

Pediatric News

6 months ended June 30, 2023
Subject to Audit

Field Served:

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

AD IN INFANCY
Diagnostic advice and treatment tips

PART-TIME PHYSICIAN
Is it a viable career choice?

DO YOU HAVE A PASSION FOR MEDICAL EDUCATION AND IMPROVING PATIENT CARE? BECOME FACULTY FOR MESHAFU EDUCATION

| | |
|--|---------------|
| TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION | 59,381 |
| AVERAGE QUALIFIED NONPAID CIRCULATION | |
| Qualified Nonpaid Individual - Print | 59,381 |
| Total Average Qualified Nonpaid Circulation | 59,381 |

| | |
|--|------------|
| AVERAGE NONQUALIFIED CIRCULATION | |
| Nonqualified Miscellaneous, Including Staff Copies - Print | 324 |
| Total Average Nonqualified Circulation | 324 |

| CIRCULATION BY ISSUES | | |
|------------------------------|--|----------------------------------|
| Issue | | Qualified Nonpaid - Print |
| Feb | | 59,470 |
| Mar | | 59,461 |
| Apr | | 59,350 |
| May | | 59,408 |
| Jun | | 59,313 |
| Jul | | 59,284 |

BUSINESS/OCCUPATIONAL ANALYSIS

| Classification by Business & Industry | | | Total | % | Qualified Nonpaid - Print | Office Based Practice | Residents | Full-Time Hospital Staff | Total Hospital Based | Semi-Retired | Total Patient Care | Total Other Professional Activity | Osteopaths Office Based Practice | Osteopaths Hospital Based Practice | Osteopaths Other Practice |
|---------------------------------------|-----|------------------------------------|---------------|--------------|---------------------------|-----------------------|--------------|--------------------------|----------------------|--------------|--------------------|-----------------------------------|----------------------------------|------------------------------------|---------------------------|
| 1. | PD | Pediatrics | 57,193 | 96.5 | 57,193 | 41,440 | 5,350 | 5,699 | 11,049 | 311 | 52,800 | 383 | 2,591 | 1,360 | 59 |
| 2. | PDI | Pediatrics, Infectious Disease | 861 | 1.5 | 861 | 530 | 161 | 150 | 311 | | 841 | 16 | 3 | | 1 |
| | | Total Copies to Physicians | 58,054 | 97.9 | 58,054 | 41,970 | 5,511 | 5,849 | 11,360 | 311 | 53,641 | 399 | 2,594 | 1,360 | 60 |
| 3. | | Pediatric Nurse Practitioners | 1,230 | 2.1 | 1,230 | | | | | | | 1,230 | | | |
| | | Total Qualified Circulation | 59,284 | 100.0 | 59,284 | 41,970 | 5,511 | 5,849 | 11,360 | 311 | 53,641 | 1,629 | 2,594 | 1,360 | 60 |
| | | Percent | 100.0 | | 100.0 | 70.8 | 9.3 | 9.9 | 19.2 | 0.5 | 90.5 | 2.7 | 4.4 | 2.3 | 0.1 |

| AGE OF SOURCE ANALYSIS | | | | | |
|--|------------------|---------------|--------------|---------------|--------------|
| Source | Qualified Within | | | | |
| | 1 Year | 2 Year | 3 Year | Total | Percent |
| Total Direct Request From Recipient | 8,828 | 15,165 | 6,665 | 30,658 | 51.7 |
| Written | 3,441 | 2,789 | 2,350 | 8,580 | 14.5 |
| Telecommunication | 5,387 | 12,376 | 4,315 | 22,078 | 37.2 |
| Internet and Email | | | | | |
| Total Direct Request From Recipient's Company | | | | | |
| Written | | | | | |
| Telecommunication | | | | | |
| Internet and Email | | | | | |
| Total Communication Other Than Request | | | | | |
| Written | | | | | |
| Telecommunication | | | | | |
| Internet and Email | | | | | |
| Association | | | | | |
| Business Directories | | | | | |
| Lists | 28,626 | | | 28,626 | 48.3 |
| Acquired Circulation | | | | | |
| Other Sources | | | | | |
| Total Qualified Subscriptions | 37,454 | 15,165 | 6,665 | 59,284 | 100.0 |
| Percent | 63.2 | 25.6 | 11.2 | 100.0 | |

