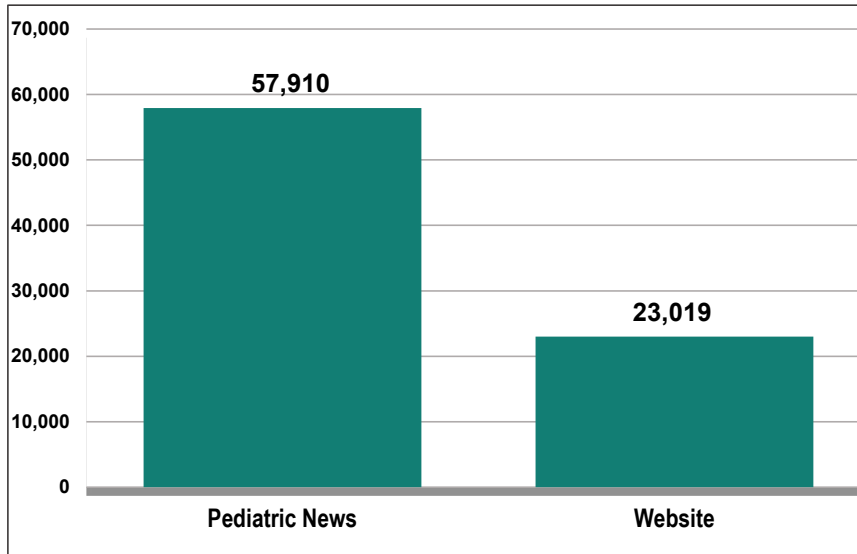


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended July 31, 2024

TOTAL AVERAGE GROSS CONTACTS

80,929



EXECUTIVE SUMMARY

Channels	Contacts	Period
Pediatric News Total Qualified Circulation	57,910	6 months ended July 31, 2024
Website Activity Page Impressions Visits Unique Browsers	40,081 27,865 23,019	6 months ended July 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.



Pediatric News

6 months ended July 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	57,910
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	57,910
Total Average Qualified Nonpaid Circulation	57,910

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	25
Nonqualified Miscellaneous, Including Staff Copies - Print	763
Total Average Nonqualified Circulation	788

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Feb		58,392
Mar		58,152
Apr		58,016
May		57,841
Jun		57,623
Jul		57,438

BUSINESS 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	55,999	97.5	55,999	41,047	5,324	5,579	10,903		51,950	341	2,530	1,099	79
2.	PDI	Pediatrics, Infectious Disease	859	1.5	859	545	133	162	295		840	14	4	1	
		Total Copies to Physicians	56,858	99.0	56,858	41,592	5,457	5,741	11,198		52,790	355	2,534	1,100	79
3.		Pediatric Nurse Practitioners	580	1.0	580										
		Total Qualified Circulation	57,438	100.0	57,438										
		Percent	100.0		100.0										

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	6,759	9,044	12,888	28,691	50.0
Written	2,384	3,218	1,801	7,403	12.9
Telecommunication	4,375	5,826	11,087	21,288	37.1
Internet and Email					
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request	18			18	0.0
Written	18			18	0.0
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	28,729			28,729	50.0
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	35,506	9,044	12,888	57,438	100.0
Percent	61.8	15.7	22.4	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	57,438	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	57,438	100.0
Total Qualified Circulation	57,438	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	730
Arizona	997
Arkansas	387
California	7,410
Colorado	970
Connecticut	808
Delaware	224
District of Columbia	390
Florida	3,545
Georgia	1,773
Idaho	165
Illinois	2,127
Indiana	866
Iowa	397
Kansas	382
Kentucky	658
Louisiana	833
Maine	234
Maryland	1,382
Massachusetts	1,888
Michigan	1,559
Minnesota	852
Mississippi	340
Missouri	1,131
Montana	110
Nebraska	275
Nevada	280
New Hampshire	241
New Jersey	2,162
New Mexico	309
New York	5,012
North Carolina	1,735
North Dakota	79
Ohio	2,138
Oklahoma	445
Oregon	684
Pennsylvania	2,343
Rhode Island	271
South Carolina	781
South Dakota	102
Tennessee	1,092
Texas	4,396
Utah	476
Vermont	165
Virginia	1,544
Washington	1,170
West Virginia	255
Wisconsin	886
Wyoming	55
TOTAL 48 CONTERMINOUS STATES	57,054
Alaska	116
Hawaii	268
TOTAL ALASKA & HAWAII	384
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	57,438
Poss. & Other Areas	
U.S. & POSS., etc.	57,438
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	57,438

CHANNEL PROFILES

WEBSITE ACTIVITY - www.mdedge.com/pediatrics

Month	Page Impressions	Visits	Unique Browsers
February	49,892	34,994	27,858
March	49,692	32,672	25,938
April	36,258	23,088	19,509
May	41,144	29,515	23,985
June	28,834	21,101	18,735
July	34,666	25,818	22,090

NOTES

Definition of Recipient Qualification:

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in the Business 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 Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the July 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/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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