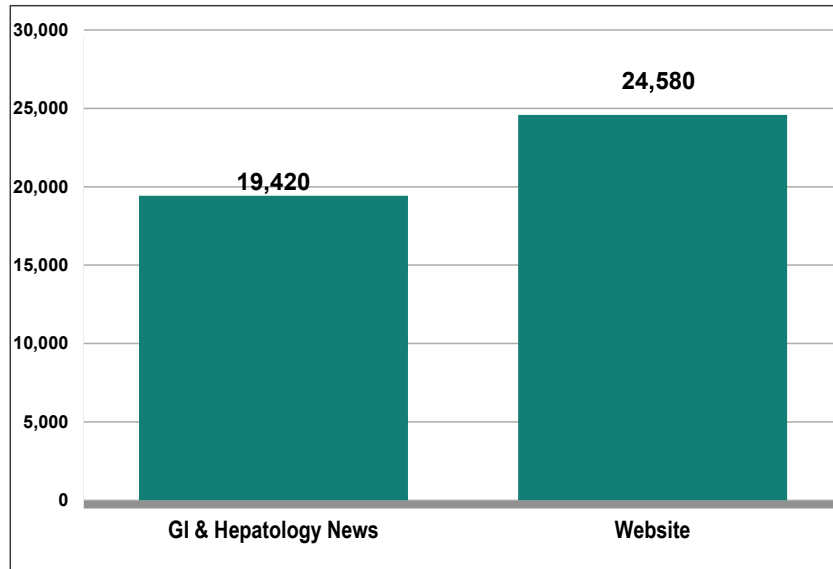


**CONSOLIDATED  
MEDIA REPORT**  
**B2B Media**  
6 months ended July 31, 2023

**TOTAL GROSS CONTACTS**

**44,000**

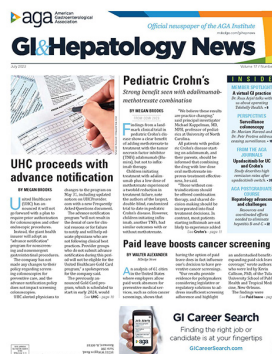


**EXECUTIVE SUMMARY**

Channels	Contacts	Period
GI & Hepatology News		6 months ended July 31, 2023
Total Qualified Circulation	19,420	
Website Activity		6 months ended July 31, 2023
Page Impressions	38,763	
Visits	27,139	
Unique Browsers	24,580	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



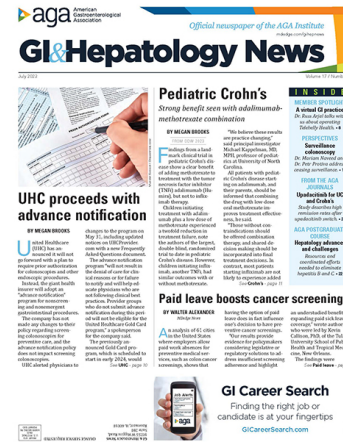
# GI & Hepatology News

6 months ended July 31, 2023

Subject to Audit

## Field Served:

GI & HEPATOLOGY NEWS serves members of the AGA Institute and physicians in the specialties of gastroenterology and hepatology.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		19,420
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		10,059
Qualified Nonpaid Association - Print		9,361
<b>Total Average Qualified Nonpaid Circulation</b>		<b>19,420</b>

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		33
Nonqualified Miscellaneous, Including Staff Copies - Print		383
<b>Total Average Nonqualified Circulation</b>		<b>416</b>

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Feb		19,872
Mar		18,634
Apr		19,383
May		19,476
Jun		19,541
Jul		19,611

BUSINESS/OCCUPATIONAL ANALYSIS														
Classification by Business & Industry			Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Association - Print	Total Qualified Nonpaid - Print	Major Professional Activity for United States & Possessions Including APO & FPO						
								Patient Care				Osteopaths	AGA Members	
								Office Based Practice	Hospital Based Practice					Total Patient Care
									Residents	Full Time Hospital Staff	Total Hospital Based			
1.	GE	Gastroenterology	9,802	50.0	9,802		9,802	7,842	680	739	1,419	9,261	541	
2.	HEP	Hepatology	68	0.3	68		68	49		19	19	68		
3.		Members of the AGA Institute	9,741	49.7		9,741	9,741							9,741
		Total Qualified Circulation	19,611	100.0	9,870	9,741	19,611	7,891	680	758	1,438	9,329	541	9,741
		Percent	100.0		50.3	49.7	100.0	40.2	3.5	3.9	7.3	47.6	2.8	49.7

AGE OF SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Association	9,741			9,741	49.7
Business Directories					
Lists	9,870			9,870	50.3
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	19,611			19,611	100.0
Percent	100.0			100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	19,611	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	19,611	100.0
Total Qualified Circulation	19,611	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	213
Arizona	398
Arkansas	111
California	2,192
Colorado	297
Connecticut	365
Delaware	41
District of Columbia	71
Florida	1,377
Georgia	483
Idaho	55
Illinois	820
Indiana	290
Iowa	116
Kansas	126
Kentucky	217
Louisiana	262
Maine	54
Maryland	543
Massachusetts	761
Michigan	558
Minnesota	401
Mississippi	119
Missouri	362
Montana	36
Nebraska	110
Nevada	123
New Hampshire	87
New Jersey	743
New Mexico	92
New York	1,870
North Carolina	645
North Dakota	19
Ohio	716
Oklahoma	142
Oregon	199
Pennsylvania	1,030
Rhode Island	94
South Carolina	219
South Dakota	29
Tennessee	367
Texas	1,390
Utah	132
Vermont	29
Virginia	463
Washington	387
West Virginia	95
Wisconsin	277
Wyoming	13
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>19,539</b>
Alaska	12
Hawaii	60
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>72</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>19,611</b>
Poss. & Other Areas	
<b>U.S. &amp; POSS., etc.</b>	<b>19,611</b>
Canada	
International	
Military or Civilian Personnel Overseas	
<b>Total International</b>	
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>19,611</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - [www.mdedge.com/gihepnews](http://www.mdedge.com/gihepnews)

Month	Page Impressions	Visits	Unique Browsers
February	46,022	33,158	31,019
March	45,641	32,569	30,188
April	40,575	29,018	26,308
May	35,568	24,421	21,515
June	30,139	20,779	18,333
July	34,635	22,887	20,117

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients include members of the AGA Institute, office and hospital based physicians, residents and osteopaths specializing in gastroenterology and hepatology.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Qualified Nonpaid Association Subscriptions:** Represent copies served to members of the American Gastroenterological Association (AGA) Institute.

**Lists:** Represent copies served to subscribers obtained from American Medical Association.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Jul issue.

**Miscellaneous:** This Publisher's Statement is for the 6 month period ended July 31, 2023.

**Total Gross Contacts Include :** Total Gross Contacts include Qualified Circulation and Unique Browsers.

**Website Data Source:** Google Analytics

**Website Domains:** Domains included in website traffic: [www.mdedge.com/gihepnews](http://www.mdedge.com/gihepnews)

**Cross Media Miscellaneous:** Due to the recent AAM/BPA merger, this publication is filing cross media with AAM for the first time.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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