

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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CURRENT PSYCHIATRY is a B2B brand intended for individuals with broad-based interest in psychiatric disorders and related diseases of the central nervous system. The brand content and editorial scope of the publication includes physician-outlined articles and information that focuses on solutions to common clinical problems seen in daily practice. Current Psychiatry 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

CURRENT PSYCHIATRY MAGAZINE



6 issues in the period
44,772 average circulation

CURRENT PSYCHIATRY WEBSITE



297,003 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
CURRENT PSYCHIATRY MAGAZINE (6 issues in the period)	44,772	-	44,772
CURRENT PSYCHIATRY WEBSITE (Monthly Users with 634,590 average Pageviews)	297,003	-	297,003

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

FIELD SERVED

CURRENT PSYCHIATRY serves physicians and other healthcare professionals who treat psychiatric disorders and related diseases of the central nervous system.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians in the psychiatric specialties who are in direct patient care (office and hospital setting), including residents. Also included are those in other professional activities as reported in P3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	44
Advertiser and Agency	206
Allocated for Trade Shows and Conventions	148
All Other	217
TOTAL	615

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,772	100.0	44,772	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,772	100.0	44,772	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	44,862
September	44,685
October	44,825
November	44,725
December	44,826
January	44,706

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

This issue is 0.2% or 79 copies below the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classifications	Total Qualified	Percent of Total	Major Professional Activity For United States & Possessions Including APO & FPO								
				Office Based Practice	Patient Care			Medical Administration	Research	Other Professional Activity	Osteopathic Physicians	
					Residents	Full-Time Hospital Staff	Semi-Retired					
CHP	Psychiatry, Child	8,595	19.2	6,391	725	1,144	55	28	28	11	51	162
PYG	Geriatric Psychiatry	916	2.1	621	49	223	2	4	1	1	9	6
P	Psychiatry	32,014	71.6	21,274	4,541	2,807	502	154	227	153	197	2,159
TOTAL COPIES TO PHYSICIANS		41,525	92.9	28,286	5,315	4,174	559	186	256	165	257	2,327
PERCENT TO PHYSICIANS		92.9		63.3	11.9	9.3	1.2	0.4	0.6	0.4	0.6	5.2
Advanced Practice Clinicians specializing in Psychiatry which includes Nurse Practitioners, Physician Assistants & Certified Nurse Specialists.		3,181	7.1									
TOTAL QUALIFIED CIRCULATION		44,706	100.0									

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:	13,728	6,456	2,673	22,857	51.1
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):	21,849	-	-	21,849	48.9
* Association rosters and directories	19,801	-	-	19,801	44.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
* Other sources	2,048	-	-	2,048	4.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	35,577	6,456	2,673	44,706	100.0
	79.6	14.4	6.0	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	240		Kentucky	466	
New Hampshire	263		Tennessee	688	
Vermont	171		Alabama	382	
Massachusetts	2,446		Mississippi	207	
Rhode Island	350		EAST SO. CENTRAL	1,743	3.9
Connecticut	1,009		Arkansas	271	
NEW ENGLAND	4,479	10.0	Louisiana	545	
New York	4,891		Oklahoma	378	
New Jersey	1,408		Texas	2,732	
Pennsylvania	1,947		WEST SO. CENTRAL	3,926	8.8
MIDDLE ATLANTIC	8,246	18.4	Montana	90	
Ohio	1,456		Idaho	102	
Indiana	496		Wyoming	48	
Illinois	1,595		Colorado	682	
Michigan	1,164		New Mexico	290	
Wisconsin	649		Arizona	746	
EAST NO. CENTRAL	5,360	12.0	Utah	277	
Minnesota	763		Nevada	206	
Iowa	269		MOUNTAIN	2,441	5.5
Missouri	738		Alaska	87	
North Dakota	102		Washington	826	
South Dakota	107		Oregon	585	
Nebraska	196		California	5,832	
Kansas	330		Hawaii	272	
WEST NO. CENTRAL	2,505	5.6	PACIFIC	7,602	17.0
Delaware	110		UNITED STATES	44,354	99.2
Maryland	1,212		U.S. Territories	352	
Washington, DC	318		Canada	-	
Virginia	1,133		Mexico	-	
West Virginia	208		Other International	-	
North Carolina	1,341		APO/FPO	-	
South Carolina	556				
Georgia	1,077				
Florida	2,097				
SOUTH ATLANTIC	8,052	18.0			
			TOTAL QUALIFIED CIRCULATION	44,706	100.0

*See Additional Data

WEBSITE CHANNEL

[HTTPS://WWW.MDEDGE.COM/PSYCHIATRY*](https://www.mdedge.com/psychiatry)

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	579,314	312,087	260,090	1:18
September	442,311	284,889	245,384	1:03
October	681,455	366,176	306,426	1:08
November	666,465	368,187	306,214	1:08
December	669,266	357,864	299,958	1:09
January	768,731	427,207	363,949	1:11
AVERAGE:	634,590	352,735	297,003	1:09

August 2018 – January 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 19,801 copies or 44.3%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 2,048 copies or 4.6%, including DMD Mid-Level Practitioner Database.

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.

Sharon Finch, 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

State

County

Received by BPA Worldwide

Type

ID Number

February 14, 2019

New Jersey

Morris

February 14, 2019

BD

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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 for the latest audit reports, membership information and publishing and advertising industry news.