.3
c. Electronic	-	-	28	28	0.1
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	23,339	-	-	23,339	48.9
*Association rosters and directories	20,996	-	-	20,996	44.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,343	-	-	2,343	4.9
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,964	9,077	4,703	47,744	100.0
PERCENT	71.1	19.0	9.9	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	47,744	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	47,744	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:	48,298	48,694	48,731	48,656	48,901	48,081
Qualified Non-Paid:	48,298	48,694	48,731	48,656	48,901	48,081
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	201		Kentucky	570	
New Hampshire	205		Tennessee	1,006	
Vermont	126		Alabama	598	
Massachusetts	1,233		Mississippi	350	
Rhode Island	235		EAST SO. CENTRAL	2,524	5.3
Connecticut	744		Arkansas	303	
NEW ENGLAND	2,744	5.7	Louisiana	786	
New York	3,711		Oklahoma	443	
New Jersey	1,582		Texas	3,677	
Pennsylvania	2,001		WEST SO. CENTRAL	5,209	10.9
MIDDLE ATLANTIC	7,294	15.3	Montana	136	
Ohio	1,750		Idaho	180	
Indiana	811		Wyoming	66	
Illinois	1,916		Colorado	878	
Michigan	1,545		New Mexico	269	
Wisconsin	756		Arizona	916	
EAST NO. CENTRAL	6,778	14.2	Utah	349	
Minnesota	748		Nevada	353	
Iowa	308		MOUNTAIN	3,147	6.6
Missouri	833		Alaska	114	
North Dakota	81		Washington	888	
South Dakota	97		Oregon	651	
Nebraska	269		California	5,598	
Kansas	364		Hawaii	250	
WEST NO. CENTRAL	2,700	5.7	PACIFIC	7,501	15.7
Delaware	133		UNITED STATES	47,744	100.0
Maryland	1,161		U.S. Territories	-	
Washington, DC	229		Canada	-	
Virginia	1,331		Mexico	-	
West Virginia	224		Other International	-	
North Carolina	1,494		APO/FPO	-	
South Carolina	693				
Georgia	1,586				
Florida	2,996				
SOUTH ATLANTIC	9,847	20.6			
			TOTAL QUALIFIED CIRCULATION	47,744	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/OBGYN*

2022	Pageviews	Sessions	Users	Average Session Duration
February	151,400	112,163	96,560	0:47
March	167,104	110,958	96,800	0:45
April	167,385	109,303	94,477	0:48
May	179,491	132,259	112,809	0:43
June	200,865	150,115	126,179	0:41
July	194,504	134,666	114,527	0:43
AVERAGE:	176,791	124,910	106,892	0:44

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

*Shared media channel - www.mdedge.com/obgyn - serving both OBG Management and Ob.Gyn. News.

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 2,335 copies or 4.9% to 18,661 copies or 39.1%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,343 copies or 4.9%, 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.

Dianne Reynolds, 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 24, 2022

State New Jersey

County Essex

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Type BD

ID Number 0004B0J2

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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