

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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INTERNAL MEDICINE NEWS has provided news and commentary about clinical developments in internal medicine as well as health care policy and regulations that affect the physician's practice since 1968. MDedge Internal Medicine is the online destination and multimedia properties of Internal Medicine News, the independent news publication for internal medicine specialists.

Our Mission

MDedge Internal Medicine - presented by Internal Medicine News, provides medical specialty news coverage tailored to the needs and interests of practicing internal medicine specialists. Our staff of medical journalists provides news that is fair, balanced, and accurate. We adhere to the policies of fact verification and disclosures of conflict of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in 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 readers. Internal Medicine News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

INTERNAL MEDICINE 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

INTERNAL MEDICINE NEWS PRINT MAGAZINE



INTERNAL MEDICINE NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INTERNAL MEDICINE NEWS PRINT MAGAZINE (6 issues in the period)	94,714	-	94,714
(See Paragraph 3b for Source)			
INTERNAL MEDICINE NEWS WEBSITE (Monthly Users with 325,364 average Pageviews)	148,042	-	148,042

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

INTERNAL MEDICINE NEWS serves Internal Medicine, Cardiovascular Disease, Gastroenterology, IM-Geriatrics and patient-care specialists in Diabetology, Endocrinology, Infectious Disease, Nephrology, Pulmonary Disease, and Rheumatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are internists, cardiologists, gastroenterologists, IM-geriatrics and specialists in diabetology, endocrinology, infectious disease, nephrology, pulmonary disease and rheumatology in office and hospital based practice as well as residents and others as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	13
Advertiser and Agency	397
Allocated for Trade Shows and Conventions	-
All Other	61
TOTAL	471

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	94,714	100.0	94,714	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	94,714	100.0	94,714	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	90,719
September	90,723
October	90,757
November	98,589
December	98,808
January	98,689

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

This issue is 5.1% or 4,770 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO											
Professional Classification		Patient Care									
		Hospital Based					Total (Patient Care) Total (Other Professional Activity)				
		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)	Osteopaths
CD	Cardiovascular Diseases	1,700	1.7	1,345	55	209	264	61	1,670	20	10
DIA	Diabetes	14	-	11	-	1	1	1	13	1	-
END	Endocrinology	433	0.4	369	17	26	43	12	424	9	-
GE	Gastroenterology	1,118	1.1	936	45	76	121	27	1,084	19	15
ID	Infectious Disease	498	0.5	375	16	77	93	9	477	21	-
IM	Internal Medicine	89,763	91.1	66,520	2,593	13,933	16,526	-	83,046	-	6,717
IMG	Internal Medicine, Geriatrics	3,472	3.5	2,899	7	481	488	-	3,387	-	85
NEP	Nephrology	786	0.8	669	16	60	76	19	764	19	3
PUD	Pulmonary Diseases	301	0.3	238	3	38	41	20	299	2	-
RHU	Rheumatology	604	0.6	522	11	42	53	20	595	8	1
Total Copies to Physicians		98,689	100.0	73,884	2,763	14,943	17,706	169	91,759	99	6,831
Percent to Physicians		100.0		74.9	2.8	15.1	17.9	0.2	93.0	0.1	6.9
TOTAL QUALIFIED CIRCULATION		98,689	100.0	73,884	2,763	14,943	17,706	169	91,759	99	6,831

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. TOTAL - Sources other than above (listed alphabetically):	98,689	-	-	98,689	100.0
* Association rosters and directories	98,689	-	-	98,689	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	98,689	-	-	98,689	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	98,689	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	98,689	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data February - July 2020	Audited Data August 2020 - January 2021	Audited Data February - July 2021	Audited Data August 2021 - January 2022	Circulation Claim February - July 2022*	Circulation Claim August 2022 - January 2023*
Total Audit Average Qualified:	113,714	111,403	108,569	112,067	100,855	94,714
Qualified Non-Paid:	113,714	111,403	108,569	112,067	100,855	94,714
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	424		Kentucky	987	
New Hampshire	443		Tennessee	1,862	
Vermont	220		Alabama	1,173	
Massachusetts	3,751		Mississippi	588	
Rhode Island	535		EAST SO. CENTRAL	4,610	4.7
Connecticut	1,776		Arkansas	505	
NEW ENGLAND	7,149	7.2	Louisiana	1,251	
New York	8,669		Oklahoma	661	
New Jersey	3,720		Texas	6,644	
Pennsylvania	4,183		WEST SO. CENTRAL	9,061	9.2
MIDDLE ATLANTIC	16,572	16.8	Montana	231	
Ohio	3,474		Idaho	246	
Indiana	1,383		Wyoming	83	
Illinois	4,322		Colorado	1,427	
Michigan	3,046		New Mexico	421	
Wisconsin	1,408		Arizona	1,927	
EAST NO. CENTRAL	13,633	13.8	Utah	488	
Minnesota	1,377		Nevada	814	
Iowa	517		MOUNTAIN	5,637	5.7
Missouri	1,603		Alaska	113	
North Dakota	166		Washington	1,878	
South Dakota	216		Oregon	1,298	
Nebraska	428		California	12,960	
Kansas	582		Hawaii	533	
WEST NO. CENTRAL	4,889	5.0	PACIFIC	16,782	17.0
Delaware	258		UNITED STATES	98,689	100.0
Maryland	2,730		U.S. Territories	-	
Washington, DC	449		Canada	-	
Virginia	2,509		Mexico	-	
West Virginia	423		Other International	-	
North Carolina	2,738		APO/FPO	-	
South Carolina	1,127				
Georgia	2,975		TOTAL QUALIFIED CIRCULATION	98,689	100.0
Florida	7,147				
SOUTH ATLANTIC	20,356	20.6			

***See Additional Data**

WEBSITE CHANNEL

WWW.MDEdge.COM/INTERNALMEDICINE

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	269,436	153,606	105,492	1:05
September	212,995	114,693	85,244	1:02
October	338,329	212,753	148,874	0:52
November	292,639	189,351	147,567	0:48
December	435,268	274,826	204,083	0:50
January	403,517	276,632	196,994	0:52
AVERAGE:	325,364	203,643	148,042	0:54

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 2 sources of circulation for quantities of 6,831 copies or 6.9% to 91,858 copies or 93.1%, 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.

Date signed	March 15, 2023
State	New Jersey
County	Essex
Received by BPA Worldwide	March 15, 2023
Type	BD
ID Number	IO70BRD22

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.