

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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**OBG MANAGEMENT** is a B2B brand intended for individuals with broad-based interests in obstetrics and gynecology. The brand content and editorial scope of the publication includes relevant clinical and timely practice management information, as well as in-depth analysis of diagnostic and treatment approaches. OBG Management is a member of the MDedge Network.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**OBG MANAGEMENT** 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

**OBG MANAGEMENT PRINT MAGAZINE**



**OBG MANAGEMENT WEBSITE**



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>OBG MANAGEMENT PRINT MAGAZINE</b> (6 issues in the period)	47,607	-	47,607
(See Paragraph 3b for Source)			
<b>OBG MANAGEMENT WEBSITE</b> (Monthly Users with 205,346 average Pageviews)	130,962	-	130,962

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

**FIELD SERVED**

**OBG MANAGEMENT** serves office and hospital based medical and osteopathic physicians, nurse practitioners, physician assistants, and certified nurse midwives in direct patient care and in other professional activities in the United States.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are office-based and hospital-based physicians who practice direct patient care in Obstetrics and Gynecology, Obstetrics only, Gynecology only, Gynecology Oncology, Reproductive Endocrinology, Maternal & Fetal Medicine, Female Pelvic Medicine and Reconstructive Surgery, Osteopathy, and other physician specialties allied to the field, as well as semi-retired physicians, residents, and fellows in Obstetrics & Gynecology. Also qualified are Nurse Practitioners, Physician Assistants and Certified Nurse Midwives.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	480
Allocated for Trade Shows and Conventions	25
All Other	83
<b>TOTAL</b>	<b>593</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,607	100.0	47,607	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,607</b>	<b>100.0</b>	<b>47,607</b>	<b>100.0</b>	-	-

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

2022/2023 Issues	Total Qualified
August	47,844
September	47,044
October	47,539
November	47,744
December	47,603
January	47,870

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023**  
This issue is 0.7% or 315 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					
				Patient Care			Other Professional Activity		
				Hospital Based Practice			Semi-Retired	Osteopathic Physicians	
Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)							
FPR	Female Pelvic Medicine & Reconstructive Surgery	427	0.9	268	127	29	-	3	-
GO	Gynecological Oncology	289	0.6	203	4	64	6	11	1
GYN	Gynecology	1,606	3.3	1,284	-	111	104	17	90
MFM	Maternal & Fetal Medicine	466	1.0	305	16	103	9	28	5
OBS	Obstetrics	132	0.3	94	-	18	4	3	13
OBG	Obstetrics & Gynecology	40,894	85.4	29,368	4,597	3,296	305	312	3,016
REN	Reproductive Endocrinology	454	0.9	391	2	28	13	18	2
	Other Physician Specialties	561	1.2	420	10	91	14	21	5
<b>TOTAL COPIES TO PHYSICIANS</b>		<b>44,829</b>	<b>93.6</b>	<b>32,333</b>	<b>4,756</b>	<b>3,740</b>	<b>455</b>	<b>413</b>	<b>3,132</b>
<b>PERCENT TO PHYSICIANS</b>		<b>93.6</b>		<b>67.5</b>	<b>9.9</b>	<b>7.8</b>	<b>1.0</b>	<b>0.9</b>	<b>6.5</b>
	Nurse Practitioners/Physician Assistants	3,000	6.3						
	Certified Nurse Midwives	41	0.1						
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>47,870</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 year	3 year		
<b>I. TOTAL - Direct Request:</b>	<b>10,659</b>	<b>10,586</b>	<b>3,528</b>	<b>24,773</b>	<b>51.7</b>
a. Written	2,983	3,677	1,007	7,667	16.0
b. Telecommunication	7,676	6,909	2,515	17,100	35.7
c. Electronic	-	-	6	6	-
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
<b>IV. TOTAL - Communication (other than request):</b>	<b>1</b>	-	-	<b>1</b>	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	1	-	-	1	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>23,096</b>	-	-	<b>23,096</b>	<b>48.3</b>
*Association rosters and directories	20,735	-	-	20,735	43.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,361	-	-	2,361	5.0
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,756</b>	<b>10,586</b>	<b>3,528</b>	<b>47,870</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.5</b>	<b>22.1</b>	<b>7.4</b>	<b>100.0</b>	

\*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	47,870	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>47,870</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	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:	48,694	48,731	48,656	48,901	48,081	47,607
Qualified Non-Paid:	48,694	48,731	48,656	48,901	48,081	47,607
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	196		Kentucky	581	
New Hampshire	207		Tennessee	982	
Vermont	129		Alabama	603	
Massachusetts	1,239		Mississippi	352	
Rhode Island	229		<b>EAST SO. CENTRAL</b>	<b>2,518</b>	<b>5.3</b>
Connecticut	756		Arkansas	303	
<b>NEW ENGLAND</b>	<b>2,756</b>	<b>5.8</b>	Louisiana	773	
New York	3,750		Oklahoma	440	
New Jersey	1,601		Texas	3,679	
Pennsylvania	1,994		<b>WEST SO. CENTRAL</b>	<b>5,195</b>	<b>10.9</b>
<b>MIDDLE ATLANTIC</b>	<b>7,345</b>	<b>15.3</b>	Montana	139	
Ohio	1,751		Idaho	178	
Indiana	805		Wyoming	63	
Illinois	1,898		Colorado	888	
Michigan	1,542		New Mexico	262	
Wisconsin	770		Arizona	911	
<b>EAST NO. CENTRAL</b>	<b>6,766</b>	<b>14.1</b>	Utah	353	
Minnesota	742		Nevada	343	
Iowa	311		<b>MOUNTAIN</b>	<b>3,137</b>	<b>6.5</b>
Missouri	809		Alaska	107	
North Dakota	84		Washington	891	
South Dakota	96		Oregon	645	
Nebraska	265		California	5,663	
Kansas	363		Hawaii	243	
<b>WEST NO. CENTRAL</b>	<b>2,670</b>	<b>5.6</b>	<b>PACIFIC</b>	<b>7,549</b>	<b>15.8</b>
Delaware	141		<b>UNITED STATES</b>	<b>47,870</b>	<b>100.0</b>
Maryland	1,173		U.S. Territories	-	
Washington, DC	232		Canada	-	
Virginia	1,313		Mexico	-	
West Virginia	228		Other International	-	
North Carolina	1,523		APO/FPO	-	
South Carolina	701				
Georgia	1,583				
Florida	3,040				
<b>SOUTH ATLANTIC</b>	<b>9,934</b>	<b>20.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>47,870</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEEDGE.COM/OBGYN

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	178,623	121,926	105,670	0:45
September	182,975	128,279	110,220	0:44
October	203,982	145,872	125,112	0:43
November	234,740	171,733	149,216	0:40
December	206,123	148,253	133,297	0:35
January	225,634	175,262	162,258	0:29
<b>AVERAGE:</b>	<b>205,346</b>	<b>148,554</b>	<b>130,962</b>	<b>0:39</b>

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 2,339 copies or 4.9% to 18,396 copies or 38.4%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,361 copies or 5.0%, 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.

Dianne Reynolds, 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 0004BRD22

### 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.

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