

CONSOLIDATED MEDIA REPORT

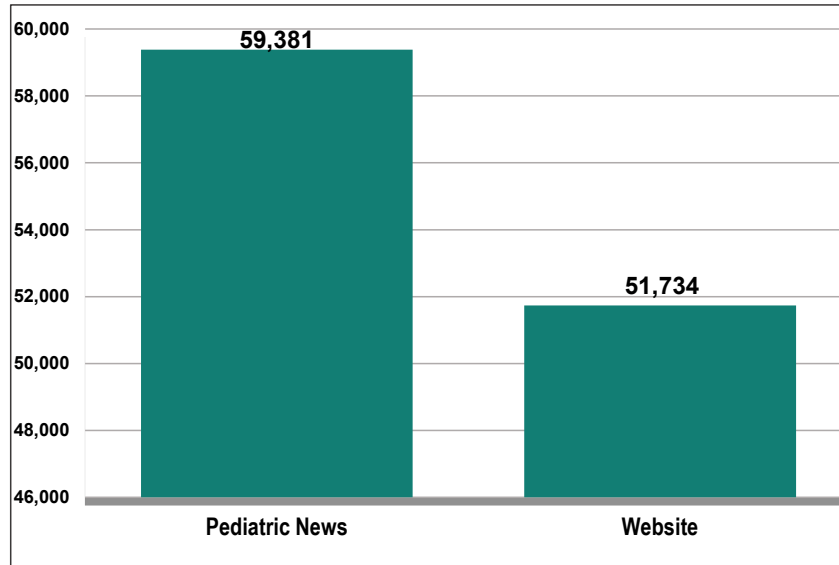
B2B Media

6 months ended July 31, 2023

Pediatric News®

TOTAL GROSS CONTACTS

111,115



EXECUTIVE SUMMARY

Channels	Contacts	Period
Pediatric News		6 months ended July 31, 2023
Total Qualified Circulation	59,381	
Website Activity		6 months ended July 31, 2023
Page Impressions	85,972	
Visits	61,777	
Unique Browsers	51,734	

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.



Pediatric News

6 months ended July 31, 2023
Subject to Audit

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



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					
	Qualified Within				
Source	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.com/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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CHERYL WALL
Director, Business Development

JARED SONNERS
Director, Circulation

Published by:

Frontline Medical Communications Inc.
283-299 Market Street, 4th Floor (2 Gateway
Building), 4th Floor
Newark, NJ 07102
T: (973) 206-3434
www.mdedge.com/pediatrics