

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.

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CLINICAL ENDOCRINOLOGY NEWS provides endocrinologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice.

- Clinical Endocrinology News is published monthly and circulates to endocrinologists, related subspecialists, and diabetes educators. All articles are researched, written, and produced by a full-time staff of professional medical journalists.
- MDedge Endocrinology (mdedge.com/endocrinology) - presented by Clinical Endocrinology 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 Endocrinology is the best way for physicians to stay current, save time, and gain perspective. Clinical Endocrinology 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.

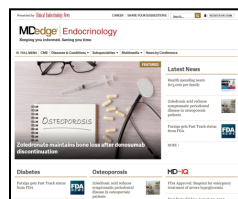
CHANNELS

CLINICAL ENDOCRINOLOGY NEWS MAGAZINE



6 issues in the period
16,839 average circulation

CLINICAL ENDOCRINOLOGY NEWS WEBSITE



30,885 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL ENDOCRINOLOGY NEWS MAGAZINE (6 issues in the period)	16,839	-	16,839
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 61,673 average Pageviews)	30,885	-	30,885

FIELD SERVED

CLINICAL ENDOCRINOLOGY NEWS serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are members of American Association of Diabetes Educators and American Society of Endocrine Physician Assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professionals in office-based practices, residents, full-time hospital staff, Semi-Retired, Osteopaths and other professional activities.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	183
Allocated for Trade Shows and Conventions	33
All Other	143
TOTAL	360

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,620	98.7	16,620	98.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	219	1.3	219	1.3	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,839	100.0	16,839	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019/2020 Issue	Total Qualified
August	16,733
September	16,638
October	16,858
November	16,938
December	16,948
January	16,916

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020 This issue is 0.6% or 93 copies above the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY									
		PATIENT CARE									
		Total Hospital Based							Total (Other Professional Activity)		
		Total Qualified	Percent of Total	Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Semi- Retired	Total Patient Care	Osteopaths	
DIA	Diabetes	112	0.7	89	-	23	23	-	112	-	-
END	Endocrinology	6,754	39.9	4,995	595	690	1,285	15	6,295	364	95
PDE	Pediatrics, Endocrinology	1,448	8.5	863	196	274	470	5	1,338	98	12
Total Copies to Physicians		8,314	49.1	5,947	791	987	1,778	20	7,745	462	107
Percent to Physicians		49.1		35.2	4.7	5.8	10.5	0.1	45.8	2.7	0.6
AADE-American Association of Diabetes Educators		8,367	49.5								
American Society of Endocrine Physician Assistants		235	1.4								
TOTAL QUALIFIED CIRCULATION		16,916	100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

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:	235	-	-	235	1.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,681	-	-	16,681	98.6
*Association rosters and directories	16,681	-	-	16,681	98.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,916	-	-	16,916	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,905	99.9
Individuals by name only	11	0.1
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,916	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
	February - July 2017	August 2017 - January 2018	February - July 2018	August 2018 - January 2019	February - July 2019	August 2019 - January 2020*
Total Audit Average Qualified:	16,553	16,531	16,491	16,538	16,670	16,839
Qualified Non-Paid:	16,553	16,531	16,491	16,538	16,670	16,839
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 2019 - January 2020 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	85		Kentucky	177	
New Hampshire	91		Tennessee	335	
Vermont	47		Alabama	192	
Massachusetts	659		Mississippi	106	
Rhode Island	79		EAST SO. CENTRAL	810	4.8
Connecticut	261		Arkansas	104	
NEW ENGLAND	1,222	7.2	Louisiana	237	
New York	1,316		Oklahoma	180	
New Jersey	574		Texas	1,151	
Pennsylvania	813		WEST SO. CENTRAL	1,672	9.9
MIDDLE ATLANTIC	2,703	16.0	Montana	60	
Ohio	563		Idaho	71	
Indiana	310		Wyoming	30	
Illinois	687		Colorado	292	
Michigan	515		New Mexico	132	
Wisconsin	324		Arizona	349	
EAST NO. CENTRAL	2,399	14.2	Utah	106	
Minnesota	342		Nevada	103	
Iowa	154		MOUNTAIN	1,143	6.7
Missouri	369		Alaska	38	
North Dakota	42		Washington	344	
South Dakota	51		Oregon	187	
Nebraska	133		California	1,694	
Kansas	136		Hawaii	48	
WEST NO. CENTRAL	1,227	7.2	PACIFIC	2,311	13.7
Delaware	39		UNITED STATES	16,916	100.0
Maryland	468		U.S. Territories	-	
Washington, DC	66		Canada	-	
Virginia	474		Mexico	-	
West Virginia	101		Other International	-	
North Carolina	572		APO/FPO	-	
South Carolina	253				
Georgia	455				
Florida	1,001				
SOUTH ATLANTIC	3,429	20.3			
			TOTAL QUALIFIED CIRCULATION	16,916	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/ENDOCRINOLOGY

2019/2020	Pageviews	Sessions	Users	Average Session Duration
August	52,459	31,448	23,006	1:23
September	71,310	41,985	31,782	1:08
October	66,686	43,144	32,412	1:04
November	59,115	36,468	29,957	1:02
December	62,993	38,742	31,998	0:57
January	57,478	43,587	36,159	0:47
AVERAGE:	61,673	39,229	30,885	1:03

August 2019 – January 2020 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 2 sources of circulation for quantities of 8,314 copies or 49.1% to 8,367 copies or 49.5%, including American Medical Association and American Academy of Diabetes Educators.

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.

Tracey Sears, Publisher

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 February 13, 2020

State New Jersey

County Morris

Received by BPA Worldwide February 13, 2020

Type BJ

ID Number C729B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.