

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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**RHEUMATOLOGY NEWS** provides the practicing rheumatologist with breaking news, on-site medical meeting coverage, and commentary – in a clear, concise, accessible format – that can be used daily in practice. Rheumatology News is published semi-monthly (except for January, February, June, July, August, and December when published once a month) and circulates to rheumatologists and selected internists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge.com/rheumatology, the online destination of Rheumatology News, provides news and views that matter to physicians in a timely and interactive format. With daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Rheumatology - presented by Rheumatology News helps physicians to stay current, save time, and gain perspective. Rheumatology News is a member of the MDedge Network.

### MAGAZINE CHANNEL FORMAT – PRINT ISSUES

**RHEUMATOLOGY 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

### RHEUMATOLOGY NEWS PRINT MAGAZINE



### RHEUMATOLOGY NEWS WEBSITE



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>RHEUMATOLOGY NEWS PRINT MAGAZINE</b> (9 issues in the period)	8,558	-	8,558
(See Paragraph 3b for Source)			
<b>RHEUMATOLOGY NEWS WEBSITE</b> (Monthly Users with 71,568 average Pageviews)	49,109	-	49,109

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

**FIELD SERVED**

**RHEUMATOLOGY NEWS** serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine. Also served are rheumatologic nurse practitioners and physician assistants.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are rheumatologists, pediatric rheumatologists, internists, internists with a secondary in rheumatology, and rheumatologic nurse practitioners and physician assistants.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	203
Allocated for Trade Shows and Conventions	14
All Other	699
<b>TOTAL</b>	<b>919</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,558	100.0	8,558	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,558</b>	<b>100.0</b>	<b>8,558</b>	<b>100.0</b>	-	-

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

2022 Issue	Total Qualified
February	8,546
March 1	8,527
March 15	8,600
April 1	8,595
April 15	8,571
May 1	8,574
May 15	8,561
June	8,538
July	8,507

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

This issue is 0.7% or 57 copies below the average of the other 8 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity								
			Patient Care						Total (Other Profes- sional Activity)	Osteopaths	
			Hospital-Based Practice			Semi- Retired	Total (Patient Care)				
			Office Based Practice	Residents	Full-Time Hospital Staff						
RHU Rheumatology	6,239	73.3	4,067	431	524	955	104	5,126	886	227	
PPR Pediatrics, Rheumatology	381	4.5	195	-	66	66	2	263	111	7	
IM Internal Medicine	928	10.9	859	-	64	64	4	927	1	-	
IMR Internal Medicine, Secondary in Rheumatology	294	3.5	187	-	30	30	20	237	57	-	
<b>Total Copies to Physicians</b>	<b>7,842</b>	<b>92.2</b>	<b>5,308</b>	<b>431</b>	<b>684</b>	<b>1,115</b>	<b>130</b>	<b>6,553</b>	<b>1,055</b>	<b>234</b>	
NP Nurse Practitioners	352	4.1									
PA Physician Assistants	313	3.7									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,507</b>	<b>100.0</b>									
<b>PERCENT</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>1,458</b>	<b>1,577</b>	<b>1,455</b>	<b>4,490</b>	<b>52.8</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>4,017</b>	-	-	<b>4,017</b>	<b>47.2</b>
*Association rosters and directories	3,371	-	-	3,371	39.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	646	-	-	646	7.6
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,475</b>	<b>1,577</b>	<b>1,455</b>	<b>8,507</b>	<b>100.0</b>
<b>PERCENT</b>	<b>64.4</b>	<b>18.5</b>	<b>17.1</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	8,507	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>8,507</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:	8,777	8,720	8,812	8,714	8,674	8,558
Qualified Non-Paid:	8,777	8,720	8,812	8,714	8,674	8,558
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	37		Kentucky	82	
New Hampshire	45		Tennessee	164	
Vermont	19		Alabama	150	
Massachusetts	349		Mississippi	60	
Rhode Island	38		EAST SO. CENTRAL	456	5.4
Connecticut	157		Arkansas	55	
NEW ENGLAND	645	7.6	Louisiana	111	
New York	715		Oklahoma	76	
New Jersey	279		Texas	542	
Pennsylvania	427		WEST SO. CENTRAL	784	9.2
MIDDLE ATLANTIC	1,421	16.7	Montana	22	
Ohio	321		Idaho	22	
Indiana	136		Wyoming	9	
Illinois	345		Colorado	123	
Michigan	243		New Mexico	47	
Wisconsin	144		Arizona	131	
EAST NO. CENTRAL	1,189	14.0	Utah	57	
Minnesota	132		Nevada	42	
Iowa	51		MOUNTAIN	453	5.3
Missouri	176		Alaska	10	
North Dakota	15		Washington	162	
South Dakota	22		Oregon	86	
Nebraska	49		California	997	
Kansas	71		Hawaii	32	
WEST NO. CENTRAL	516	6.1	PACIFIC	1,287	15.1
Delaware	28		UNITED STATES	8,507	100.0
Maryland	281		U.S. Territories	-	
Washington, DC	56		Canada	-	
Virginia	191		Mexico	-	
West Virginia	24		Other International	-	
North Carolina	256		APO/FPO	-	
South Carolina	131				
Georgia	230		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,507</b>	<b>100.0</b>
Florida	559				
SOUTH ATLANTIC	1,756	20.6			

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEGE.COM/RHEUMATOLOGY

2022	Pageviews	Sessions	Users	Average Session Duration
February	78,957	63,405	54,752	0:33
March	81,797	67,568	57,744	0:29
April	74,813	60,955	52,766	0:29
May	77,810	63,056	54,232	0:30
June	53,785	42,133	36,909	0:35
July	62,247	44,093	38,255	0:38
<b>AVERAGE:</b>	<b>71,568</b>	<b>56,868</b>	<b>49,109</b>	<b>0:32</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 196 copies or 2.3% to 3,175 copies or 37.3%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 646 copies or 7.6%, 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.

Jeanne Gallione, 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

State

County

Received by BPA Worldwide

Type

ID Number

August 24, 2022

New Jersey

Essex

August 24, 2022

BD

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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.

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