

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.

Frontline Medical Communications Inc.  
283-299 Market St.  
(2 Gateway Building), 4th Floor  
Newark, NJ 07102  
Tel. No.: (973) 206-3434  
Fax No.: (973) 206-9378  
www.mdedge.com/psychiatry

**CURRENT PSYCHIATRY** is a B2B brand intended for individuals with broad-based interest in psychiatric disorders and related diseases of the central nervous system. The brand content and editorial scope of the publication includes physician-outlined articles and information that focuses on solutions to common clinical problems seen in daily practice. Current Psychiatry is a member of the MDedge Network.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**CURRENT PSYCHIATRY** 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
<b>CURRENT PSYCHIATRY PRINT MAGAZINE</b> (6 issues in the period)	46,240	-	46,240
(See Paragraph 3b for Source)			
<b>CURRENT PSYCHIATRY WEBSITE</b> (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.

**FIELD SERVED**

**CURRENT PSYCHIATRY** serves physicians and other healthcare professionals who treat psychiatric disorders and related diseases of the central nervous system.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians in the psychiatric specialties who are in direct patient care (office and hospital setting), including residents. Also included are those in other professional activities as reported in P3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	39
Advertiser and Agency	252
Allocated for Trade Shows and Conventions	33
All Other	116
<b>TOTAL</b>	<b>440</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	46,240	100.0	46,240	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,240</b>	<b>100.0</b>	<b>46,240</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2022/2023 Issues	Total Qualified
August	46,345
September	45,316
October	46,170
November	46,169
December	46,117
January	47,321

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

This issue is 2.8% or 1,298 copies above the average of the other 5 issues reported in Paragraph 2.

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

Alpha Code	Professional Classifications	Total Qualified	Percent of Total	Patient Care								Other Professional Activity	Osteopathic Physicians
				Hospital Based Practice				Medical Administration Research					
				Office Based Practice	Residents	Full-Time Hospital Staff	Semi-Retired	Teaching	Administration	Research	Other		
CHP	Psychiatry, Child	9,098	19.3	6,753	739	1,183	87	33	44	25	64	170	
PYG	Geriatric Psychiatry	1,050	2.2	722	46	250	6	4	1	1	13	7	
P	Psychiatry	33,986	71.8	20,723	5,663	3,838	694	147	247	176	209	2,289	
<b>TOTAL COPIES TO PHYSICIANS</b>		44,134	93.3	28,198	6,448	5,271	787	184	292	202	286	2,466	
<b>PERCENT TO PHYSICIANS</b>		93.3		59.6	13.6	11.2	1.7	0.4	0.6	0.4	0.6	5.2	
Advanced Practice Clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants & Certified Nurse Specialists.		3,187	6.7										
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>47,321</b>	<b>100.0</b>										

**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. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>47,321</b>	-	-	<b>47,321</b>	<b>100.0</b>
*Association rosters and directories	44,134	-	-	44,134	93.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	3,187	-	-	3,187	6.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,321</b>	<b>-</b>	<b>-</b>	<b>47,321</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	263		Kentucky	463	
New Hampshire	252		Tennessee	694	
Vermont	201		Alabama	409	
Massachusetts	2,403		Mississippi	198	
Rhode Island	344		<b>EAST SO. CENTRAL</b>	<b>1,764</b>	<b>3.7</b>
Connecticut	1,019		Arkansas	299	
<b>NEW ENGLAND</b>	<b>4,482</b>	<b>9.5</b>	Louisiana	579	
New York	5,079		Oklahoma	380	
New Jersey	1,499		Texas	3,048	
Pennsylvania	2,046		<b>WEST SO. CENTRAL</b>	<b>4,306</b>	<b>9.1</b>
<b>MIDDLE ATLANTIC</b>	<b>8,624</b>	<b>18.2</b>	Montana	107	
Ohio	1,495		Idaho	121	
Indiana	553		Wyoming	48	
Illinois	1,691		Colorado	760	
Michigan	1,232		New Mexico	292	
Wisconsin	701		Arizona	779	
<b>EAST NO. CENTRAL</b>	<b>5,672</b>	<b>12.0</b>	Utah	319	
Minnesota	810		Nevada	256	
Iowa	303		<b>MOUNTAIN</b>	<b>2,682</b>	<b>5.7</b>
Missouri	821		Alaska	95	
North Dakota	109		Washington	889	
South Dakota	108		Oregon	597	
Nebraska	207		California	6,389	
Kansas	339		Hawaii	256	
<b>WEST NO. CENTRAL</b>	<b>2,697</b>	<b>5.7</b>	<b>PACIFIC</b>	<b>8,226</b>	<b>17.4</b>
Delaware	129		<b>UNITED STATES</b>	<b>47,321</b>	<b>100.0</b>
Maryland	1,289		U.S. Territories	-	
Washington, DC	335		Canada	-	
Virginia	1,195		Mexico	-	
West Virginia	226		Other International	-	
North Carolina	1,493		APO/FPO	-	
South Carolina	597				
Georgia	1,177				
Florida	2,427				
<b>SOUTH ATLANTIC</b>	<b>8,868</b>	<b>18.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,321</b>	<b>100.0</b>

\*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
<b>AVERAGE:</b>	<b>230,361</b>	<b>158,580</b>	<b>131,197</b>	<b>0:46</b>

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 2,466 copies or 5.2 % to 41,668 copies or 88.1%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 3,187 copies or 6.7%, 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.

Sharon Finch, SVP/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 15, 2023
State	New Jersey
County	Essex
Received by BPA Worldwide	March 15, 2023
Type	BD
ID Number	C577BRD22

#### 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.