

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  
16,538 average circulation

**CLINICAL ENDOCRINOLOGY NEWS WEBSITE**



www.mdedge.com/clinicalendocrinologynews  
21,933 average users

www.mdedge.com/endocrinology  
12,486 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>CLINICAL ENDOCRINOLOGY NEWS MAGAZINE</b> (6 issues in the period)	16,538	-	16,538
<b>CLINICAL ENDOCRINOLOGY NEWS WEBSITE*</b>			
a. www.mdedge.com/clinicalendocrinologynews (Monthly Users with 52,379 average Pageviews)	21,933	-	21,933
b. www.mdedge.com/endocrinology (Monthly Users with 39,933 average Pageviews)	12,486	-	12,486

\*As of December 5th, 2018, the Clinical Endocrinology News website relaunched as https://www.mdedge.com/endocrinology. 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**

**CLINICAL ENDOCRINOLOGY NEWS** serves all categories of practice within diabetology, endocrinology and pediatric endocrinology. Also served are professionals in the field of diabetes education and management.

**DEFINITION OF RECIPIENT QUALIFICATION**

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

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	172
Allocated for Trade Shows and Conventions	33
All Other	168
<b>TOTAL</b>	<b>376</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,364	98.9	16,364	98.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	174	1.1	174	1.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,538</b>	<b>100.0</b>	<b>16,538</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018/2019 Issue	Total Qualified
August	16,452
September	16,452
October	16,479
November	16,477
December	16,707
January	16,660

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019**  
This issue is 0.9% or 147 copies above the average of the other 5 issues reported in Paragraph 2.

Professional Classification		MAJOR PROFESSIONAL ACTIVITY										
		PATIENT CARE										
		Total Hospital Based							Semi-Retired	Total Patient Care	Total (Other Professional Activity)	Osteopaths
		Total Qualified	Percent of Total	Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Total Qualified				
DIA	Diabetes	116	0.7	93	-	23	23	-	116	-	-	
END	Endocrinology	6,430	38.6	4,219	598	572	1,170	5	5,394	915	121	
PDE	Pediatrics, Endocrinology	1,548	9.3	762	217	242	459	2	1,223	310	15	
<b>Total Copies to Physicians</b>		8,094	48.6	5,074	815	837	1,652	7	6,733	1,225	136	
<b>Percent To Physicians</b>		48.6		30.5	4.9	5.0	9.9	-	40.4	7.4	0.8	
AADE-American Association of Diabetes Educators		8,381	50.3									
American Society of Endocrine Physician Assistants		185	1.1									
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>16,660</b>	<b>100.0</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:	185	-	-	185	1.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>16,475</b>	-	-	<b>16,475</b>	<b>98.9</b>
* Association rosters and directories	16,475	-	-	16,475	98.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,660</b>	-	-	<b>16,660</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</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	16,660	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>16,660</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:	16,732	16,656	16,553	16,531	16,491	16,538
Qualified Non-Paid:	16,732	16,656	16,553	16,531	16,491	16,538
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	80		Kentucky	214	
New Hampshire	83		Tennessee	328	
Vermont	41		Alabama	180	
Massachusetts	684		Mississippi	134	
Rhode Island	69		EAST SO. CENTRAL	856	5.2
Connecticut	248		Arkansas	107	
NEW ENGLAND	1,205	7.2	Louisiana	212	
New York	1,353		Oklahoma	172	
New Jersey	571		Texas	1,139	
Pennsylvania	808		WEST SO. CENTRAL	1,630	9.8
MIDDLE ATLANTIC	2,732	16.4	Montana	50	
Ohio	620		Idaho	62	
Indiana	292		Wyoming	22	
Illinois	683		Colorado	261	
Michigan	492		New Mexico	119	
Wisconsin	327		Arizona	325	
EAST NO. CENTRAL	2,414	14.5	Utah	97	
Minnesota	337		Nevada	80	
Iowa	157		MOUNTAIN	1,016	6.1
Missouri	381		Alaska	39	
North Dakota	37		Washington	342	
South Dakota	48		Oregon	209	
Nebraska	130		California	1,612	
Kansas	145		Hawaii	51	
WEST NO. CENTRAL	1,235	7.4	PACIFIC	2,253	13.5
Delaware	33		UNITED STATES	16,655	100.0
Maryland	482		U.S. Territories	5	
Washington, DC	71		Canada	-	
Virginia	457		Mexico	-	
West Virginia	95		Other International	-	
North Carolina	562		APO/FPO	-	
South Carolina	249				
Georgia	424				
Florida	941				
SOUTH ATLANTIC	3,314	19.9			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,660</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

### WWW.MDEdge.COM/CLINICALENDOCRINOLOGYNEWS

2018	Pageviews	Sessions	Users	Average Session Duration
August	62,580	32,043	24,526	2:10
September	46,632	27,878	21,146	2:12
October	88,536	56,223	37,075	1:17
November	53,488	30,139	22,533	1:50
December	10,660	5,498	4,386	2:02
<b>AVERAGE:</b>	<b>52,379</b>	<b>30,356</b>	<b>21,933</b>	<b>1:54</b>

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

### WWW.MDEdge.COM/ENDOCRINOLOGY

2018/2019	Pageviews	Sessions	Users	Average Session Duration
December	36,367	18,245	12,356	02:23
January	43,499	20,323	12,616	02:56
<b>AVERAGE:</b>	<b>39,933</b>	<b>19,284</b>	<b>12,486</b>	<b>02:40</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 Clinical Endocrinology News website relaunched as <https://www.mdedge.com/endocrinology>. 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 2 sources of circulation for quantities of 8,094 copies or 48.6% to 8,381 copies or 50.3%, 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	March 5, 2019
State	New Jersey
County	Morris
Received by BPA Worldwide	March 5, 2019
Type	BJ
ID Number	C729B0D8

#### 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.