

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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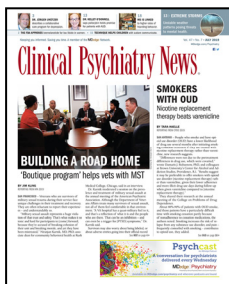
CLINICAL PSYCHIATRY NEWS has been a source of news and commentary about clinical developments in psychiatry as well as health care policy and regulations that affect the psychiatrist's practice since 1973. MDedge Psychiatry - Presented by Clinical Psychiatry News and Current Psychiatry, is the online destination and multimedia properties of Clinical Psychiatry News, the independent news publication for psychiatrists. MDedge Psychiatry provides specialty news coverage tailored to the needs and interests of practicing psychiatrists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage a lively forum of perspectives and opinions from our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our most important partners, our readers. Clinical Psychiatry 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.

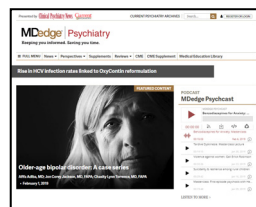
CHANNELS

CLINICAL PSYCHIATRY NEWS MAGAZINE



6 issues in the period
43,973 average circulation

CLINICAL PSYCHIATRY NEWS WEBSITE



368,654 average users
Shared media channel,
See Note 1

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICAL PSYCHIATRY NEWS MAGAZINE (6 issues in the period)	43,973	-	43,973
CLINICAL PSYCHIATRY NEWS WEBSITE (Monthly Users with 762,016 average Pageviews)	368,654	-	368,654

Note 1: Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

FIELD SERVED

CLINICAL PSYCHIATRY NEWS serves physicians specializing in the fields of psychiatry, child psychiatry, geriatric psychiatry and addiction psychiatry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital based psychiatrists, child psychiatrists, geriatric psychiatrists and addiction psychiatrists with direct patient care responsibilities, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	273
Allocated for Trade Shows and Conventions	75
All Other	165
TOTAL	520

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	43,973	100.0	43,973	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,973	100.0	43,973	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
February	43,992
March	43,937
April	44,005
May	43,862
June	43,829
July	44,213

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

This issue is 0.7% or 288 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO

Patient Care

Hospital Based Practice

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total Other Professional Activity	Osteopathic Physicians
ADP	Addiction Psychiatry	126	0.3	96	7	23	30	-	126	-	-
CHP	Psychiatry, Child	7,767	17.6	6,169	337	1,103	1,440	-	7,609	26	132
PYG	Geriatric Psychiatry	240	0.5	165	7	66	73	-	238	-	2
P	Psychiatry	36,080	81.6	21,764	4,435	5,558	9,993	493	32,250	1,259	2,571
TOTAL QUALIFIED CIRCULATION		44,213	100.0	28,194	4,786	6,750	11,536	493	40,223	1,285	2,705
PERCENT TO PHYSICIANS		100.0		63.8	10.8	15.3	26.1	1.1	91.0	2.9	6.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	7,797	5,622	8,883	22,302	50.4
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):	21,911	-	-	21,911	49.6
*Association rosters and directories	21,911	-	-	21,911	49.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,708	5,622	8,883	44,213	100.0
PERCENT	67.2	12.7	20.1	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	44,213	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	44,213	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:	42,768	43,404	43,546	43,996	44,037	43,973
Qualified Non-Paid:	42,768	43,404	43,546	43,996	44,037	43,973
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	245		Kentucky	439	
New Hampshire	246		Tennessee	663	
Vermont	164		Alabama	395	
Massachusetts	2,111		Mississippi	194	
Rhode Island	284		EAST SO. CENTRAL	1,691	3.8
Connecticut	928		Arkansas	264	
NEW ENGLAND	3,978	9.0	Louisiana	535	
New York	5,100		Oklahoma	371	
New Jersey	1,463		Texas	2,660	
Pennsylvania	1,992		WEST SO. CENTRAL	3,830	8.7
MIDDLE ATLANTIC	8,555	19.4	Montana	94	
Ohio	1,362		Idaho	85	
Indiana	494		Wyoming	40	
Illinois	1,653		Colorado	674	
Michigan	1,171		New Mexico	284	
Wisconsin	647		Arizona	769	
EAST NO. CENTRAL	5,327	12.0	Utah	263	
Minnesota	667		Nevada	228	
Iowa	255		MOUNTAIN	2,437	5.5
Missouri	750		Alaska	89	
North Dakota	88		Washington	787	
South Dakota	98		Oregon	569	
Nebraska	176		California	6,222	
Kansas	311		Hawaii	269	
WEST NO. CENTRAL	2,345	5.3	PACIFIC	7,936	17.9
Delaware	106		UNITED STATES	44,213	100.0
Maryland	1,288		U.S. Territories	-	
Washington, DC	339		Canada	-	
Virginia	1,145		Mexico	-	
West Virginia	208		Other International	-	
North Carolina	1,306		APO/FPO	-	
South Carolina	549				
Georgia	1,015				
Florida	2,158				
SOUTH ATLANTIC	8,114	18.4			
			TOTAL QUALIFIED CIRCULATION	44,213	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/PSYCHIATRY*

2019	Pageviews	Sessions	Users	Average Session Duration
February	744,058	418,776	357,412	1:08
March	839,086	477,845	403,734	1:07
April	775,109	437,239	376,671	1:05
May	709,840	395,879	339,218	1:07
June	768,073	438,105	367,340	1:05
July	735,934	424,070	367,551	1:06
AVERAGE:	762,016	431,985	368,654	1:06

February – July 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/psychiatry - serving both Clinical Psychiatry News and Current Psychiatry.

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 21,911 copies or 49.6%, 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.

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 12, 2019

State New Jersey

County Morris

Received by BPA Worldwide August 12, 2019

Type BJ

ID Number C349B0J9

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.