| MAILING ADDRESS ANALYSIS | | |
|--|---------------------------|--------------|
| | Qualified Nonpaid - Print | Percent |
| Individual by Name and Title and/or Occupation | 59,284 | 100.0 |
| Individual by Name Only | | |
| Title or Occupation Only | | |
| Company Name Only | | |
| Multicopy Same Addressee | | |
| Total Qualified Subscriptions | 59,284 | 100.0 |
| Total Qualified Circulation | 59,284 | 100.0 |

| GEOGRAPHIC ANALYSIS | |
|---|--------------------------------------|
| State | Qualified Nonpaid - Print |
| Alabama | 729 |
| Arizona | 1,048 |
| Arkansas | 384 |
| California | 7,569 |
| Colorado | 977 |
| Connecticut | 859 |
| Delaware | 226 |
| District of Columbia | 403 |
| Florida | 3,588 |
| Georgia | 1,845 |
| Idaho | 178 |
| Illinois | 2,270 |
| Indiana | 884 |
| Iowa | 412 |
| Kansas | 411 |
| Kentucky | 699 |
| Louisiana | 850 |
| Maine | 252 |
| Maryland | 1,416 |
| Massachusetts | 1,953 |
| Michigan | 1,646 |
| Minnesota | 896 |
| Mississippi | 336 |
| Missouri | 1,149 |
| Montana | 110 |
| Nebraska | 284 |
| Nevada | 297 |
| New Hampshire | 258 |
| New Jersey | 2,231 |
| New Mexico | 314 |
| New York | 5,220 |
| North Carolina | 1,747 |
| North Dakota | 79 |
| Ohio | 2,256 |
| Oklahoma | 481 |
| Oregon | 719 |
| Pennsylvania | 2,401 |
| Rhode Island | 289 |
| South Carolina | 801 |
| South Dakota | 97 |
| Tennessee | 1,115 |
| Texas | 4,516 |
| Utah | 498 |
| Vermont | 161 |
| Virginia | 1,600 |
| Washington | 1,188 |
| West Virginia | 266 |
| Wisconsin | 914 |
| Wyoming | 59 |
| TOTAL 48 CONTERMINOUS STATES | 58,881 |
| Alaska | 119 |
| Hawaii | 283 |
| TOTAL ALASKA & HAWAII | 402 |
| Single Copy Sales | |
| U.S. Unclassified | |
| TOTAL UNITED STATES | 59,283 |
| Poss. & Other Areas | 1 |
| U.S. & POSS., etc. | 59,284 |
| Canada | |
| International | |
| Military or Civilian Personnel Overseas | |
| Total International | |
| E-mail Address Only | |
| Other Unclassified | |
| GRAND TOTAL | 59,284 |

CHANNEL PROFILES**WEBSITE ACTIVITY - www.mdedge/pediatrics**

| Month | Page Impressions | Visits | Unique Browsers |
|--------------|-------------------------|---------------|------------------------|
| February | 89,533 | 68,084 | 61,990 |
| March | 84,698 | 59,839 | 53,617 |
| April | 142,950 | 102,755 | 78,381 |
| May | 79,418 | 56,427 | 47,403 |
| June | 53,516 | 37,275 | 31,660 |
| July | 65,714 | 46,282 | 37,352 |

NOTES

Definition of Recipient Qualification:

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Business/Occupational Analysis paragraph.

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

Lists: Represent copies served to subscribers obtained from American Medical Association and American Osteopathic 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/pediatrics

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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