

# CONSOLIDATED MEDIA REPORT

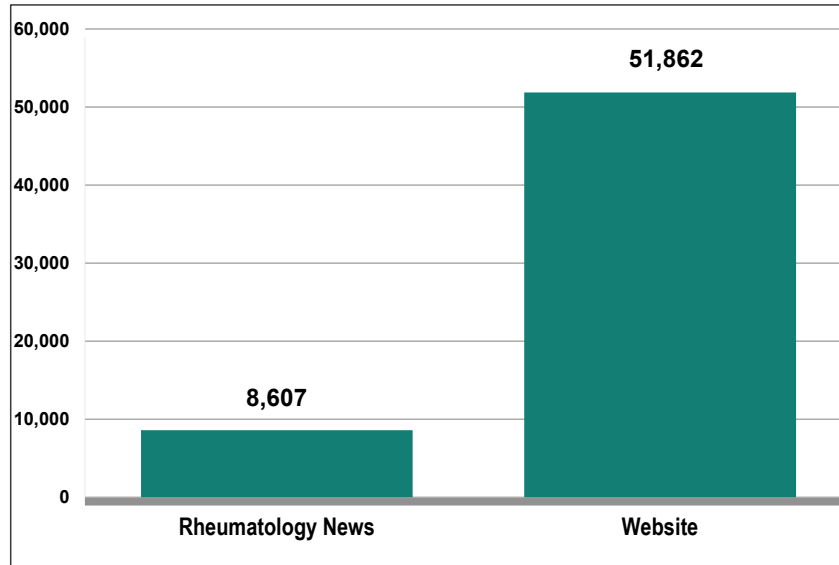
**B2B Media**

6 months ended July 31, 2023

# Rheumatology News®

**TOTAL GROSS CONTACTS**

**60,469**

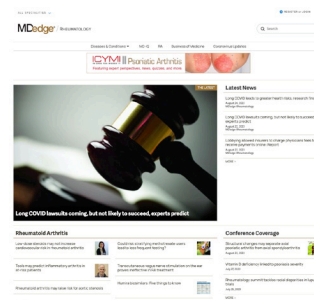


## EXECUTIVE SUMMARY

Channels	Contacts	Period
Rheumatology News Total Qualified Circulation	8,607	6 months ended July 31, 2023
Website Activity		6 months ended July 31, 2023
Page Impressions	74,146	
Visits	56,983	
Unique Browsers	51,862	

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.



# Rheumatology News

6 months ended July 31, 2023  
Subject to Audit

**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.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		8,607
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		8,607
Total Average Qualified Nonpaid Circulation		8,607

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		1,137
Total Average Nonqualified Circulation		1,137

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Feb		8,669
Mar 01		8,584
Mar 15		8,618
Apr 01		8,593
Apr 15		8,591
May 01		8,604
May 15		8,604
Jun		8,601
Jul		8,603

BUSINESS/OCCUPATIONAL ANALYSIS													
Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	Major Professional Activity							
						Patient Care					Total Other Professional Activity	Osteopaths	
						Office Based Practice	Hospital-Based Practice			Semi-Retired			Total Patient Care
							Residents	Full-Time Hospital Staff	Total Hospital Based				
1.	RHI	Rheumatology	6,385	74.2	6,385	4,253	356	526	882	107	5,242	915	228
2.	PPR	Pediatrics, Rheumatology	416	4.8	416	215		66	66	2	283	126	7
3.	IM	Internal Medicine	861	10.0	861	798		60	60	2	860	1	
4.	IMR	Internal Medicine, Secondary in Rheumatology	284	3.3	284	178		29	29	20	227	57	
		Total Copies to Physicians	7,946	92.4	7,946	5,444	356	681	1,037	131	6,612	1,099	235
5.	NP	Nurse Practitioners	347	4.0	347								
6.	PA	Physician Assistants	310	3.6	310								
		Total Qualified Circulation	8,603	100.0	8,603	5,444	356	681	1,037	131	6,612	1,099	235
		Percent	100.0		100.0	63.3	4.1	7.9	12.1	1.5	76.9	12.8	2.7

AGE OF SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>1,858</b>	<b>1,408</b>	<b>1,251</b>	<b>4,517</b>	<b>52.5</b>
Written	632	59	221	912	10.6
Telecommunication	1,226	1,349	1,030	3,605	41.9
Internet and Email					
<b>Total Direct Request From Recipient's Company</b>					
Written					
Telecommunication					
Internet and Email					
<b>Total Communication Other Than Request</b>					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists	3,448			3,448	40.1
Acquired Circulation					
Other Sources	638			638	7.4
<b>Total Qualified Subscriptions</b>	<b>5,944</b>	<b>1,408</b>	<b>1,251</b>	<b>8,603</b>	<b>100.0</b>
<b>Percent</b>	<b>69.1</b>	<b>16.4</b>	<b>14.5</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	8,603	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>8,603</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>8,603</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	150
Arizona	132
Arkansas	60
California	1,003
Colorado	135
Connecticut	164
Delaware	27
District of Columbia	59
Florida	567
Georgia	238
Idaho	20
Illinois	346
Indiana	137
Iowa	49
Kansas	71
Kentucky	81
Louisiana	115
Maine	35
Maryland	281
Massachusetts	352
Michigan	241
Minnesota	132
Mississippi	58
Missouri	178
Montana	21
Nebraska	49
Nevada	43
New Hampshire	46
New Jersey	279
New Mexico	46
New York	731
North Carolina	257
North Dakota	15
Ohio	322
Oklahoma	79
Oregon	85
Pennsylvania	432
Rhode Island	39
South Carolina	140
South Dakota	20
Tennessee	161
Texas	545
Utah	62
Vermont	21
Virginia	193
Washington	161
West Virginia	29
Wisconsin	149
Wyoming	10
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>8,566</b>
Alaska	7
Hawaii	30
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>37</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>8,603</b>
Poss. & Other Areas	
<b>U.S. &amp; POSS., etc.</b>	<b>8,603</b>
Canada	
International	
Military or Civilian Personnel Overseas	
<b>Total International</b>	
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>8,603</b>

## CHANNEL PROFILES

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

Month	Page Impressions	Visits	Unique Browsers
February	96,220	78,808	72,087
March	82,958	62,936	58,330
April	69,526	57,482	52,125
May	65,842	51,088	47,146
June	63,668	46,679	42,416
July	66,663	44,902	39,065

## NOTES

**Definition of Recipient Qualification:**

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

**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.

**Other Sources:** Represent copies served to subscribers obtained from DMD Advanced Practice Providers.

**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/rheumatology](http://www.mdedge.com/rheumatology)

**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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