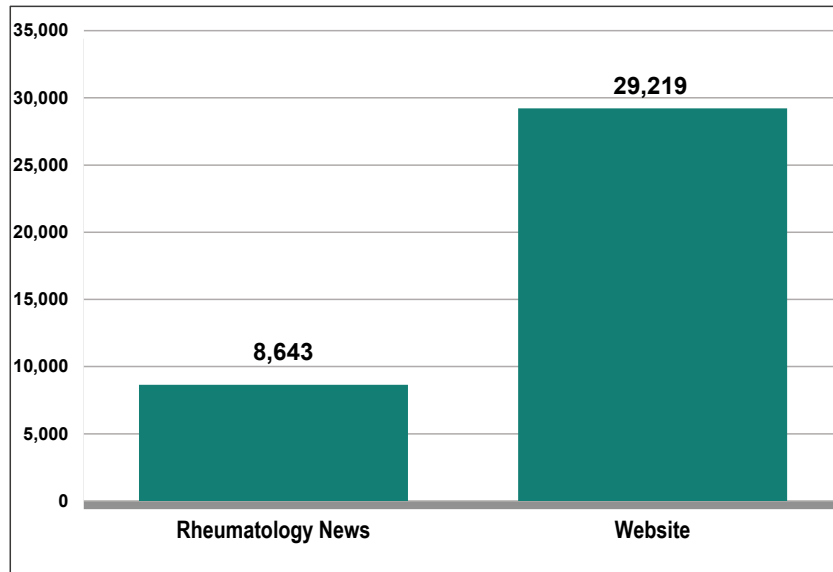


**CONSOLIDATED MEDIA REPORT**  
**B2B Media**  
6 months ended January 31, 2024

**TOTAL GROSS CONTACTS** **37,862**

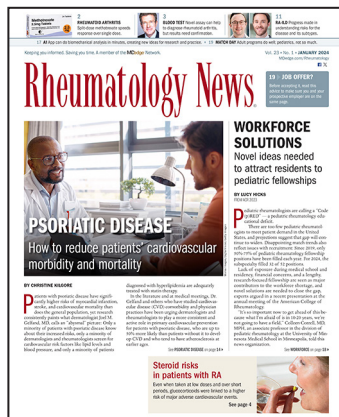


**EXECUTIVE SUMMARY**

Channels	Contacts	Period
<b>Rheumatology News</b> Total Qualified Circulation	8,643	6 months ended January 31, 2024
<b>Website Activity</b> Page Impressions Visits Unique Browsers	66,367 36,357 29,219	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.

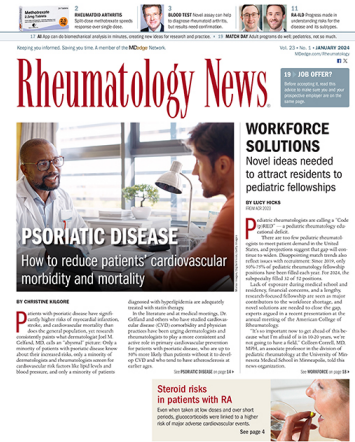


# Rheumatology News

6 months ended January 31, 2024  
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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>8,643</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	8,643
<b>Total Average Qualified Nonpaid Circulation</b>	<b>8,643</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	8
Nonqualified Miscellaneous, Including Staff Copies - Print	1,607
<b>Total Average Nonqualified Circulation</b>	<b>1,615</b>

<b>CIRCULATION BY ISSUES</b>		<b>Qualified Nonpaid - Print</b>
<b>Issue</b>		
Aug		8,575
Sep 01		8,563
Sep 15		8,725
Oct 01		8,574
Oct 15		8,630
Nov 01		8,683
Nov 15		8,684
Dec		8,675
Jan		8,678

