

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/pediatrics

**PEDIATRIC NEWS** provides the practicing pediatrician with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Pediatric News is published monthly and circulates to specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Pediatrics - Presented by Pediatric News (MDedge.com/pediatrics), provides news and views that matter to physicians in a timely and interactive format. Daily news coverage, in addition to the stories from the print publication, provide physicians with immediate information through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Pediatrics helps physicians to stay current, save time, and gain perspective. Pediatric News is a member of the MDedge Network.

### MAGAZINE CHANNEL FORMAT – PRINT ISSUES

**PEDIATRIC 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

### PEDIATRIC NEWS PRINT MAGAZINE



### PEDIATRIC NEWS WEBSITE



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PEDIATRIC NEWS PRINT MAGAZINE</b> (6 issues in the period)	60,073	-	60,073
(See Paragraph 3b for Source)			
<b>PEDIATRIC NEWS WEBSITE</b> (Monthly Users with 79,125 average Pageviews)	47,347	-	47,347

**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**

**PEDIATRIC NEWS** serves the pediatric physician, pediatric infectious disease physician and pediatric nurse practitioners.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	272
Allocated for Trade Shows and Conventions	38
All Other	54
<b>TOTAL</b>	<b>372</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,073	100.0	60,073	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>60,073</b>	<b>100.0</b>	<b>60,073</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2022 Issue	Total Qualified
February	60,631
March	60,328
April	59,092
May	60,244
June	60,190
July	59,953

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

This issue is 0.2% or 144 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		Patient Care								Osteopaths			
		Total Qualified	Percent of Total	Hospital Based Practice					Total (Other Professional Activity)	Office Based Practice	Hospital Based Practice	Other Practice	
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired					Total (Patient Care)
PD	Pediatrics	57,441	95.8	41,168	5,946	5,678	11,624	298	53,090	331	2,599	1,353	68
PDI	Pediatrics, Infectious Disease	815	1.4	476	166	152	318	-	794	17	3	-	1
Total Copies to Physicians		58,256	97.2	41,644	6,112	5,830	11,942	298	53,884	348	2,602	1,353	69
Percent to Physicians		97.2											
Pediatric Nurse Practitioners		1,697	2.8										
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>59,953</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 Years	3 Years		
I. Direct Request:	<b>15,734</b>	<b>9,515</b>	<b>4,710</b>	<b>29,959</b>	<b>50.0</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>29,994</b>	-	-	<b>29,994</b>	<b>50.0</b>
*Association rosters and directories	29,994	-	-	29,994	50.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,728</b>	<b>9,515</b>	<b>4,710</b>	<b>59,953</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.3</b>	<b>15.9</b>	<b>7.8</b>	<b>100.0</b>	

\*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	59,953	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,953</b>	<b>100.0</b>

**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:	60,619	61,133	59,393	59,387	61,489	60,073
Qualified Non-Paid:	60,619	61,133	59,393	59,387	61,489	60,073
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	257		Kentucky	703	
New Hampshire	256		Tennessee	1,166	
Vermont	170		Alabama	744	
Massachusetts	2,015		Mississippi	346	
Rhode Island	300		<b>EAST SO. CENTRAL</b>	<b>2,959</b>	<b>4.9</b>
Connecticut	873		Arkansas	399	
<b>NEW ENGLAND</b>	<b>3,871</b>	<b>6.5</b>	Louisiana	875	
New York	4,937		Oklahoma	474	
New Jersey	2,206		Texas	4,573	
Pennsylvania	2,463		<b>WEST SO. CENTRAL</b>	<b>6,321</b>	<b>10.5</b>
<b>MIDDLE ATLANTIC</b>	<b>9,606</b>	<b>16.0</b>	Montana	116	
Ohio	2,306		Idaho	175	
Indiana	920		Wyoming	61	
Illinois	2,297		Colorado	1,000	
Michigan	1,612		New Mexico	335	
Wisconsin	959		Arizona	1,080	
<b>EAST NO. CENTRAL</b>	<b>8,094</b>	<b>13.5</b>	Utah	513	
Minnesota	922		Nevada	305	
Iowa	424		<b>MOUNTAIN</b>	<b>3,585</b>	<b>6.0</b>
Missouri	1,180		Alaska	125	
North Dakota	89		Washington	1,236	
South Dakota	99		Oregon	752	
Nebraska	290		California	7,619	
Kansas	411		Hawaii	286	
<b>WEST NO. CENTRAL</b>	<b>3,415</b>	<b>5.7</b>	<b>PACIFIC</b>	<b>10,018</b>	<b>16.7</b>
Delaware	228		<b>UNITED STATES</b>	<b>59,952</b>	<b>100.0</b>
Maryland	1,450		U.S. Territories	1	
Washington, DC	403		Canada	-	
Virginia	1,640		Mexico	-	
West Virginia	269		Other International	-	
North Carolina	1,814		APO/FPO	-	
South Carolina	820				
Georgia	1,888		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,953</b>	<b>100.0</b>
Florida	3,571				
<b>SOUTH ATLANTIC</b>	<b>12,083</b>	<b>20.2</b>			

\*See Additional Data

## WEBSITE CHANNEL

### WWW.MDEDGE.COM/PEDIATRICS

2022	Pageviews	Sessions	Users	Average Session Duration
February	83,789	53,100	44,478	0:38
March	63,712	46,352	39,995	0:31
April	109,394	82,644	65,657	0:39
May	78,132	59,398	51,120	0:29
June	71,688	52,905	44,511	0:30
July	68,040	44,840	38,324	0:33
<b>AVERAGE:</b>	<b>79,125</b>	<b>56,539</b>	<b>47,347</b>	<b>0:33</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 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 3,295 copies or 5.5% to 26,699 copies or 44.5%, including American Osteopathic Association and the 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.

Cheryl Wall, 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 24, 2022
State	New Jersey
County	Essex
Received by BPA Worldwide	August 24, 2022
Type	BD
ID Number	P031B0J2

#### 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.