

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 that must be made by the user of the report.

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CLEVELAND CLINIC JOURNAL OF MEDICINE (CCJM), published by Cleveland Clinic, is a peer-reviewed medical journal circulated monthly to more than 123,000 physicians—internists (including hospitalists), cardiologists, endocrinologists, diabetologists, and pulmonologists. CCJM's editorial content focuses on practical clinical information that is immediately applicable to day-to-day practice. Physicians and scientists from Cleveland Clinic and other institutions share their knowledge, mixing clinical relevance with evidence-based and experience-based analysis. The journal's contents are indexed in MEDLINE. Continuing medical education credit is offered free of charge in each issue for select articles. CCJM's contents are also available on its website, www.ccjm.org.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers who 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.

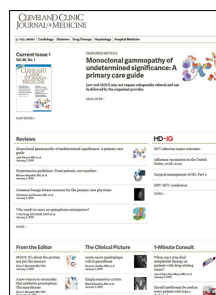
CHANNELS

CLEVELAND CLINIC JOURNAL OF MEDICINE



6 issues in the period
124,576 average circulation

CLEVELAND CLINIC JOURNAL OF MEDICINE WEBSITE



314,723 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLEVELAND CLINIC JOURNAL OF MEDICINE (6 issues in the period)	124,576	-	124,576
CLEVELAND CLINIC JOURNAL OF MEDICINE WEBSITE (Monthly Users with 714,232 average Pageviews)	314,723	-	314,723

FIELD SERVED

CLEVELAND CLINIC JOURNAL OF MEDICINE serves physicians in select specialties.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians specializing in internal medicine, cardiology, endocrinology, diabetology, pulmonology, and other specialties.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	183
Advertiser and Agency	319
Allocated for Trade Shows and Conventions	-
All Other	1,577
TOTAL	2,079

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	124,576	100.0	124,576	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	124,576	100.0	124,576	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	124,856
August	124,770
September	124,741
October	127,025
November	123,034
December	123,028

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

This issue is 1.5% or 1,850 copies below the average of the other 5 issues reported in Paragraph 2.

CD	Professional Classification	Total Qualified	Percent Of Total	Patient Care				Other Professional Activities					Osteopathic Physicians				
				Office-Based Practice (A)	Interns and/or Resident (B)	Full Time Hospital Staff (D)	Total Patient Care	Medical Teaching	Admin	Research	Armed Forces	Other Professional Activity	Total Other Professional Activity	Office Based	Hospital Based	All Other	
																	IC
9	CD Cardiovascular Diseases	19,874	16.2	14,668	2,558	2,172	19,398	-	-	-	-	-	-	-	388	85	3
14	DIA Diabetes	89	0.1	89	-	-	89	-	-	-	-	-	-	-	-	-	-
16	END Endocrinology	5,206	4.2	4,655	12	459	5,126	-	-	-	-	-	-	-	69	10	1
18	FP Family Practice	871	0.7	704	-	65	769	14	-	-	-	88	102	-	-	-	-
21	GP General Practice	32	-	28	-	3	31	-	-	-	-	1	1	-	-	-	-
	Hospitalists	208	0.2	68	-	98	166	-	-	-	-	-	-	17	22	3	-
	IC Interventional Cardiology	85	0.1	38	7	7	52	-	-	-	-	-	-	29	4	-	-
27	IM Internal Medicine	93,168	75.7	73,791	762	13,835	88,388	420	-	-	-	-	420	2,618	1,735	7	-
38	NEP Nephrology	6	-	6	-	-	6	-	-	-	-	-	-	-	-	-	-
83	PUD Pulmonary Diseases	3,495	2.8	3,426	62	-	3,488	-	-	-	-	-	-	7	-	-	-
	TOTAL QUALIFIED CIRCULATION	123,034	100.0	97,473	3,401	16,639	117,513	434	-	-	-	89	523	3,128	1,856	14	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

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. TOTAL - Sources other than above (listed alphabetically):	123,017	7	10	123,034	100.0
*Association rosters and directories	123,017	7	10	123,034	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	123,017	7	10	123,034	100.0
PERCENT	100.0	-	-	100.0	-

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	123,034	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	123,034	100.0

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
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*
Total Audit Average Qualified:	105,913	106,148	107,691	117,230	125,046	124,576
Qualified Non-Paid:	105,913	106,148	107,691	117,230	125,046	124,576
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: July - December 2018 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 NOVEMBER 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	551		Kentucky	1,303	
New Hampshire	547		Tennessee	2,489	
Vermont	265		Alabama	1,529	
Massachusetts	4,884		Mississippi	713	
Rhode Island	684		EAST SO. CENTRAL	6,034	4.9
Connecticut	2,243		Arkansas	600	
NEW ENGLAND	9,174	7.4	Louisiana	1,554	
New York	11,100		Oklahoma	874	
New Jersey	4,899		Texas	7,638	
Pennsylvania	5,551		WEST SO. CENTRAL	10,666	8.7
MIDDLE ATLANTIC	21,550	17.5	Montana	269	
Ohio	5,440		Idaho	289	
Indiana	1,758		Wyoming	105	
Illinois	5,410		Colorado	1,706	
Michigan	3,802		New Mexico	537	
Wisconsin	1,750		Arizona	2,353	
EAST NO. CENTRAL	18,160	14.8	Utah	582	
Minnesota	1,825		Nevada	930	
Iowa	638		MOUNTAIN	6,771	5.5
Missouri	2,037		Alaska	131	
North Dakota	176		Washington	2,211	
South Dakota	242		Oregon	1,593	
Nebraska	546		California	15,279	
Kansas	757		Hawaii	618	
WEST NO. CENTRAL	6,221	5.0	PACIFIC	19,832	16.1
Delaware	311			122,835	99.8
Maryland	3,378		U.S. Territories	199	
Washington, DC	533		Canada	-	
Virginia	2,994		Mexico	-	
West Virginia	544		Other International	-	
North Carolina	3,402		APO/FPO	-	
South Carolina	1,337				
Georgia	3,462		TOTAL QUALIFIED CIRCULATION	123,034	100.0
Florida	8,466				
SOUTH ATLANTIC	24,427	19.9			

*See Additional Data

WEBSITE CHANNEL

www.cajm.org

2018	Pageviews	Sessions	Users	Average Session Duration
July	546,815	263,171	217,506	1:53
August	675,747	350,666	299,345	1:41
September	613,988	346,169	295,905	1:38
October	809,320	417,688	355,209	1:36
November	810,601	422,713	359,136	1:36
December	828,923	423,747	361,239	1:37
AVERAGE:	714,232	370,692	314,723	1:40

July – December 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

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 123,034 copies or 100%, including AMA.

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.

Peter G. Studer, Executive Publisher

Kathy Dunasky, Production Manager

(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

January 9, 2019

State

Ohio

County

Cuyahoga

Received by BPA Worldwide

January 9, 2019

Type

BJ

ID Number

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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 for the latest audit reports, membership information and publishing and advertising industry news.