

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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CLINICAL ENDOCRINOLOGY NEWS provides endocrinologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice.

- Clinical Endocrinology News is published monthly and circulates to endocrinologists, related subspecialists, and diabetes educators. All articles are researched, written, and produced by a full-time staff of professional medical journalists.
- MDedge Endocrinology (mdedge.com/endocrinology) - presented by Clinical Endocrinology 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 Endocrinology is the best way for physicians to stay current, save time, and gain perspective. Clinical Endocrinology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CLINICAL ENDOCRINOLOGY 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

CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE



CLINICAL ENDOCRINOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL ENDOCRINOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	16,667	-	16,667
(See Paragraph 3b for Source)			
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 69,792 average Pageviews)	41,738	-	41,738

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

CLINICAL ENDOCRINOLOGY NEWS serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are members of American Association of Diabetes Educators and American Society of Endocrine Physician Assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals in office-based practices, residents, full-time hospital staff, Semi-Retired, Osteopaths and other professional activities.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	203
Allocated for Trade Shows and Conventions	7
All Other	97
TOTAL	311

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,487	98.9	16,487	98.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	180	1.1	180	1.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,667	100.0	16,667	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	16,763
September	16,516
October	16,501
November	16,464
December	16,468
January	17,287

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023 This issue is 4.5% or 745 copies above the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY											
		Total Qualified		Percent of Total		PATIENT CARE						Total (Other Professional Activity)	Osteopaths
						Total Hospital Based			Semi-Retired	Total Patient Care			
				Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based						
DIA	Diabetes	92	0.5	74	-	18	18	-	92	-	-		
END	Endocrinology	7,112	41.2	5,375	575	690	1,265	21	6,661	347	104		
PDE	Pediatrics, Endocrinology	1,559	9.0	966	206	271	477	6	1,449	97	13		
Total Copies to Physicians		8,763	50.7	6,415	781	979	1,760	27	8,202	444	117		
Percent to Physicians		50.7		37.1	4.5	5.7	10.2	0.1	47.4	2.6	0.7		
AADE-American Association of Diabetes Educators		8,355	48.3										
American Society of Endocrine Physician Assistants		169	1.0										
TOTAL QUALIFIED CIRCULATION		17,287	100.0										

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:	169	-	-	169	1.0
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	17,118	-	-	17,118	99.0
*Association rosters and directories	17,118	-	-	17,118	99.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,287	-	-	17,287	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	17,287	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	17,287	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:	16,906	16,878	16,823	16,789	16,769	16,667
Qualified Non-Paid:	16,906	16,878	16,823	16,789	16,769	16,667
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	92		Kentucky	230	
New Hampshire	94		Tennessee	316	
Vermont	44		Alabama	182	
Massachusetts	673		Mississippi	125	
Rhode Island	66		EAST SO. CENTRAL	853	4.9
Connecticut	272		Arkansas	116	
NEW ENGLAND	1,241	7.2	Louisiana	237	
New York	1,368		Oklahoma	180	
New Jersey	578		Texas	1,205	
Pennsylvania	821		WEST SO. CENTRAL	1,738	10.0
MIDDLE ATLANTIC	2,767	16.0	Montana	64	
Ohio	623		Idaho	64	
Indiana	323		Wyoming	22	
Illinois	670		Colorado	289	
Michigan	489		New Mexico	140	
Wisconsin	329		Arizona	339	
EAST NO. CENTRAL	2,434	14.1	Utah	113	
Minnesota	359		Nevada	114	
Iowa	163		MOUNTAIN	1,145	6.6
Missouri	366		Alaska	28	
North Dakota	40		Washington	380	
South Dakota	52		Oregon	208	
Nebraska	131		California	1,742	
Kansas	145		Hawaii	62	
WEST NO. CENTRAL	1,256	7.3	PACIFIC	2,420	14.0
Delaware	41		UNITED STATES	17,287	100.0
Maryland	462		U.S. Territories	-	
Washington, DC	63		Canada	-	
Virginia	461		Mexico	-	
West Virginia	98		Other International	-	
North Carolina	565		APO/FPO	-	
South Carolina	244				
Georgia	472				
Florida	1,027				
SOUTH ATLANTIC	3,433	19.9			
			TOTAL QUALIFIED CIRCULATION	17,287	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/ENDOCRINOLOGY

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	93,351	76,529	53,311	0:38
September	81,499	57,772	40,952	1:00
October	48,129	36,256	28,599	0:39
November	64,803	50,477	40,205	0:40
December	62,701	48,147	42,542	0:39
January	68,269	52,738	44,819	0:35
AVERAGE:	69,792	53,653	41,738	0:41

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 3 sources of circulation for quantities of 117 copies or 0.7% to 8,646 copies or 50.0%, including American Osteopathic Association, American Medical Association, and American Academy of Diabetes Educators.

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

March 14, 2023

State

New Jersey

County

Essex

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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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