

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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CARDIOLOGY NEWS provides cardiologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Cardiology News is published monthly and circulates to cardiovascular specialists and related sub-specialists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Cardiology - Presented by Cardiology News, provides news and views that matter to physicians in a timely and interactive format. With award-winning 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 Cardiology is the best way for physicians to stay current, save time, and gain perspective. Cardiology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CARDIOLOGY 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

CARDIOLOGY NEWS PRINT MAGAZINE



CARDIOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CARDIOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	33,626	-	33,626
(See Paragraph 3b for Source)			
CARDIOLOGY NEWS WEBSITE (Monthly Users with 60,809 average Pageviews)	32,089	-	32,089

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

FIELD SERVED

CARDIOLOGY NEWS serves physicians specializing in Cardiology, Interventional Cardiology, Pediatric Cardiology and IM-Cardiac Electrophysiology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office- and hospital-based Cardiologists, Pediatric Cardiologists, Interventional Cardiologists and IM-Electrophysiologists, osteopathic physicians and those in other professional activities as detailed in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	202
Allocated for Trade Shows and Conventions	21
All Other	64
TOTAL	289

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,626	100.0	33,626	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,626	100.0	33,626	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	33,488
September	33,349
October	33,494
November	33,661
December	33,628
January	34,135

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023

This issue is 1.8% or 611 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO

Professional Classification	Total Qualified	Percent of Total	Patient Care							
			Hospital Based Practice				Total (Other Professional Activity)			
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi- Retired	Total (Patient Care)	Osteopathic Physicians	
CD Cardiovascular Diseases	24,211	70.9	15,466	2,845	2,537	5,382	488	21,336	1,966	909
ICE IM-Cardiac Electrophysiology	2,551	7.5	1,927	284	325	609	-	2,536	-	15
IC Interventional Cardiology	4,617	13.5	3,782	355	422	777	-	4,559	-	58
PDC Pediatrics, Cardiology	2,756	8.1	1,731	377	635	1,012	-	2,743	-	13
TOTAL QUALIFIED CIRCULATION	34,135	100.0	22,906	3,861	3,919	7,780	488	31,174	1,966	995
PERCENT TO PHYSICIANS	100.0		67.1	11.3	11.5	22.8	1.4	91.3	5.8	2.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023

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):	34,135	-	-	34,135	100.0
*Association rosters and directories	34,135	-	-	34,135	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,135	-	-	34,135	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	34,135	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	34,135	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
	February - July 2020	August 2020 - January 2021	February - July 2021	August 2021 - January 2022	February - July 2022	August 2022 - January 2023*
Total Audit Average Qualified:	32,830	33,180	33,095	33,142	33,257	33,626
Qualified Non-Paid:	32,830	33,180	33,095	33,142	33,257	33,626
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 2022 - January 2023 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 JANUARY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	136		Kentucky	405	
New Hampshire	149		Tennessee	699	
Vermont	72		Alabama	427	
Massachusetts	1,333		Mississippi	212	
Rhode Island	160		EAST SO. CENTRAL	1,743	5.1
Connecticut	548		Arkansas	248	
NEW ENGLAND	2,398	7.0	Louisiana	532	
New York	3,166		Oklahoma	290	
New Jersey	1,313		Texas	2,417	
Pennsylvania	1,796		WEST SO. CENTRAL	3,487	10.2
MIDDLE ATLANTIC	6,275	18.4	Montana	67	
Ohio	1,426		Idaho	97	
Indiana	571		Wyoming	28	
Illinois	1,406		Colorado	453	
Michigan	1,133		New Mexico	126	
Wisconsin	524		Arizona	646	
EAST NO. CENTRAL	5,060	14.8	Utah	235	
Minnesota	646		Nevada	202	
Iowa	241		MOUNTAIN	1,854	5.5
Missouri	676		Alaska	36	
North Dakota	44		Washington	530	
South Dakota	60		Oregon	301	
Nebraska	192		California	3,408	
Kansas	270		Hawaii	93	
WEST NO. CENTRAL	2,129	6.2	PACIFIC	4,368	12.8
Delaware	89		UNITED STATES	34,135	100.0
Maryland	756		U.S. Territories	-	
Washington, DC	188		Canada	-	
Virginia	736		Mexico	-	
West Virginia	190		Other International	-	
North Carolina	1,011		APO/FPO	-	
South Carolina	422				
Georgia	939				
Florida	2,490				
SOUTH ATLANTIC	6,821	20.0			
			TOTAL QUALIFIED CIRCULATION	34,135	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MEDGE.COM/CARDIOLOGY

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	84,771	61,920	41,777	0:54
September	59,154	41,949	30,667	0:54
October	63,283	48,504	35,400	0:41
November	38,278	25,972	19,964	0:56
December	38,797	28,097	22,613	0:50
January	80,575	57,533	42,118	0:57
AVERAGE:	60,809	43,995	32,089	0:52

August 2022 - January 2023 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 995 copies or 2.9% to 33,140 copies or 97.1%, 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.

Geoff Watkins, 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

February 28, 2023

State

New Jersey

County

Essex

Received by BPA Worldwide

February 28, 2023

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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.

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