

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.

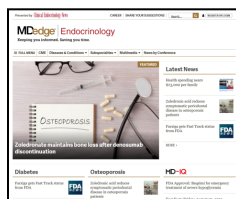
CHANNELS

CLINICAL ENDOCRINOLOGY NEWS MAGAZINE



6 issues in the period
16,670 average circulation

CLINICAL ENDOCRINOLOGY NEWS WEBSITE



22,910 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)	16,670	-	16,670
CLINICAL ENDOCRINOLOGY NEWS WEBSITE (Monthly Users with 59,005 average Pageviews)	22,910	-	22,910

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	1
Advertiser and Agency	188
Allocated for Trade Shows and Conventions	121
All Other	134
TOTAL	444

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,474	98.8	16,474	98.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	196	1.2	196	1.2	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,670	100.0	16,670	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
February	16,664
March	16,659
April	16,661
May	16,649
June	16,643
July	16,746

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019
This issue is 0.5% or 91 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	114	0.7	90	-	24	24	-	114	-	-	
END	Endocrinology	6,602	39.4	4,839	609	680	1,289	14	6,142	365	95	
PDE	Pediatrics, Endocrinology	1,439	8.6	838	219	267	486	4	1,328	99	12	
Total Copies to Physicians		8,155	48.7	5,767	828	971	1,799	18	7,584	464	107	
Percent to Physicians		48.7		34.4	5.0	5.8	10.8	0.1	45.3	2.8	0.6	
AADE-American Association of Diabetes Educators		8,395	50.1									
American Society of Endocrine Physician Assistants		196	1.2									
TOTAL QUALIFIED CIRCULATION		16,746	100.0									

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 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:	196	-	-	196	1.2
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,550	-	-	16,550	98.8
*Association rosters and directories	16,550	-	-	16,550	98.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,746	-	-	16,746	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,107	96.2
Individuals by name only	639	3.8
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,746	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2016 – January 2017	February - July 2017	August 2017 – January 2018	February - July 2018	August 2018 – January 2019*	February - July 2019*
Total Audit Average Qualified:	16,656	16,553	16,531	16,491	16,538	16,670
Qualified Non-Paid:	16,656	16,553	16,531	16,491	16,538	16,670
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 – July 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 JULY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	81		Kentucky	228	
New Hampshire	85		Tennessee	324	
Vermont	42		Alabama	183	
Massachusetts	648		Mississippi	138	
Rhode Island	72		EAST SO. CENTRAL	873	5.2
Connecticut	251		Arkansas	101	
NEW ENGLAND	1,179	7.0	Louisiana	226	
New York	1,375		Oklahoma	183	
New Jersey	575		Texas	1,132	
Pennsylvania	809		WEST SO. CENTRAL	1,642	9.8
MIDDLE ATLANTIC	2,759	16.5	Montana	61	
Ohio	588		Idaho	63	
Indiana	300		Wyoming	28	
Illinois	677		Colorado	291	
Michigan	475		New Mexico	125	
Wisconsin	303		Arizona	345	
EAST NO. CENTRAL	2,343	14.0	Utah	108	
Minnesota	321		Nevada	94	
Iowa	156		MOUNTAIN	1,115	6.7
Missouri	368		Alaska	34	
North Dakota	37		Washington	339	
South Dakota	47		Oregon	217	
Nebraska	124		California	1,683	
Kansas	139		Hawaii	56	
WEST NO. CENTRAL	1,192	7.1	PACIFIC	2,329	13.9
Delaware	39		UNITED STATES	16,743	100.0
Maryland	475		U.S. Territories	3	
Washington, DC	64		Canada	-	
Virginia	454		Mexico	-	
West Virginia	91		Other International	-	
North Carolina	559		APO/FPO	-	
South Carolina	245				
Georgia	418				
Florida	966				
SOUTH ATLANTIC	3,311	19.8			
			TOTAL QUALIFIED CIRCULATION	16,746	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEdge.COM/ENDOCRINOLOGY

2019	Pageviews	Sessions	Users	Average Session Duration
February	43,787	23,556	16,815	2:17
March	55,764	28,025	20,872	2:04
April	64,003	32,514	24,159	1:44
May	58,805	30,811	22,513	1:37
June	60,779	34,214	24,564	1:25
July	70,896	38,468	28,537	1:19
AVERAGE:	59,005	31,264	22,910	1:44

February – July 2019 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 8,155 copies or 48.7% to 8,395 copies or 50.1%, 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 August 29, 2019

State New Jersey

County Morris

Received by BPA Worldwide August 29, 2019

Type BJ

ID Number C729B0J9

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.