

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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CHEST PHYSICIAN is a B2B brand intended for individuals with broad-based interest in critical care and pulmonary diseases. The brand content and editorial scope of the publication includes independent reporting with focus on breaking news and insightful commentary from the American College of Chest Physicians (ACCP).

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CHEST PHYSICIAN 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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CHEST PHYSICIAN PRINT MAGAZINE (6 issues in the period)	21,345	-	21,345
(See Paragraph 3b for Source)			
CHEST PHYSICIAN WEBSITE (Monthly Users with 65,605 average Pageviews)	44,037	-	44,037

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

CHEST PHYSICIAN serves members of the American College of Chest Physicians and physicians practicing in specialties related to critical care and pulmonology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American College of Chest Physicians, office and hospital based physicians in the specialties of pulmonary critical care medicine and pulmonary disease.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	204
Allocated for Trade Shows and Conventions	35
All Other	97
TOTAL	336

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,028	32.9	7,028	32.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	14,317	67.1	14,317	67.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,345	100.0	21,345	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	20,783
September	20,865
October	21,334
November	21,443
December	21,546
January	22,101

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

This issue is 4.3% or 907 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity				Total (Patient Care)	Members of the American College of Chest Physicians
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)		
PCC	Pulmonary Critical Care Medicine	4,897	22.2	3,493	764	640	1,404	4,897	-
PUD	Pulmonary Diseases	2,233	10.1	1,833	19	381	400	2,233	-
ACC	American College of Chest Physicians	14,971	67.7	-	-	-	-	-	14,971
TOTAL QUALIFIED CIRCULATION		22,101	100.0	5,326	783	1,021	1,804	7,130	14,971
PERCENT		100.0		24.1	3.6	4.6	8.2	32.3	67.7

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:	14,971	-	-	14,971	67.7
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,130	-	-	7,130	32.3
*Association rosters and directories	7,130	-	-	7,130	32.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,101	-	-	22,101	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	22,101	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	22,101	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:	19,817	19,594	20,015	20,196	20,412	21,345
Qualified Non-Paid:	19,817	19,594	20,015	20,196	20,412	21,345
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	90		Kentucky	283	
New Hampshire	91		Tennessee	532	
Vermont	53		Alabama	260	
Massachusetts	726		Mississippi	136	
Rhode Island	96		EAST SO. CENTRAL	1,211	5.5
Connecticut	403		Arkansas	126	
NEW ENGLAND	1,459	6.6	Louisiana	324	
New York	1,854		Oklahoma	159	
New Jersey	801		Texas	1,468	
Pennsylvania	1,192		WEST SO. CENTRAL	2,077	9.4
MIDDLE ATLANTIC	3,847	17.4	Montana	67	
Ohio	921		Idaho	73	
Indiana	384		Wyoming	13	
Illinois	929		Colorado	399	
Michigan	753		New Mexico	92	
Wisconsin	338		Arizona	454	
EAST NO. CENTRAL	3,325	15.0	Utah	151	
Minnesota	364		Nevada	142	
Iowa	140		MOUNTAIN	1,391	6.3
Missouri	437		Alaska	24	
North Dakota	28		Washington	419	
South Dakota	48		Oregon	208	
Nebraska	145		California	2,204	
Kansas	180		Hawaii	75	
WEST NO. CENTRAL	1,342	6.1	PACIFIC	2,930	13.2
Delaware	53		UNITED STATES	22,041	99.7
Maryland	529		U.S. Territories	59	
Washington, DC	109		Canada	-	
Virginia	571		Mexico	-	
West Virginia	142		Other International	-	
North Carolina	668		AP0/FPO	1	
South Carolina	248				
Georgia	619				
Florida	1,520				
SOUTH ATLANTIC	4,459	20.2			
			TOTAL QUALIFIED CIRCULATION	22,101	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/CHESTPHYSICIAN

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	49,180	35,385	30,273	0:45
September	56,654	40,271	35,068	0:39
October	67,817	48,825	43,384	0:35
November	57,719	44,567	40,405	0:33
December	81,564	62,841	56,614	0:35
January	80,699	64,298	58,478	0:32
AVERAGE:	65,605	49,364	44,037	0:36

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 1 source of circulation for a quantity of 7,130 copies or 32.3%, including 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.

John Molluso, 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

March 1, 2023

New Jersey

Essex

March 1, 2023

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.