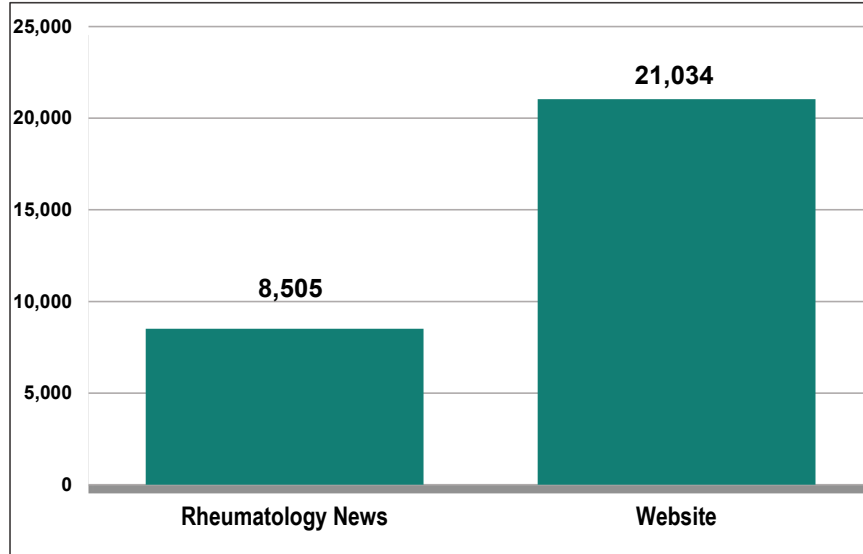


**CONSOLIDATED MEDIA REPORT**  
**B2B Media**  
6 months ended July 31, 2024

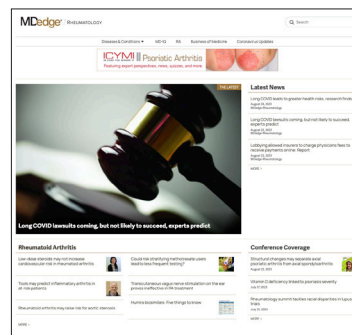
**TOTAL AVERAGE GROSS CONTACTS** 29,539



EXECUTIVE SUMMARY		
Channels	Contacts	Period
<b>Rheumatology News</b> Total Qualified Circulation	8,505	6 months ended July 31, 2024
<b>Website Activity</b> Page Impressions Visits Unique Browsers	36,870 25,739 21,034	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.



# Rheumatology News

6 months ended July 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>8,505</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	8,505
<b>Total Average Qualified Nonpaid Circulation</b>	<b>8,505</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Miscellaneous, Including Staff Copies - Print	822
<b>Total Average Nonqualified Circulation</b>	<b>822</b>

<b>CIRCULATION BY ISSUES</b>		<b>Qualified Nonpaid - Print</b>
<b>Issue</b>		
Feb		8,651
Mar 01		8,643
Mar 15		8,631
Apr 01		8,507
Apr 15		8,497
May 01		8,387
May 15		8,381
Jun		8,434
Jul		8,414

**BUSINESS 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	6,436	76.5	6,436	4,278	479	519	998		5,276	950	210	
2.	PPR	Pediatrics, Rheumatology	431	5.1	431	221		69	69		290	140	1	
3.	IM	Internal Medicine	638	7.6	638	593		45	45		638			
4.	IMR	Internal Medicine, Secondary in Rheumatology	259	3.1	259	170		27	27		197	53	9	
		<b>Total Copies to Physicians</b>	<b>7,764</b>	<b>92.3</b>	<b>7,764</b>	<b>5,262</b>	<b>479</b>	<b>660</b>	<b>1,139</b>		<b>6,401</b>	<b>1,143</b>	<b>220</b>	
5.	NP	Nurse Practitioners	345	4.1	345									
6.	PA	Physician Assistants	305	3.6	305									
		<b>Total Qualified Circulation</b>	<b>8,414</b>	<b>100.0</b>	<b>8,414</b>									
		<b>Percent</b>	<b>100.0</b>		<b>100.0</b>									

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>1,751</b>	<b>1,692</b>	<b>888</b>	<b>4,331</b>	<b>51.5</b>
Written	337	523	29	889	10.6
Telecommunication	1,414	1,169	859	3,442	40.9
Internet and Email					
<b>Total Direct Request From Recipient's Company</b>					
Written					
Telecommunication					
Internet and Email					
<b>Total Communication Other Than Request</b>	<b>11</b>			<b>11</b>	<b>0.1</b>
Written	11			11	0.1
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	3,756			3,756	44.6
Acquired Circulation					
Other Sources	316			316	3.8
<b>Total Qualified Subscriptions</b>	<b>5,834</b>	<b>1,692</b>	<b>888</b>	<b>8,414</b>	<b>100.0</b>
<b>Percent</b>	<b>69.3</b>	<b>20.1</b>	<b>10.6</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	8,414	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>8,414</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>8,414</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>	
<b>State</b>	<b>Qualified Nonpaid - Print</b>
Alabama	130
Arizona	123
Arkansas	58
California	1,013
Colorado	132
Connecticut	145
Delaware	18
District of Columbia	80
Florida	531
Georgia	234
Idaho	24
Illinois	345
Indiana	126
Iowa	49
Kansas	72
Kentucky	74
Louisiana	118
Maine	26
Maryland	279
Massachusetts	365
Michigan	219
Minnesota	126
Mississippi	54
Missouri	159
Montana	19
Nebraska	48
Nevada	43
New Hampshire	49
New Jersey	271
New Mexico	45
New York	695
North Carolina	266
North Dakota	14
Ohio	322
Oklahoma	74
Oregon	85
Pennsylvania	414
Rhode Island	44
South Carolina	133
South Dakota	18
Tennessee	152
Texas	530
Utah	60
Vermont	20
Virginia	189
Washington	185
West Virginia	28
Wisconsin	168
Wyoming	5
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>8,377</b>
Alaska	9
Hawaii	28
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>37</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>8,414</b>
Poss. & Other Areas	
<b>U.S. &amp; POSS., etc.</b>	<b>8,414</b>
Canada	
International	
Military or Civilian Personnel Overseas	
<b>Total International</b>	
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>8,414</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - www.mdedge/rheumatology

Month	Page Impressions	Visits	Unique Browsers
February	68,878	51,082	39,707
March	39,463	26,521	21,314
April	29,873	19,486	16,267
May	21,736	14,276	11,984
June	27,428	20,098	17,204
July	33,839	22,971	19,730

## 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 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/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 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:**

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