

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Frontline Medical Communications Inc.  
7 Century Drive, Suite 302  
Parsippany, NJ 07054  
Tel.: (973) 206-3434  
Fax: (973) 206-9378  
www.mdedge.com/cardiology

**CARDIOLOGY NEWS** provides cardiologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Cardiology News is published monthly and circulates to cardiovascular specialists and related sub-specialists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Cardiology - Presented by Cardiology News, provides news and views that matter to physicians in a timely and interactive format. With award-winning daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Cardiology is the best way for physicians to stay current, save time, and gain perspective. Cardiology News is a member of the MDedge Network.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### CARDIOLOGY NEWS MAGAZINE



6 issues in the period  
31,677 average circulation

### CARDIOLOGY NEWS WEBSITES



www.mdedge.com/  
ecardiologynews  
35,832 average users

www.mdedge.com/cardiology  
25,348 average users

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>CARDIOLOGY NEWS MAGAZINE</b> (6 issues in the period)	31,677	-	31,677
<b>CARDIOLOGY NEWS WEBSITES*</b>			
a. www.mdedge.com/ecardiologynews (Monthly Users with 80,685 average Pageviews)	35,832	-	35,832
b. www.mdedge.com/cardiology (Monthly Users with 64,774 average Pageviews)	25,348	-	25,348

\*As of December 5th, 2018, the Cardiology News website relaunched as <https://www.mdedge.com/cardiology>. Data from August 2018 - December 4th, 2018 is from the old site, data from December 5th 2018 - January 2019 is from the new site.

### FIELD SERVED

**CARDIOLOGY NEWS** serves physicians specializing in Cardiology, Interventional Cardiology, Pediatric Cardiology and IM-Cardiac Electrophysiology.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office- and hospital-based Cardiologists, Pediatric Cardiologists, Interventional Cardiologists and IM-Electrophysiologists, osteopathic physicians and those in other professional activities as detailed in Paragraph 3a.

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	198
Allocated for Trade Shows and Conventions	42
All Other	169
<b>TOTAL</b>	<b>410</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,677	100.0	31,677	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,677</b>	<b>100.0</b>	<b>31,677</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	30,961
September	31,039
October	31,207
November	32,328
December	32,289
January	32,240

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019

This issue is 2.1% or 675 copies above the average of the other 5 issues reported in Paragraph 2.

#### Major Professional Activity For United States & Professions Including APO & FPO

Professional Classification	Total Qualified	Percent of Total	Patient Care							
			Hospital Based Practice				Total (Other Professional Activity)			
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Osteopathic Physicians	
CD Cardiovascular Diseases	23,772	73.7	15,532	2,616	2,623	5,239	415	21,186	1,781	805
ICE IM-Cardiac Electrophysiology	2,115	6.6	1,614	202	284	486	-	2,100	-	15
IC Interventional Cardiology	3,737	11.6	3,022	315	347	662	-	3,684	-	53
PDC Pediatrics, Cardiology	2,616	8.1	1,562	452	591	1,043	-	2,605	-	11
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,240</b>	<b>100.0</b>	<b>21,730</b>	<b>3,585</b>	<b>3,845</b>	<b>7,430</b>	<b>415</b>	<b>29,575</b>	<b>1,781</b>	<b>884</b>
<b>PERCENT TO PHYSICIANS</b>	<b>100.0</b>		<b>67.4</b>	<b>11.1</b>	<b>11.9</b>	<b>23.0</b>	<b>1.3</b>	<b>91.7</b>	<b>5.5</b>	<b>2.8</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>32,240</b>	-	-	<b>32,240</b>	<b>100.0</b>
*Association rosters and directories	32,240	-	-	32,240	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,240</b>	<b>-</b>	<b>-</b>	<b>32,240</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	32,240	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,240</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February - July 2016	August 2016 - January 2017	February - July 2017	August 2017 - January 2018	February - July 2018	August 2018 - January 2019*
Total Audit Average Qualified:	30,190	30,418	30,550	30,889	31,047	31,677
Qualified Non-Paid:	30,190	30,418	30,550	30,889	31,047	31,677
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: August 2018 - January 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	127		Kentucky	385	
New Hampshire	133		Tennessee	686	
Vermont	65		Alabama	420	
Massachusetts	1,268		Mississippi	201	
Rhode Island	156		EAST SO. CENTRAL	1,692	5.2
Connecticut	537		Arkansas	225	
NEW ENGLAND	2,286	7.1	Louisiana	512	
New York	3,018		Oklahoma	281	
New Jersey	1,270		Texas	2,212	
Pennsylvania	1,748		WEST SO. CENTRAL	3,230	10.0
MIDDLE ATLANTIC	6,036	18.7	Montana	62	
Ohio	1,346		Idaho	73	
Indiana	552		Wyoming	27	
Illinois	1,299		Colorado	404	
Michigan	1,055		New Mexico	127	
Wisconsin	469		Arizona	621	
EAST NO. CENTRAL	4,721	14.6	Utah	209	
Minnesota	618		Nevada	208	
Iowa	225		MOUNTAIN	1,731	5.4
Missouri	667		Alaska	35	
North Dakota	46		Washington	516	
South Dakota	60		Oregon	293	
Nebraska	178		California	3,185	
Kansas	257		Hawaii	96	
WEST NO. CENTRAL	2,051	6.4	PACIFIC	4,125	12.8
Delaware	90		UNITED STATES	32,240	100.0
Maryland	754		U.S. Territories	-	
Washington, DC	184		Canada	-	
Virginia	698		Mexico	-	
West Virginia	174		Other International	-	
North Carolina	915		APO/FPO	-	
South Carolina	410				
Georgia	858				
Florida	2,285				
SOUTH ATLANTIC	6,368	19.8			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,240</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.MDEDGE.COM/ECARDIOLOGYNEWS\***

2018	Pageviews	Sessions	Users	Average Session Duration
August	91,134	51,165	40,286	1:17
September	77,029	49,340	38,914	1:17
October	108,540	59,580	45,464	1:01
November	109,242	63,852	46,428	0:55
December	17,481	9,926	8,066	0:57
<b>AVERAGE:</b>	<b>80,685</b>	<b>46,773</b>	<b>35,832</b>	<b>1:05</b>

August - December 4, 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

**WWW.MDEDGE.COM/CARDIOLOGY\***

2018/2019	Pageviews	Sessions	Users	Average Session Duration
December	55,763	29,552	20,977	0:51
January	73,785	38,945	29,718	1:15
<b>AVERAGE:</b>	<b>64,774</b>	<b>34,249</b>	<b>25,348</b>	<b>1:03</b>

December 5, 2018 - January 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

\*As of December 5th, 2018, the Cardiology News website relaunched as <https://www.mdedge.com/cardiology>. Data from August 2018 - December 4th, 2018 is from the old site, data from December 5th 2018 - January 2019 is from the new site.

**WEBSITE GLOSSARY**

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 32,240 copies or 100.0%, including American Medical Association.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Alan Imhoff, President and CEO

Jared Sonners, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

Received by BPA Worldwide

Type

ID Number

March 1, 2019

New Jersey

Morris

March 1, 2019

BJ

C633B0D8

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.