

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 PSYCHIATRY NEWS has been a source of news and commentary about clinical developments in psychiatry as well as health care policy and regulations that affect the psychiatrist's practice since 1973. MDedge Psychiatry - Presented by Clinical Psychiatry News and Current Psychiatry, is the online destination and multimedia properties of Clinical Psychiatry News, the independent news publication for psychiatrists. MDedge Psychiatry provides specialty news coverage tailored to the needs and interests of practicing psychiatrists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a lively forum of perspectives and opinions from our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our most important partners, our readers. Clinical Psychiatry News is a member of the MDedge Network.

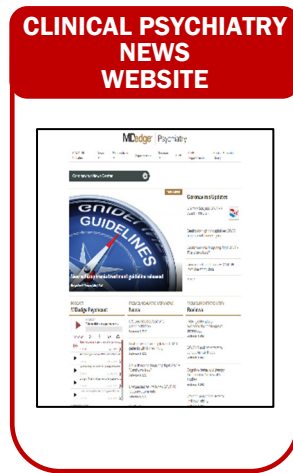
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CLINICAL PSYCHIATRY 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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL PSYCHIATRY NEWS PRINT MAGAZINE (6 issues in the period)	40,729	-	40,729
(See Paragraph 3b for Source)			
CLINICAL PSYCHIATRY NEWS WEBSITE (Note 1) (Monthly Users with 230,361 average Pageviews)	131,197	-	131,197

Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

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

FIELD SERVED

CLINICAL PSYCHIATRY NEWS serves physicians specializing in the fields of psychiatry, child psychiatry, geriatric psychiatry and addiction psychiatry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital based psychiatrists, child psychiatrists, geriatric psychiatrists and addiction psychiatrists with direct patient care responsibilities, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	241
Allocated for Trade Shows and Conventions	8
All Other	2,235
TOTAL	2,490

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	40,729	100.0	40,729	100.0	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,729	100.0	40,729	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	41,587
September	40,956
October	40,525
November	40,324
December	40,299
January	40,680

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023
This issue is 0.1% or 58 copies below the average of the other 5 issues reported in Paragraph 2.

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

Patient Care

Hospital Based Practice

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total Other Professional Activity	Osteopathic Physicians
ADP	Addiction Psychiatry	256	0.6	201	2	53	55	-	256	-	-
CHP	Psychiatry, Child	8,147	20.0	6,653	218	1,130	1,348	-	8,001	9	137
PYG	Geriatric Psychiatry	354	0.9	254	2	97	99	-	353	-	1
P	Psychiatry	31,923	78.5	21,409	166	5,311	5,477	660	27,546	1,100	3,277
TOTAL QUALIFIED CIRCULATION		40,680	100.0	28,517	388	6,591	6,979	660	36,156	1,109	3,415
PERCENT TO PHYSICIANS		100.0		70.1	1.0	16.2	17.2	1.6	88.9	2.7	8.4

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	6,127	8,309	5,972	20,408	50.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	20,272	-	-	20,272	49.8
*Association rosters and directories	20,272	-	-	20,272	49.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,399	8,309	5,972	40,680	100.0
PERCENT	64.9	20.4	14.7	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	40,680	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	40,680	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:	43,416	42,639	41,920	41,962	41,344	40,729
Qualified Non-Paid:	43,416	42,639	41,920	41,962	41,344	40,729
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	239		Kentucky	404	
New Hampshire	204		Tennessee	568	
Vermont	165		Alabama	351	
Massachusetts	1,853		Mississippi	175	
Rhode Island	241		EAST SO. CENTRAL	1,498	3.7
Connecticut	856		Arkansas	250	
NEW ENGLAND	3,558	8.7	Louisiana	437	
New York	4,361		Oklahoma	347	
New Jersey	1,358		Texas	2,496	
Pennsylvania	1,791		WEST SO. CENTRAL	3,530	8.7
MIDDLE ATLANTIC	7,510	18.5	Montana	100	
Ohio	1,208		Idaho	94	
Indiana	469		Wyoming	36	
Illinois	1,521		Colorado	661	
Michigan	1,072		New Mexico	228	
Wisconsin	588		Arizona	730	
EAST NO. CENTRAL	4,858	11.9	Utah	267	
Minnesota	607		Nevada	248	
Iowa	246		MOUNTAIN	2,364	5.8
Missouri	666		Alaska	96	
North Dakota	76		Washington	723	
South Dakota	90		Oregon	547	
Nebraska	163		California	6,015	
Kansas	289		Hawaii	232	
WEST NO. CENTRAL	2,137	5.3	PACIFIC	7,613	18.7
Delaware	105		UNITED STATES	40,680	100.0
Maryland	1,165		U.S. Territories	-	
Washington, DC	272		Canada	-	
Virginia	1,040		Mexico	-	
West Virginia	179		Other International	-	
North Carolina	1,223		APO/FPO	-	
South Carolina	527				
Georgia	957				
Florida	2,144				
SOUTH ATLANTIC	7,612	18.7			
			TOTAL QUALIFIED CIRCULATION	40,680	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/PSYCHIATRY*

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	211,416	151,880	115,721	0:50
September	227,458	158,066	124,160	0:51
October	296,714	204,731	164,510	0:45
November	229,420	146,737	128,208	0:49
December	204,170	137,147	120,374	0:42
January	212,992	152,923	134,209	0:42
AVERAGE:	230,361	158,580	131,197	0:46

August 2022 –January 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

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 2,895 copies or 7.1% to 17,377 copies or 42.7%, 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.

Dianne Reynolds, Group 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 6, 2023
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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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