

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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GI & HEPATOLOGY NEWS is a B2B brand intended for individuals with broad-based interest in gastroenterology. The brand content and editorial scope of the publication includes independent reporting focusing on impacting the way gastroenterologists practice medicine and news from the AGA Institute.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

GI & HEPATOLOGY 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

GI & HEPATOLOGY NEWS PRINT MAGAZINE



GI & HEPATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GI & HEPATOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	19,549	-	19,549
(See Paragraph 3b for Source)			
GI & HEPATOLOGY NEWS WEBSITE (Monthly Users with 42,507 average Pageviews)	27,244	-	27,244

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

FIELD SERVED

GI & HEPATOLOGY NEWS serves members of the AGA Institute and physicians in the specialties of gastroenterology and hepatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the AGA Institute, office and hospital based physicians, residents and osteopaths specializing in gastroenterology and hepatology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	245
Allocated for Trade Shows and Conventions	8
All Other	144
TOTAL	399

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,324	47.7	9,324	47.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	10,225	52.3	10,225	52.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,549	100.0	19,549	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	19,441
September	19,446
October	19,445
November	19,543
December	19,581
January	19,835

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

This issue is 1.8% or 344 copies above the average of the other 5 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Hospital Based Practice			Total (Hospital Based)	Total (Patient Care)	Osteopaths	AGA Members
			Office Based Practice	Residents	Full Time Hospital Staff				
GE Gastroenterology	9,377	47.3	7,408	797	700	1,497	8,905	472	-
HEP Hepatology	64	0.3	47	-	17	17	64	-	-
Members of the AGA Institute	10,394	52.4	-	-	-	-	-	-	10,394
TOTAL QUALIFIED CIRCULATION	19,835	100.0	7,455	797	717	1,514	8,969	472	10,394
PERCENT	100.0		37.6	4.0	3.6	7.6	45.2	2.4	52.4

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:	10,394	-	-	10,394	52.4
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,441	-	-	9,441	47.6
*Association rosters and directories	9,441	-	-	9,441	47.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,835	-	-	19,835	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	19,835	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	19,835	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	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:	19,130	19,714	19,308	19,726	19,292	19,549
Qualified Non-Paid:	19,130	19,714	19,308	19,726	19,292	19,549
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: February 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	54		Kentucky	222	
New Hampshire	83		Tennessee	383	
Vermont	30		Alabama	214	
Massachusetts	776		Mississippi	119	
Rhode Island	97		EAST SO. CENTRAL	938	4.7
Connecticut	377		Arkansas	109	
NEW ENGLAND	1,417	7.1	Louisiana	261	
New York	1,855		Oklahoma	144	
New Jersey	739		Texas	1,402	
Pennsylvania	1,074		WEST SO. CENTRAL	1,916	9.7
MIDDLE ATLANTIC	3,668	18.5	Montana	34	
Ohio	742		Idaho	55	
Indiana	296		Wyoming	13	
Illinois	812		Colorado	301	
Michigan	554		New Mexico	94	
Wisconsin	275		Arizona	404	
EAST NO. CENTRAL	2,679	13.5	Utah	136	
Minnesota	402		Nevada	124	
Iowa	118		MOUNTAIN	1,161	5.9
Missouri	376		Alaska	14	
North Dakota	20		Washington	398	
South Dakota	31		Oregon	212	
Nebraska	108		California	2,239	
Kansas	121		Hawaii	65	
WEST NO. CENTRAL	1,176	5.9	PACIFIC	2,928	14.8
Delaware	42		UNITED STATES	19,835	100.0
Maryland	542		U.S. Territories	-	
Washington, DC	75		Canada	-	
Virginia	477		Mexico	-	
West Virginia	95		Other International	-	
North Carolina	654		APO/FPO	-	
South Carolina	224				
Georgia	489				
Florida	1,354				
SOUTH ATLANTIC	3,952	19.9			
			TOTAL QUALIFIED CIRCULATION	19,835	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MEDGE.COM/GIHEPNEWS

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	38,003	24,250	21,285	1:05
September	34,766	24,271	21,349	0:55
October	43,713	30,281	26,976	0:51
November	42,833	30,238	27,035	0:49
December	45,184	33,083	30,250	0:42
January	50,544	38,679	36,571	0:32
AVERAGE:	42,507	30,133	27,244	0:49

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 9,441 copies or 47.6%, 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.

Cheryl Wall, 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	March 9, 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.