

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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OB.GYN. NEWS is an independent news source that provides obstetricians and gynecologists with timely and relevant news and commentary about clinical developments in their field and about the impact of health care policy on the specialty and the physician's practice. MDedge ObGyn - Presented by OBG Management and Ob.Gyn. News, provides medical specialty news coverage tailored to the needs and interests of practicing obstetricians and gynecologists. Our staff of medical journalists strives to 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 discussion of perspective and opinion in our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. To accomplish these goals, we rely on our editorial advisory board, our staff and our readers. Ob.Gyn. News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

OB.GYN. 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

OB.GYN. NEWS PRINT MAGAZINE



OB.GYN. NEWS WEBSITES



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OB.GYN. NEWS PRINT MAGAZINE (5 issues in the period)	45,155	-	45,155
(See Paragraph 3b for Source)			
OB.GYN. NEWS WEBSITE (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.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

OB.GYN. NEWS serves physicians specializing in the fields of obstetrics, gynecology, OB/GYN critical care, maternal and fetal medicine, obstetrics and gynecology, gynecological oncology and reproductive endocrinology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital based obstetricians, gynecologists as well as specialists in maternal and fetal medicine, gynecological oncology and reproductive endocrinology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	489
Allocated for Trade Shows and Conventions	65
All Other	57
TOTAL	616

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,155	100.0	45,155	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,155	100.0	45,155	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
March	45,100
April	44,975
May	44,985
June	45,022
July/August	45,694

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2022
 This issue is 1.5% or 673 copies above the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent or Total	Major Professional Activity								
			Patient Care					Total Other Professional Activity			Osteopaths
			Hospital Based Practice			Semi-Retired	Total Patient Care	Total Other Professional Activity			
			Office Based Practice	Residents	Full Time Hospital Staff				Total Hospital Based		
GO Gynecological Oncology	833	1.8	413	259	104	363	5	781	33	19	
GYN Gynecology	1,652	3.6	1,319	-	100	100	88	1,507	52	93	
MFM Maternal & Fetal Medicine	1,263	2.8	572	427	145	572	6	1,150	68	45	
OCC OB/GYN Critical Care	8	-	5	-	-	-	-	5	2	1	
OBS Obstetrics	144	0.3	98	-	18	18	3	119	12	13	
OBG Obstetrics & Gynecology	40,860	89.4	28,779	5,210	2,947	8,157	274	37,210	748	2,902	
REN Reproductive Endocrinology	934	2.1	624	192	43	235	14	873	44	17	
TOTAL QUALIFIED CIRCULATION	45,694	100.0	31,810	6,088	3,357	9,445	390	41,645	959	3,090	
PERCENT	100.0		69.6	13.3	7.3	20.6	0.9	91.1	2.1	6.8	

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	10,838	6,512	6,135	23,485	51.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	22,209	-	-	22,209	48.6
*Association rosters and directories	22,209	-	-	22,209	48.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,047	6,512	6,135	45,694	100.0
PERCENT	72.3	14.3	13.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	45,694	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	45,694	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:	44,653	45,006	45,083	45,162	45,604	45,155
Qualified Non-Paid:	44,653	45,006	45,083	45,162	45,604	45,155
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/AUGUST 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	180		Kentucky	536	
New Hampshire	194		Tennessee	894	
Vermont	124		Alabama	565	
Massachusetts	1,179		Mississippi	333	
Rhode Island	234		EAST SO. CENTRAL	2,328	5.1
Connecticut	757		Arkansas	287	
NEW ENGLAND	2,668	5.8	Louisiana	765	
New York	3,676		Oklahoma	406	
New Jersey	1,547		Texas	3,657	
Pennsylvania	1,904		WEST SO. CENTRAL	5,115	11.2
MIDDLE ATLANTIC	7,127	15.6	Montana	115	
Ohio	1,637		Idaho	155	
Indiana	751		Wyoming	64	
Illinois	1,889		Colorado	824	
Michigan	1,512		New Mexico	243	
Wisconsin	719		Arizona	848	
EAST NO. CENTRAL	6,508	14.3	Utah	349	
Minnesota	743		Nevada	339	
Iowa	287		MOUNTAIN	2,937	6.4
Missouri	846		Alaska	99	
North Dakota	75		Washington	839	
South Dakota	85		Oregon	601	
Nebraska	241		California	5,366	
Kansas	359		Hawaii	238	
WEST NO. CENTRAL	2,636	5.8	PACIFIC	7,143	15.6
Delaware	129		UNITED STATES	45,694	100.0
Maryland	1,098		U.S. Territories	-	
Washington, DC	223		Canada	-	
Virginia	1,214		Mexico	-	
West Virginia	215		Other International	-	
North Carolina	1,431		APO/FPO	-	
South Carolina	666				
Georgia	1,485				
Florida	2,771				
SOUTH ATLANTIC	9,232	20.2			
			TOTAL QUALIFIED CIRCULATION	45,694	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 2,355 copies or 5.2% to 19,854 copies or 43.4%, 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.

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

September 12, 2022

State

New Jersey

County

Essex

Received by BPA Worldwide

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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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