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	Major Professional Activity								
						Patient Care					Semi-Retired	Total Patient Care	Total Other Professional Activity	Osteopaths
						Office Based Practice	Hospital-Based Practice							
							Residents	Full-Time Hospital Staff	Total Hospital Based					
1.	RHU	Rheumatology	6,496	74.9	6,496	4,321	468	518	986		5,307	965	224	
2.	PPR	Pediatrics, Rheumatology	433	5.0	433	222		68	68		290	141	2	
3.	IM	Internal Medicine	827	9.5	827	771		56	56		827			
4.	IMR	Internal Medicine, Secondary in Rheumatology	268	3.1	268	175		28	28		203	56	9	
<b>Total Copies to Physicians</b>			<b>8,024</b>	<b>92.5</b>	<b>8,024</b>	<b>5,489</b>	<b>468</b>	<b>670</b>	<b>1,138</b>		<b>6,627</b>	<b>1,162</b>	<b>235</b>	
5.	NP	Nurse Practitioners	346	4.0	346									
6.	PA	Physician Assistants	308	3.5	308									
<b>Total Qualified Circulation</b>			<b>8,678</b>	<b>100.0</b>	<b>8,678</b>									
<b>Percent</b>			<b>100.0</b>		<b>100.0</b>									

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>1,219</b>	<b>1,116</b>	<b>2,082</b>	<b>4,417</b>	<b>50.9</b>
Written	477	237	198	912	10.5
Telecommunication	742	879	1,884	3,505	40.4
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	3,915			3,915	45.1
Acquired Circulation					
Other Sources	346			346	4.0
<b>Total Qualified Subscriptions</b>	<b>5,480</b>	<b>1,116</b>	<b>2,082</b>	<b>8,678</b>	<b>100.0</b>
<b>Percent</b>	<b>63.1</b>	<b>12.9</b>	<b>24.0</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	8,678	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>8,678</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>8,678</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	143
Arizona	124
Arkansas	60
California	1,033
Colorado	135
Connecticut	150
Delaware	21
District of Columbia	80
Florida	551
Georgia	242
Idaho	23
Illinois	358
Indiana	139
Iowa	51
Kansas	75
Kentucky	78
Louisiana	129
Maine	26
Maryland	282
Massachusetts	375
Michigan	225
Minnesota	132
Mississippi	56
Missouri	168
Montana	20
Nebraska	48
Nevada	42
New Hampshire	47
New Jersey	285
New Mexico	48
New York	713
North Carolina	268
North Dakota	14
Ohio	336
Oklahoma	75
Oregon	81
Pennsylvania	424
Rhode Island	43
South Carolina	140
South Dakota	17
Tennessee	164
Texas	534
Utah	65
Vermont	20
Virginia	196
Washington	190
West Virginia	32
Wisconsin	175
Wyoming	6
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>8,639</b>
Alaska	8
Hawaii	31
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>39</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>8,678</b>
Poss. & Other Areas	
<b>U.S. &amp; POSS., etc.</b>	<b>8,678</b>
Canada	
International	
Military or Civilian Personnel Overseas	
<b>Total International</b>	
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>8,678</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - www.mdedge/rheumatology

Month	Page Impressions	Visits	Unique Browsers
August	65,001	39,097	31,086
September	59,562	34,991	28,060
October	63,082	32,642	27,389
November	65,256	35,180	27,813
December	53,737	28,604	23,207
January	91,566	47,628	37,760

## 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 MMS Nurse Practitioners.

**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/rheumatology.

**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.

**Frequency:** 18 times per year  
**Format:** Tabloid

**Established:** 2002  
**AAM Member Since:** 2002  
**Member #:** 06-3009-8  
**SRDS:** H41

Parent Company: Frontline Medical Communications Inc.

**Published by:**  
Frontline Medical Communications Inc.  
283-299 Market Street (2 Gateway Building), 4th Floor  
Newark, NJ 07102  
T: (973) 206-3434  
<https://www.mdedge.com/rheumatology>

JOHN MOLLUSO  
Director, Business Development

JARED SONNERS  
Director, Circulation