

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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FAMILY PRACTICE NEWS is an independent news source that provides the family physician with timely and relevant news and commentary about clinical developments in the field and about the impact of health care policy on the specialty and the physician's practice. MDedge Family Medicine - Presented by The Journal of Family Practice and Family Practice News provides medical specialty news coverage tailored to the needs and interests of practicing family physicians. Our staff of medical journalists 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 forum of perspectives and opinions from our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. 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. Family Practice News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

FAMILY PRACTICE 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

FAMILY PRACTICE NEWS PRINT MAGAZINE



FAMILY PRACTICE NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FAMILY PRACTICE NEWS PRINT MAGAZINE (6 issues in the period)	94,615	-	94,615
(See Paragraph 3b for Source)			
FAMILY PRACTICE NEWS WEBSITE (Note 1) (Monthly Users with 434,018 average Pageviews)	287,546	-	287,546

Note 1: Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice.

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

FAMILY PRACTICE NEWS serves the family physician and general practitioner.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital-based family physicians and general practitioners with direct patient care responsibilities, and others as noted in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	390
Allocated for Trade Shows and Conventions	-
All Other	328
TOTAL	725

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	94,615	100.0	94,615	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	94,615	100.0	94,615	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	90,771
September	90,462
October	90,732
November	98,679
December	98,755
January/February	98,288

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

This issue is 4.7% or 4,408 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	Patient Care							
			Hospital Based Practice				Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopathic Physicians
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)				
FM/FP Family Medicine/Family Practice	96,525	98.2	70,525	6,609	3,230	9,839	510	80,874	428	15,223
GP General Practice	1,763	1.8	1,441	-	96	96	199	1,736	1	26
TOTAL QUALIFIED CIRCULATION	98,288	100.0	71,966	6,609	3,326	9,935	709	82,610	429	15,249
PERCENT TO PHYSICIANS	100.0		73.2	6.7	3.4	10.1	0.7	84.0	0.5	15.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 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. TOTAL - Sources other than above (listed alphabetically):	98,288	-	-	98,288	100.0
*Association rosters and directories	98,288	-	-	98,288	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	98,288	-	-	98,288	100.0
PERCENT	100.0	-	-	100.0	100.0

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	98,288	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	98,288	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:	104,091	103,706	103,253	105,850	99,249	94,615
Qualified Non-Paid:	104,091	103,706	103,253	105,850	99,249	94,615
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/FEBRUARY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	623		Kentucky	1,267	
New Hampshire	462		Tennessee	1,906	
Vermont	298		Alabama	1,443	
Massachusetts	1,434		Mississippi	746	
Rhode Island	291		EAST SO. CENTRAL	5,362	5.5
Connecticut	607		Arkansas	1,280	
NEW ENGLAND	3,715	3.8	Louisiana	1,358	
New York	4,085		Oklahoma	1,309	
New Jersey	1,937		Texas	7,761	
Pennsylvania	4,340		WEST SO. CENTRAL	11,708	11.9
MIDDLE ATLANTIC	10,362	10.6	Montana	436	
Ohio	3,471		Idaho	711	
Indiana	2,325		Wyoming	223	
Illinois	3,910		Colorado	2,152	
Michigan	3,583		New Mexico	709	
Wisconsin	2,278		Arizona	1,813	
EAST NO. CENTRAL	15,567	15.8	Utah	882	
Minnesota	2,520		Nevada	726	
Iowa	1,313		MOUNTAIN	7,652	7.8
Missouri	1,752		Alaska	341	
North Dakota	380		Washington	3,008	
South Dakota	378		Oregon	1,596	
Nebraska	822		California	11,904	
Kansas	1,237		Hawaii	391	
WEST NO. CENTRAL	8,402	8.5	PACIFIC	17,240	17.5
Delaware	303		UNITED STATES	98,288	100.0
Maryland	1,253		U.S. Territories	-	
Washington, DC	152		Canada	-	
Virginia	2,504		Mexico	-	
West Virginia	778		Other International	-	
North Carolina	2,924		APO/FPO	-	
South Carolina	1,692				
Georgia	2,615		TOTAL QUALIFIED CIRCULATION	98,288	100.0
Florida	6,059				
SOUTH ATLANTIC	18,280	18.6			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/FAMILYMEDICINE*

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	345,168	252,839	215,297	0:39
September	365,540	266,536	235,550	0:35
October	490,029	369,118	322,994	0:33
November	465,482	351,540	312,986	0:31
December	455,361	339,279	306,869	0:32
January	482,531	365,306	331,585	0:30
AVERAGE:	434,018	324,103	287,546	0:33

August 2022 – January 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.
*Shared media channel - www.mdedge.com/familymedicine - serving Family Practice News and The Journal of Family Practice.

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:

CHANGE IN FREQUENCY:

Effective with the January/February 2023 issue, FAMILY PRACTICE NEWS changed its frequency from 12 to 10 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 15,249 copies or 15.5% to 83,039 copies or 84.5%, 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.

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.

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County Essex

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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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