

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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FAMILY PRACTICE NEWS is an independent news source that provides the family physician with timely and relevant news and commentary about clinical developments in the field and about the impact of health care policy on the specialty and the physician's practice. MDedge Family Medicine - Presented by The Journal of Family Practice and Family Practice News provides medical specialty news coverage tailored to the needs and interests of practicing family physicians. Our staff of medical journalists 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 forum of perspectives and opinions from our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. 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. Family Practice 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

FAMILY PRACTICE NEWS MAGAZINE



8 issues in the period
102,533 average circulation

FAMILY PRACTICE NEWS WEBSITE



www.mdedge.com/familypracticenews
92,366 average users

www.mdedge.com/familymedicine
211,580 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FAMILY PRACTICE NEWS MAGAZINE (8 issues in the period)	102,533	-	102,533
FAMILY PRACTICE NEWS WEBSITE*			
a. www.mdedge.com/familypracticenews (Monthly Users with 178,720 average Pageviews)	92,366	-	92,366
b. www.mdedge.com/familymedicine (Monthly Users with 361,548 average Pageviews)	211,580	-	211,580

*As of January 22, 2019, the Family Practice News and The Journal of Family Practice websites merged and the two titles share the same MDedge Family Medicine website, <https://www.mdedge.com/familymedicine>. Data from August 2018 - January 21, 2019 is from the old site. Data from January 22 - January 31, 2019 is from the new site.

FIELD SERVED

FAMILY PRACTICE NEWS serves the family physician and general practitioner.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital-based family physicians and general practitioners with direct patient care responsibilities, and others as noted in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	400
Allocated for Trade Shows and Conventions	47
All Other	507
TOTAL	965

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	102,533	100.0	102,533	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	102,533	100.0	102,533	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	101,403
September 1	101,316
September 15	103,314
October 1	103,132
October 15	103,085
November	102,817
December	102,640
January	102,554

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

This issue is -% or 24 copies above the average of the other 7 issues reported in Paragraph 2.

Major Professional Activity for United States & Possessions Including APO & FPO

Professional Classification	Total Qualified	Percent of Total	Patient Care								
			Hospital Based Practice					Semi - Retired	Total (Patient Care) (F)	Total (Other Professional Activity) (L)	Osteopathic Physicians (M)
			Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)					
FM/FP Family Medicine/Family Practice	99,076	96.6	68,508	5,743	5,438	11,181	322	80,011	259	18,806	
GP General Practice	3,478	3.4	2,832	-	255	255	102	3,189	1	288	
TOTAL QUALIFIED CIRCULATION	102,554	100.0	71,340	5,743	5,693	11,436	424	83,200	260	19,094	
PERCENT TO PHYSICIANS	100.0		69.5	5.6	5.6	11.2	0.4	81.1	0.3	18.6	

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:	10,518	22,413	19,022	51,953	50.7
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):	50,601	-	-	50,601	49.3
*Association rosters and directories	50,601	-	-	50,601	49.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	61,119	22,413	19,022	102,554	100.0
PERCENT	59.6	21.9	18.5	100.0	

*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	102,554	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	102,554	100.0

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:	96,820	99,089	98,621	101,065	101,380	102,533
Qualified Non-Paid:	96,820	99,089	98,621	101,065	101,380	102,533
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	761		Kentucky	1,359	
New Hampshire	486		Tennessee	1,988	
Vermont	297		Alabama	1,464	
Massachusetts	1,439		Mississippi	789	
Rhode Island	281		EAST SO. CENTRAL	5,600	5.5
Connecticut	605		Arkansas	1,310	
NEW ENGLAND	3,869	3.8	Louisiana	1,390	
New York	4,421		Oklahoma	1,503	
New Jersey	2,039		Texas	7,844	
Pennsylvania	4,820		WEST SO. CENTRAL	12,047	11.7
MIDDLE ATLANTIC	11,280	11.0	Montana	480	
Ohio	3,808		Idaho	704	
Indiana	2,472		Wyoming	248	
Illinois	4,090		Colorado	2,218	
Michigan	3,849		New Mexico	777	
Wisconsin	2,272		Arizona	1,965	
EAST NO. CENTRAL	16,491	16.1	Utah	903	
Minnesota	2,546		Nevada	727	
Iowa	1,439		MOUNTAIN	8,022	7.8
Missouri	1,922		Alaska	391	
North Dakota	373		Washington	3,064	
South Dakota	381		Oregon	1,628	
Nebraska	850		California	11,984	
Kansas	1,289		Hawaii	431	
WEST NO. CENTRAL	8,800	8.6	PACIFIC	17,498	17.0
Delaware	297		UNITED STATES	102,554	100.0
Maryland	1,352		U.S. Territories	-	
Washington, DC	139		Canada	-	
Virginia	2,673		Mexico	-	
West Virginia	906		Other International	-	
North Carolina	3,026		APO/FPO	-	
South Carolina	1,692				
Georgia	2,659				
Florida	6,203				
SOUTH ATLANTIC	18,947	18.5			
			TOTAL QUALIFIED CIRCULATION	102,554	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/FAMILYPRACTICENEWS

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	153,213	89,619	73,868	0:43
September	126,691	82,978	69,327	0:40
October	186,233	101,110	83,092	0:44
November	153,651	90,975	75,939	0:41
December	197,627	122,534	106,548	0:39
January	254,906	161,979	145,424	0:39
AVERAGE:	178,720	108,199	92,366	0:41

August 2018– January 21, 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WWW.MDEDGE.COM/FAMILYMEDICINE

2019	Pageviews	Sessions	Users	Average Session Duration
January	361,548	228,649	211,580	0:59
AVERAGE:	361,548	228,649	211,580	0:59

January 22-31, 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*As of January 22, 2019, the Family Practice News and The Journal of Family Practice websites merged and the two titles share the same MDedge Family Medicine website, <https://www.mdedge.com/familymedicine>. Data from August 2018 - January 21, 2019 is from the old site. Data from January 22 - January 31, 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:

CHANGE IN FREQUENCY:

Effective with the January 2019 issue, Family Practice News changed its frequency from 18 to 12 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 50,601 copies or 49.3%, 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.

Gina Bennicasa, Associate 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 6, 2019

State

New Jersey

County

Morris

Received by BPA Worldwide

March 6, 2019

Type

BJ

ID Number

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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.