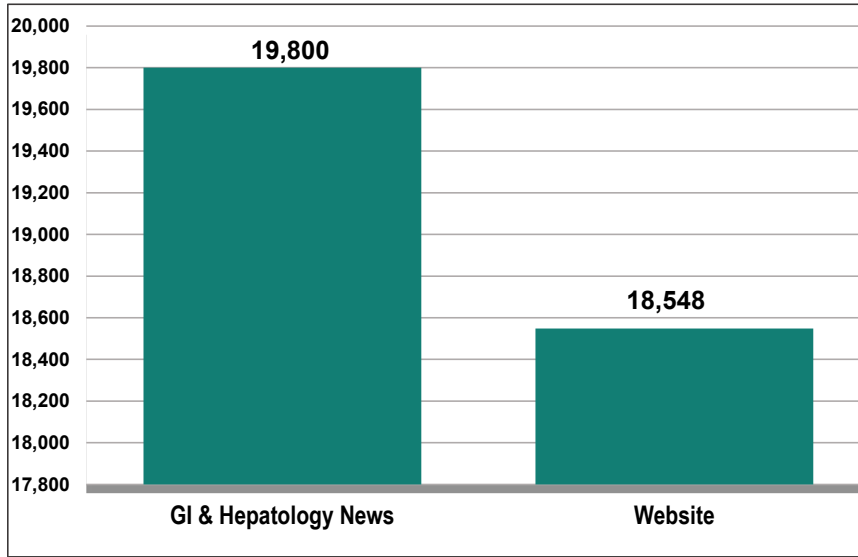


**CONSOLIDATED MEDIA REPORT**  
**B2B Media**  
6 months ended July 31, 2024

**TOTAL AVERAGE GROSS CONTACTS** **38,348**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
<b>GI &amp; Hepatology News</b>		6 months ended July 31, 2024
Total Qualified Circulation	19,800	
<b>Website Activity</b>		6 months ended July 31, 2024
Page Impressions	32,589	
Visits	22,045	
Unique Browsers	18,548	

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.



# GI & Hepatology News

6 months ended July 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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>19,800</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	11,253
Qualified Nonpaid Membership Benefit - Print	8,547
<b>Total Average Qualified Nonpaid Circulation</b>	<b>19,800</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Allocated for Shows & Conventions - Print	42
Nonqualified Miscellaneous, Including Staff Copies - Print	731
<b>Total Average Nonqualified Circulation</b>	<b>773</b>

<b>CIRCULATION BY ISSUES</b>		<b>Qualified Nonpaid - Print</b>
<b>Issue</b>		
Feb		18,947
Mar		19,558
Apr		19,922
May		20,108
Jun		20,085
Jul		20,176

**BUSINESS ANALYSIS**

BUSINESS ANALYSIS																		
Classification by Business & Industry		Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Membership Benefit - Print	Total Qualified Nonpaid - Print	Major Professional Activity for United States & Possessions Including APO & FPO											
							Patient Care					Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Total Patient Care	Osteopaths	AGA Members
							Hospital Based Practice											
1.	GE	Gastroenterology	10,770	53.4	10,770		10,770	8,498	866	806	1,672	10,170	600					
2.	HEP	Hepatology	69	0.3	69		69	49		20	20	69						
3.		Members of the AGA Institute	9,337	46.3		9,337	9,337							9,337				
		<b>Total Qualified Circulation</b>	<b>20,176</b>	<b>100.0</b>	<b>10,839</b>	<b>9,337</b>	<b>20,176</b>	<b>8,547</b>	<b>866</b>	<b>826</b>	<b>1,692</b>	<b>10,239</b>	<b>600</b>	<b>9,337</b>				
		<b>Percent</b>	<b>100.0</b>		<b>53.7</b>	<b>46.3</b>	<b>100.0</b>	<b>42.4</b>	<b>4.3</b>	<b>4.1</b>	<b>8.4</b>	<b>50.7</b>	<b>3.0</b>	<b>46.3</b>				

SOURCE ANALYSIS					
Source	Qualified Within				Percent
	1 Year	2 Year	3 Year	Total	
<b>Total Direct Request From Recipient</b>					
<b>Total Direct Request From Recipient's Company</b>					
<b>Total Communication Other Than Request</b>					
Membership Benefit	9,337			9,337	46.3
Business Directories					
Lists	10,839			10,839	53.7
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>20,176</b>			<b>20,176</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>			<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	20,176	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>20,176</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>20,176</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	225
Arizona	407
Arkansas	108
California	2,311
Colorado	311
Connecticut	367
Delaware	39
District of Columbia	87
Florida	1,406
Georgia	504
Idaho	58
Illinois	870
Indiana	290
Iowa	123
Kansas	122
Kentucky	225
Louisiana	257
Maine	59
Maryland	555
Massachusetts	812
Michigan	539
Minnesota	400
Mississippi	118
Missouri	363
Montana	36
Nebraska	109
Nevada	117
New Hampshire	83
New Jersey	753
New Mexico	89
New York	1,961
North Carolina	636
North Dakota	19
Ohio	739
Oklahoma	137
Oregon	199
Pennsylvania	1,061
Rhode Island	98
South Carolina	241
South Dakota	31
Tennessee	364
Texas	1,432
Utah	133
Vermont	30
Virginia	477
Washington	401
West Virginia	97
Wisconsin	295
Wyoming	12
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>20,106</b>
Alaska	11
Hawaii	59
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>70</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>20,176</b>
Poss. & Other Areas	
<b>U.S. &amp; POSS., etc.</b>	<b>20,176</b>
Canada	
International	
Military or Civilian Personnel Overseas	
<b>Total International</b>	
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>20,176</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - www.mdedge/gihepnews

Month	Page Impressions	Visits	Unique Browsers
February	27,673	18,388	15,850
March	38,416	26,715	22,273
April	36,154	24,743	21,210
May	45,198	31,898	26,304
June	23,198	14,960	12,515
July	24,893	15,566	13,137

## 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 Membership Benefit 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 Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Jul issue.

**Total Average 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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