

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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RHEUMATOLOGY NEWS provides the practicing rheumatologist with breaking news, on-site medical meeting coverage, and commentary – in a clear, concise, accessible format – that can be used daily in practice. Rheumatology News is published semi-monthly (except for January, February, June, July, August, and December when published once a month) and circulates to rheumatologists and selected internists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge.com/rheumatology, the online destination of Rheumatology News, provides news and views that matter to physicians in a timely and interactive format. With daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Rheumatology - presented by Rheumatology News helps physicians to stay current, save time, and gain perspective. Rheumatology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

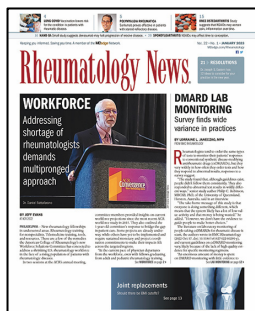
RHEUMATOLOGY NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

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

RHEUMATOLOGY NEWS PRINT MAGAZINE



RHEUMATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
RHEUMATOLOGY NEWS PRINT MAGAZINE (9 issues in the period)	8,635	-	8,635
(See Paragraph 3b for Source)			
RHEUMATOLOGY NEWS WEBSITE (Monthly Users with 84,954 average Pageviews)	55,615	-	55,615

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

FIELD SERVED

RHEUMATOLOGY NEWS serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine. Also served are rheumatologic nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are rheumatologists, pediatric rheumatologists, internists, internists with a secondary in rheumatology, and rheumatologic nurse practitioners and physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	203
Allocated for Trade Shows and Conventions	6
All Other	567
TOTAL	779

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,635	100.0	8,635	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,635	100.0	8,635	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	8,520
September 1	8,566
September 15	8,613
October 1	8,640
October 15	8,645
November 1	8,673
November 15	8,670
December	8,676
January	8,713

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

This issue is 1.0% or 88 copies above the average of the other 8 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity								Total (Other Professional Activity)	Osteopaths
			Hospital-Based Practice						Patient Care			
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi- Retired	Total (Patient Care)				
RHU Rheumatology	6,427	73.8	4,273	351	529	880	106	5,259	941	227		
PPR Pediatrics, Rheumatology	418	4.8	213	-	67	67	2	282	129	7		
IM Internal Medicine	918	10.5	852	-	62	62	3	917	1	-		
IMR Internal Medicine, Secondary in Rheumatology	291	3.3	184	-	30	30	20	234	57	-		
Total Copies to Physicians	8,054	92.4	5,522	351	688	1,039	131	6,692	1,128	234		
NP Nurse Practitioners	349	4.0										
PA Physician Assistants	310	3.6										
TOTAL QUALIFIED CIRCULATION	8,713	100.0										
PERCENT		100.0										

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:	888	2,611	871	4,370	50.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,343	-	-	4,343	49.8
*Association rosters and directories	3,705	-	-	3,705	42.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	638	-	-	638	7.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,231	2,611	871	8,713	100.0
PERCENT	60.0	30.0	10.0	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	8,713	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	8,713	100.0

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:	8,720	8,812	8,714	8,674	8,558	8,635
Qualified Non-Paid:	8,720	8,812	8,714	8,674	8,558	8,635
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	37		Kentucky	81	
New Hampshire	46		Tennessee	168	
Vermont	21		Alabama	155	
Massachusetts	355		Mississippi	59	
Rhode Island	40		EAST SO. CENTRAL	463	5.3
Connecticut	167		Arkansas	57	
NEW ENGLAND	666	7.7	Louisiana	115	
New York	756		Oklahoma	78	
New Jersey	281		Texas	543	
Pennsylvania	442		WEST SO. CENTRAL	793	9.1
MIDDLE ATLANTIC	1,479	17.0	Montana	21	
Ohio	330		Idaho	20	
Indiana	140		Wyoming	10	
Illinois	352		Colorado	130	
Michigan	242		New Mexico	49	
Wisconsin	151		Arizona	133	
EAST NO. CENTRAL	1,215	13.9	Utah	62	
Minnesota	131		Nevada	43	
Iowa	51		MOUNTAIN	468	5.4
Missouri	184		Alaska	7	
North Dakota	15		Washington	165	
South Dakota	20		Oregon	86	
Nebraska	50		California	1,013	
Kansas	72		Hawaii	31	
WEST NO. CENTRAL	523	6.0	PACIFIC	1,302	14.9
Delaware	28		UNITED STATES	8,713	100.0
Maryland	282		U.S. Territories	-	
Washington, DC	58		Canada	-	
Virginia	197		Mexico	-	
West Virginia	27		Other International	-	
North Carolina	264		APQ/FPO	-	
South Carolina	139				
Georgia	239				
Florida	570				
SOUTH ATLANTIC	1,804	20.7			
			TOTAL QUALIFIED CIRCULATION	8,713	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/RHEUMATOLOGY

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	83,530	63,609	52,179	0:45
September	63,796	45,134	39,611	0:42
October	83,110	62,169	54,371	0:36
November	78,273	59,899	53,062	0:35
December	97,430	66,279	60,936	0:32
January	103,585	78,727	73,532	0:25
AVERAGE:	84,954	62,636	55,615	0:35

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 188 copies or 2.2% to 3,517 copies or 40.3%, including American Medical Association and American Osteopathic Association.

Other sources include 1 source of circulation for a quantity of 638 copies or 7.3%, 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.

John Molluso, 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

State

County

Received by BPA Worldwide

Type

ID Number

March 14, 2023

New Jersey

Essex

March 14, 2023

BD

R157BRD22

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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