

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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**THE JOURNAL OF FAMILY PRACTICE** is a B2B brand intended for individuals with broad-based interests in the Family Practice specialty. The brand content and editorial scope of the publication includes peer-reviewed and indexed articles, plus other features on current practice recommendations for diagnosis and treatment of common medical problems. The Journal of Family Practice is a member of the MDedge Network.

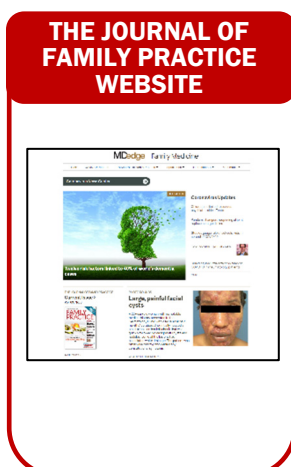
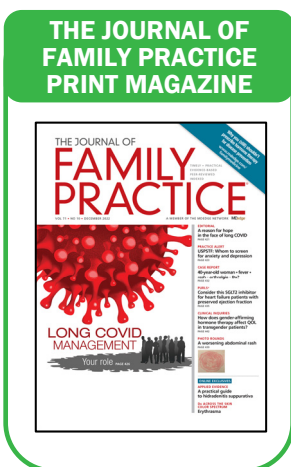
**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**THE JOURNAL OF FAMILY PRACTICE** 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>THE JOURNAL OF FAMILY PRACTICE PRINT MAGAZINE</b> (5 issues in the period)	103,913	-	103,913
(See Paragraph 3b for Source)			
<b>THE JOURNAL OF FAMILY PRACTICE WEBSITE</b> (Note 1) (Monthly Users with 434,018 average Pageviews)	287,546	-	287,546

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

**FIELD SERVED**

**THE JOURNAL OF FAMILY PRACTICE** primarily serves Family Practice Physicians, Family Medicine Physicians, General Practitioners, and Osteopathic Physicians.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are family practice physicians, family medicine physicians and general practice physicians engaged in office-based practice, hospital-based practice and teaching. Also qualified are osteopathic physicians in cardiology and internal medicine.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	76
Advertiser and Agency	390
Allocated for Trade Shows and Conventions	-
All Other	70
<b>TOTAL</b>	<b>536</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	103,913	100.0	103,913	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>103,913</b>	<b>100.0</b>	<b>103,913</b>	<b>100.0</b>	-	-

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

2022/2023 Issues	Total Qualified
September	103,048
October	103,823
November	104,203
December	103,851
January/February	104,640

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2023**  
 This issue is 0.9% or 909 copies above the average of the other 4 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent of Total	Major Professional Activity												
			Patient Care							Total (Patient Care) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)	Osteopathic Physicians Other
			Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired								
FP Family Practice	1,565	1.5	4	1,561	-	1,561	-	1,565	-	-	-	-	-	-	
FM Family Medicine	100,132	95.7	69,624	6,002	5,888	11,890	512	82,026	437	361	14,246	2,767	295		
GP General Practice	2,830	2.7	2,189	1	189	190	164	2,543	-	20	225	40	2		
CD Cardiovascular Diseases	7	-	-	-	-	-	-	-	-	-	5	1	1		
IM Internal Medicine	106	0.1	-	-	-	-	-	-	-	-	83	14	9		
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,640</b>	<b>100.0</b>	<b>71,817</b>	<b>7,564</b>	<b>6,077</b>	<b>13,641</b>	<b>676</b>	<b>86,134</b>	<b>437</b>	<b>381</b>	<b>14,559</b>	<b>2,822</b>	<b>307</b>		
<b>PERCENT</b>	<b>100.0</b>		<b>68.6</b>	<b>7.2</b>	<b>5.8</b>	<b>13.0</b>	<b>0.7</b>	<b>82.3</b>	<b>0.4</b>	<b>0.4</b>	<b>13.9</b>	<b>2.7</b>	<b>0.3</b>		

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> - Direct Request:	<b>17,777</b>	<b>19,536</b>	<b>15,363</b>	<b>52,676</b>	<b>50.3</b>
a. Written	3,971	5,561	2,277	11,809	11.3
b. Telecommunication	13,806	13,975	13,071	40,852	39.0
c. Electronic	-	-	15	15	-
II. <b>TOTAL</b> - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL</b> - Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>51,964</b>	-	-	<b>51,964</b>	<b>49.7</b>
*Association rosters and directories	51,964	-	-	51,964	49.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>69,741</b>	<b>19,536</b>	<b>15,363</b>	<b>104,640</b>	<b>100.0</b>
<b>PERCENT</b>	<b>66.6</b>	<b>18.7</b>	<b>14.7</b>	<b>100.0</b>	

\*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	104,640	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,640</b>	<b>100.0</b>

**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:	104,410	104,000	103,376	105,583	104,085	103,913
Qualified Non-Paid:	104,410	104,000	103,376	105,583	104,085	103,913
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	686		Kentucky	1,361	
New Hampshire	478		Tennessee	2,015	
Vermont	309		Alabama	1,505	
Massachusetts	1,510		Mississippi	806	
Rhode Island	307		<b>EAST SO. CENTRAL</b>	<b>5,687</b>	<b>5.4</b>
Connecticut	633		Arkansas	1,351	
<b>NEW ENGLAND</b>	<b>3,923</b>	<b>3.7</b>	Louisiana	1,447	
New York	4,422		Oklahoma	1,418	
New Jersey	2,096		Texas	8,109	
Pennsylvania	4,694		<b>WEST SO. CENTRAL</b>	<b>12,325</b>	<b>11.8</b>
<b>MIDDLE ATLANTIC</b>	<b>11,212</b>	<b>10.7</b>	Montana	487	
Ohio	3,761		Idaho	762	
Indiana	2,449		Wyoming	243	
Illinois	4,193		Colorado	2,261	
Michigan	3,876		New Mexico	772	
Wisconsin	2,356		Arizona	1,938	
<b>EAST NO. CENTRAL</b>	<b>16,635</b>	<b>15.9</b>	Utah	923	
Minnesota	2,611		Nevada	775	
Iowa	1,422		<b>MOUNTAIN</b>	<b>8,161</b>	<b>7.8</b>
Missouri	1,867		Alaska	370	
North Dakota	411		Washington	3,181	
South Dakota	406		Oregon	1,672	
Nebraska	838		California	12,634	
Kansas	1,291		Hawaii	431	
<b>WEST NO. CENTRAL</b>	<b>8,846</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>18,288</b>	<b>17.5</b>
Delaware	323		<b>UNITED STATES</b>	<b>104,640</b>	<b>100.0</b>
Maryland	1,327		U.S. Territories	-	
Washington, DC	167		Canada	-	
Virginia	2,646		Mexico	-	
West Virginia	861		Other International	-	
North Carolina	3,121		APO/FPO	-	
South Carolina	1,808				
Georgia	2,769				
Florida	6,541				
<b>SOUTH ATLANTIC</b>	<b>19,563</b>	<b>18.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>104,640</b>	<b>100.0</b>

\*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
<b>AVERAGE:</b>	<b>434,018</b>	<b>324,103</b>	<b>287,546</b>	<b>0:33</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/familymedicine - serving The Journal of Family Practice and Family Practice News.

## 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 15,319 copies or 14.7% to 36,645 copies or 35.0%, including American Medical Association and American Osteopathic 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.

Geoff Watkins, 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 16, 2023

State

New Jersey

County

Essex

Received by BPA Worldwide

March 16, 2023

Type

BJ

ID Number

J016BRD22

### 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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