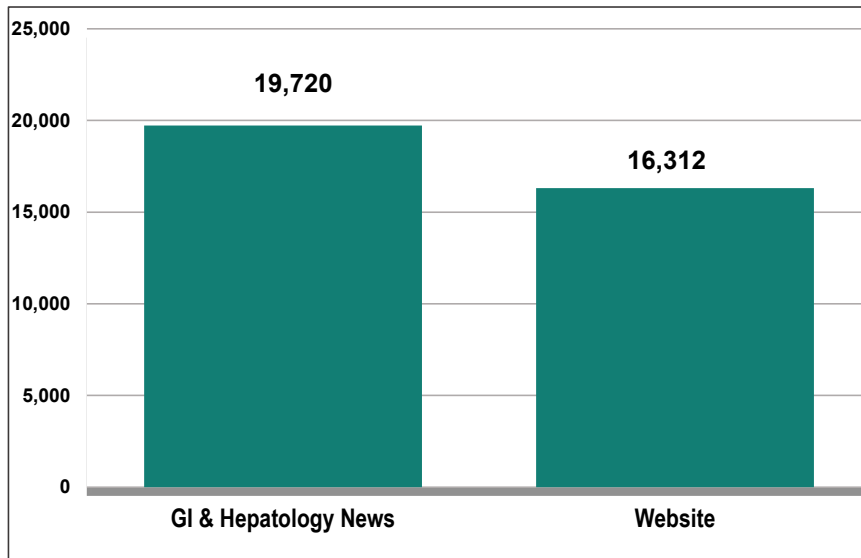


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended January 31, 2024

TOTAL GROSS CONTACTS **36,032**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
GI & Hepatology News Total Qualified Circulation	19,720	6 months ended January 31, 2024
Website Activity Page Impressions Visits Unique Browsers	28,954 19,156 16,312	6 months ended January 31, 2024

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.





6 months ended January 31, 2024
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	19,720
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	10,652
Qualified Nonpaid Association - Print	9,068
Total Average Qualified Nonpaid Circulation	19,720

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	13
Nonqualified Miscellaneous, Including Staff Copies - Print	594
Total Average Nonqualified Circulation	607

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Aug		19,279
Sep		19,309
Oct		19,258
Nov		20,117
Dec		20,117
Jan		20,243

BUSINESS/OCCUPATIONAL ANALYSIS

Major Professional Activity for United States & Possessions Including APO & FPO														
Classification by Business & Industry			Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Association - Print	Total Qualified Nonpaid - Print	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	10,769	53.2	10,769		10,769	8,348	1,012	795	1,807	10,155	614	
2.	HEP	Hepatology	70	0.3	70		70	50		20	20	70		
3.		Members of the AGA Institute	9,404	46.5		9,404	9,404							9,404
Total Qualified Circulation			20,243	100.0	10,839	9,404	20,243	8,398	1,012	815	1,827	10,225	614	9,404
Percent			100.0		53.5	46.5	100.0	41.5	5.0	4.0	9.0	50.5	3.0	46.5

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				Percent
	1 Year	2 Year	3 Year	Total	
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Association	9,404			9,404	46.5
Business Directories					
Lists	10,839			10,839	53.5
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	20,243			20,243	100.0
Percent	100.0			100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	20,243	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	20,243	100.0
Total Qualified Circulation	20,243	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	222
Arizona	418
Arkansas	109
California	2,321
Colorado	308
Connecticut	385
Delaware	40
District of Columbia	83
Florida	1,409
Georgia	503
Idaho	59
Illinois	865
Indiana	288
Iowa	121
Kansas	127
Kentucky	225
Louisiana	256
Maine	61
Maryland	547
Massachusetts	829
Michigan	561
Minnesota	394
Mississippi	122
Missouri	370
Montana	33
Nebraska	109
Nevada	124
New Hampshire	92
New Jersey	771
New Mexico	91
New York	1,927
North Carolina	651
North Dakota	18
Ohio	724
Oklahoma	145
Oregon	203
Pennsylvania	1,065
Rhode Island	104
South Carolina	233
South Dakota	32
Tennessee	366
Texas	1,410
Utah	137
Vermont	30
Virginia	474
Washington	413
West Virginia	96
Wisconsin	290
Wyoming	12
TOTAL 48 CONTERMINOUS STATES	20,173
Alaska	11
Hawaii	59
TOTAL ALASKA & HAWAII	70
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	20,243
Poss. & Other Areas	
U.S. & POSS., etc.	20,243
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	20,243

CHANNEL PROFILES

WEBSITE ACTIVITY - www.mdedge.com/gihepnews

Month	Page Impressions	Visits	Unique Browsers
August	28,354	17,773	15,232
September	25,983	16,934	14,645
October	26,044	16,535	14,190
November	24,663	16,016	13,697
December	33,901	23,414	19,716
January	34,777	24,262	20,392

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. This publication is the official journal of the American Gastroenterological Association (AGA).

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 Jan issue.

Total Gross Contacts Include: Qualified Circulation and Unique Browsers.

Website Data Source: Adobe Analytics.

Website Domains: Domains included in website traffic: www.mdedge.com/gihepnews.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

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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