

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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**CHEST PHYSICIAN** is a B2B brand intended for individuals with broad-based interest in critical care and pulmonary diseases. The brand content and editorial scope of the publication includes independent reporting with focus on breaking news and insightful commentary from the American College of Chest Physicians (ACCP).

**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.

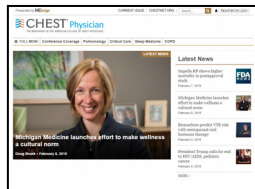
**CHANNELS**

**CHEST PHYSICIAN MAGAZINE**



6 issues in the period  
18,669 average circulation

**CHEST PHYSICIAN WEBSITE**



17,148 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>CHEST PHYSICIAN MAGAZINE</b> (6 issues in the period)	18,669	-	18,669
<b>CHEST PHYSICIAN WEBSITE</b> (Monthly Users with 34,443 average Pageviews)	17,148	-	17,148

**FIELD SERVED**

**CHEST PHYSICIAN** serves members of the American College of Chest Physicians and physicians practicing in specialties related to critical care and pulmonology.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include members of the American College of Chest Physicians, office and hospital based physicians in the specialties of pulmonary critical care medicine and pulmonary disease.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	221
Allocated for Trade Shows and Conventions	75
All Other	255
<b>TOTAL</b>	<b>552</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,872	36.8	6,872	36.8	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	11,797	63.2	11,797	63.2	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,669</b>	<b>100.0</b>	<b>18,669</b>	<b>100.0</b>	-	-

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

2018/2019 issue	Total Qualified
August	18,444
September	18,375
October	18,623
November	18,806
December	18,815
January	18,952

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019**

This issue is 1.8% or 339 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					Members of the American College of Chest Physicians
				Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)	
PCC	Pulmonary Critical Care Medicine	4,567	24.1	3,096	931	540	1,471	4,567	-
PUD	Pulmonary Diseases	2,422	12.8	1,995	28	399	427	2,422	-
ACC	American College of Chest Physicians	11,963	63.1	-	-	-	-	-	11,963
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>18,952</b>	<b>100.0</b>	<b>5,091</b>	<b>959</b>	<b>939</b>	<b>1,898</b>	<b>6,989</b>	<b>11,963</b>
<b>PERCENT</b>		<b>100.0</b>		<b>26.9</b>	<b>5.1</b>	<b>4.9</b>	<b>10.0</b>	<b>36.9</b>	<b>63.1</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:	<b>11,963</b>	-	-	<b>11,963</b>	<b>63.1</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>6,989</b>	-	-	<b>6,989</b>	<b>36.9</b>
*Association rosters and directories	6,989	-	-	6,989	36.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,952</b>	-	-	<b>18,952</b>	<b>100.0</b>
<b>PERCENT</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	18,952	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>18,952</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:	17,873	18,180	18,710	18,619	18,558	18,669
Qualified Non-Paid:	17,873	18,180	18,710	18,619	18,558	18,669
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	74		Kentucky	257	
New Hampshire	81		Tennessee	442	
Vermont	54		Alabama	234	
Massachusetts	650		Mississippi	128	
Rhode Island	92		EAST SO. CENTRAL	1,061	5.6
Connecticut	321		Arkansas	106	
NEW ENGLAND	1,272	6.7	Louisiana	263	
New York	1,644		Oklahoma	163	
New Jersey	660		Texas	1,210	
Pennsylvania	1,020		WEST SO. CENTRAL	1,742	9.2
MIDDLE ATLANTIC	3,324	17.5	Montana	49	
Ohio	781		Idaho	63	
Indiana	330		Wyoming	13	
Illinois	834		Colorado	317	
Michigan	602		New Mexico	87	
Wisconsin	289		Arizona	383	
EAST NO. CENTRAL	2,836	15.0	Utah	140	
Minnesota	318		Nevada	102	
Iowa	132		MOUNTAIN	1,154	6.1
Missouri	410		Alaska	18	
North Dakota	31		Washington	348	
South Dakota	42		Oregon	206	
Nebraska	116		California	1,897	
Kansas	161		Hawaii	54	
WEST NO. CENTRAL	1,210	6.4	PACIFIC	2,523	13.3
Delaware	43		UNITED STATES	18,879	99.6
Maryland	504		U.S. Territories	73	
Washington, DC	102		Canada	-	
Virginia	485		Mexico	-	
West Virginia	101		Other International	-	
North Carolina	556		APO/FPO	-	
South Carolina	221				
Georgia	514				
Florida	1,231				
SOUTH ATLANTIC	3,757	19.8			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,952</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.MDEDGE.COM/CHESTPHYSICIAN**

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	30,309	18,047	15,360	0:53
September	21,309	14,289	12,284	0:51
October	35,744	20,812	17,606	0:47
November	26,564	16,371	14,260	0:45
December	45,480	19,222	16,785	0:43
January	47,254	29,698	26,596	0:40
<b>AVERAGE:</b>	<b>34,443</b>	<b>19,739</b>	<b>17,148</b>	<b>0:46</b>

August 2018 - January 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 1 source of circulation for a quantity of 6,989 copies or 36.9%, 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	February 7, 2019
State	New Jersey
County	Morris
Received by BPA Worldwide	February 7, 2019
Type	BJ
ID Number	C727B0D8

**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.