

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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**PEDIATRIC NEWS** provides the practicing pediatrician with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Pediatric News is published monthly and circulates to specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Pediatrics - Presented by Pediatric News (MDedge.com/pediatrics), provides news and views that matter to physicians in a timely and interactive format. Daily news coverage, in addition to the stories from the print publication, provide physicians with immediate information through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Pediatrics helps physicians to stay current, save time, and gain perspective. Pediatric News is a member of the MDedge Network.

### MAGAZINE CHANNEL FORMAT – PRINT ISSUES

**PEDIATRIC 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

### PEDIATRIC NEWS PRINT MAGAZINE



### PEDIATRIC NEWS WEBSITE



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PEDIATRIC NEWS PRINT MAGAZINE</b> (6 issues in the period)	58,937	-	58,937
(See Paragraph 3b for Source)			
<b>PEDIATRIC NEWS WEBSITE</b> (Monthly Users with 77,371 average Pageviews)	49,808	-	49,808

**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**

**PEDIATRIC NEWS** serves the pediatric physician, pediatric infectious disease physician and pediatric nurse practitioners.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	267
Allocated for Trade Shows and Conventions	17
All Other	55
<b>TOTAL</b>	<b>348</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	58,937	100.0	58,937	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>58,937</b>	<b>100.0</b>	<b>58,937</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2022/2023 Issues	Total Qualified
August	59,972
September	58,569
October	58,612
November	58,416
December	58,429
January	59,623

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

This issue is 1.4% or 823 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					Total (Other Professional Activity)	Osteopaths			
				Office Based Practice	Hospital Based Practice		Semi-Retired	Total (Patient Care)		Office Based Practice	Hospital Based Practice	Other Practice	
					Residents	Full-Time Hospital Staff	Total (Hospital Based)						
PD	Pediatrics	57,516	96.5	41,884	5,199	5,690	10,889	321	53,094	409	2,595	1,355	63
PDI	Pediatrics, Infectious Disease	861	1.4	528	160	151	311	-	839	18	3	-	1
Total Copies to Physicians		58,377	97.9	42,412	5,359	5,841	11,200	321	53,933	427	2,598	1,355	64
Percent to Physicians		97.9											
	Pediatric Nurse Practitioners	1,246	2.1										
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>59,623</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 Years	3 Years		
I. Direct Request:	<b>10,720</b>	<b>15,316</b>	<b>4,078</b>	<b>30,114</b>	<b>50.5</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>29,509</b>	-	-	<b>29,509</b>	<b>49.5</b>
*Association rosters and directories	29,509	-	-	29,509	49.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,229</b>	<b>15,316</b>	<b>4,078</b>	<b>59,623</b>	<b>100.0</b>
<b>PERCENT</b>	<b>67.5</b>	<b>25.7</b>	<b>6.8</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	59,623	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>59,623</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:	61,133	59,393	59,387	61,489	60,073	58,937
Qualified Non-Paid:	61,133	59,393	59,387	61,489	60,073	58,937
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	254		Kentucky	696	
New Hampshire	255		Tennessee	1,135	
Vermont	169		Alabama	730	
Massachusetts	1,984		Mississippi	343	
Rhode Island	298		<b>EAST SO. CENTRAL</b>	<b>2,904</b>	<b>4.9</b>
Connecticut	870		Arkansas	389	
<b>NEW ENGLAND</b>	<b>3,830</b>	<b>6.4</b>	Louisiana	860	
New York	5,241		Oklahoma	479	
New Jersey	2,262		Texas	4,518	
Pennsylvania	2,422		<b>WEST SO. CENTRAL</b>	<b>6,246</b>	<b>10.5</b>
<b>MIDDLE ATLANTIC</b>	<b>9,925</b>	<b>16.6</b>	Montana	107	
Ohio	2,261		Idaho	176	
Indiana	897		Wyoming	60	
Illinois	2,270		Colorado	980	
Michigan	1,660		New Mexico	325	
Wisconsin	909		Arizona	1,045	
<b>EAST NO. CENTRAL</b>	<b>7,997</b>	<b>13.4</b>	Utah	510	
Minnesota	899		Nevada	298	
Iowa	422		<b>MOUNTAIN</b>	<b>3,501</b>	<b>5.9</b>
Missouri	1,152		Alaska	121	
North Dakota	82		Washington	1,205	
South Dakota	94		Oregon	726	
Nebraska	286		California	7,597	
Kansas	406		Hawaii	285	
<b>WEST NO. CENTRAL</b>	<b>3,341</b>	<b>5.6</b>	<b>PACIFIC</b>	<b>9,934</b>	<b>16.7</b>
Delaware	230		<b>UNITED STATES</b>	<b>59,622</b>	<b>100.0</b>
Maryland	1,428		U.S. Territories	1	
Washington, DC	407		Canada	-	
Virginia	1,603		Mexico	-	
West Virginia	273		Other International	-	
North Carolina	1,776		APO/FPO	-	
South Carolina	808				
Georgia	1,846		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,623</b>	<b>100.0</b>
Florida	3,573				
<b>SOUTH ATLANTIC</b>	<b>11,944</b>	<b>20.0</b>			

\*See Additional Data

# WEBSITE CHANNEL

## WWW.MDEDGE.COM/PEDIATRICS

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	68,141	46,800	39,428	0:37
September	53,816	37,217	33,306	0:32
October	81,982	57,805	50,868	0:39
November	83,787	59,155	53,803	0:33
December	86,452	63,157	57,639	0:28
January	90,052	70,428	63,807	0:27
<b>AVERAGE:</b>	<b>77,371</b>	<b>55,760</b>	<b>49,808</b>	<b>0:32</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 3,383 copies or 5.7% to 26,126 copies or 43.8%, 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.

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 14, 2023

State New Jersey

County Essex

Received by BPA Worldwide March 14, 2023

Type BD

ID Number P031BRD22

#### 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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