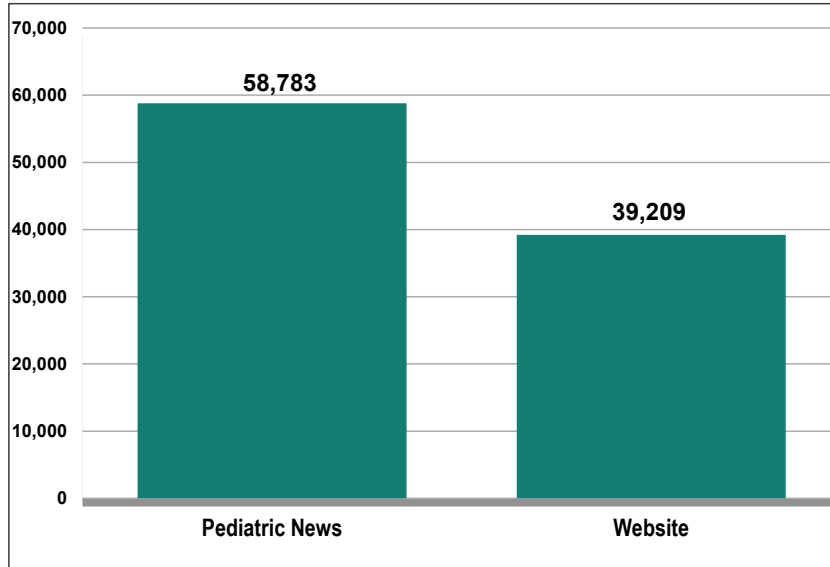


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended January 31, 2024

TOTAL GROSS CONTACTS **97,992**



EXECUTIVE SUMMARY

Channels	Contacts	Period
Pediatric News		6 months ended January 31, 2024
Total Qualified Circulation	58,783	
Website Activity		6 months ended January 31, 2024
Page Impressions	65,871	
Visits	48,273	
Unique Browsers	39,209	

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 January 31, 2024
Subject to Audit

Field Served:

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



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	58,783
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	58,783
Total Average Qualified Nonpaid Circulation	58,783

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	33
Nonqualified Miscellaneous, Including Staff Copies - Print	710
Total Average Nonqualified Circulation	743

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Aug		59,111
Sep		58,735
Oct		58,734
Nov		58,797
Dec		58,690
Jan		58,632

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	57,174	97.5	57,174	41,588	5,489	5,616	11,105		52,693	399	2,733	1,226	123
2.	PDI	Pediatrics, Infectious Disease	863	1.5	863	551	136	155	291		842	15	4	1	1
		Total Copies to Physicians	58,037	99.0	58,037	42,139	5,625	5,771	11,396		53,535	414	2,737	1,227	124
3.		Pediatric Nurse Practitioners	595	1.0	595										
		Total Qualified Circulation	58,632	100.0	58,632										
		Percent	100.0		100.0										

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	6,221	12,241	11,951	30,413	51.9
Written	3,174	1,343	2,899	7,416	12.7
Telecommunication	3,047	10,898	9,052	22,997	39.2
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	28,219			28,219	48.1
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	34,440	12,241	11,951	58,632	100.0
Percent	58.7	20.9	20.4	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	58,632	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	58,632	100.0
Total Qualified Circulation	58,632	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	752
Arizona	1,011
Arkansas	391
California	7,587
Colorado	952
Connecticut	817
Delaware	237
District of Columbia	408
Florida	3,595
Georgia	1,812
Idaho	170
Illinois	2,190
Indiana	875
Iowa	406
Kansas	393
Kentucky	671
Louisiana	851
Maine	242
Maryland	1,397
Massachusetts	1,904
Michigan	1,631
Minnesota	868
Mississippi	336
Missouri	1,153
Montana	112
Nebraska	288
Nevada	292
New Hampshire	249
New Jersey	2,191
New Mexico	309
New York	5,171
North Carolina	1,743
North Dakota	79
Ohio	2,210
Oklahoma	484
Oregon	701
Pennsylvania	2,377
Rhode Island	277
South Carolina	791
South Dakota	106
Tennessee	1,114
Texas	4,476
Utah	473
Vermont	170
Virginia	1,577
Washington	1,184
West Virginia	270
Wisconsin	901
Wyoming	53
TOTAL 48 CONTERMINOUS STATES	58,247
Alaska	113
Hawaii	272
TOTAL ALASKA & HAWAII	385
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	58,632
Poss. & Other Areas	
U.S. & POSS., etc.	58,632
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	58,632

CHANNEL PROFILES

WEBSITE ACTIVITY - www.mdedge.com/pediatrics

Month	Page Impressions	Visits	Unique Browsers
August	62,342	43,373	33,987
September	42,530	28,964	23,737
October	48,071	35,367	29,195
November	69,482	50,960	42,062
December	117,936	92,703	75,725
January	54,867	38,272	30,550

NOTES

Definition of Recipient Qualification:

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

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 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/pediatrics.

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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