

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.

Frontline Medical Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054
Tel.: (973) 206-3434
Fax: (973) 206-9378
www.mdedge.com/gihepnews

GI & HEPATOLOGY NEWS is a B2B brand intended for individuals with broad-based interest in gastroenterology. The brand content and editorial scope of the publication includes independent reporting focusing on impacting the way gastroenterologists practice medicine and news from the AGA Institute.

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.

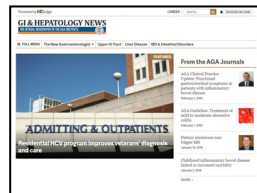
CHANNELS

GI & HEPATOLOGY NEWS MAGAZINE



6 issues in the period
18,779 average circulation

GI & HEPATOLOGY NEWS WEBSITE



10,809 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GI & HEPATOLOGY NEWS MAGAZINE (6 issues in the period)	18,779	-	18,779
GI & HEPATOLOGY NEWS WEBSITE (Monthly Users with 32,773 average Pageviews)	10,809	-	10,809

FIELD SERVED

GI & HEPATOLOGY NEWS serves physicians in the specialty of gastroenterology and members of the AGA Institute.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the AGA Institute, office and hospital based physicians specializing in gastroenterology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	358
Allocated for Trade Shows and Conventions	17
All Other	185
TOTAL	562

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,478	45.1	8,478	45.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	10,301	54.9	10,301	54.9	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,779	100.0	18,779	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	18,619
September	18,685
October	18,783
November	18,749
December	18,891
January	18,948

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

This issue is 1.1% or 203 copies above the average of the other 5 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Patient Care							AGA Members	
			Hospital Based Practice			Residents	Full Time Hospital Staff	Total (Hospital Based)	Total (Patient Care)		Osteopaths
			Office Based Practice								
GE Gastroenterology	8,603	45.4	6,722	841	645	1,486	8,208	395	-		
Members of the AGA Institute	10,345	54.6	-	-	-	-	-	-	10,345		
TOTAL QUALIFIED CIRCULATION	18,948	100.0	6,722	841	645	1,486	8,208	395	10,345		
PERCENT	100.0		35.5	4.4	3.4	7.8	43.3	2.1	54.6		

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:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	10,345	-	-	10,345	54.6
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	8,603	-	-	8,603	45.4
*Association rosters and directories	8,603	-	-	8,603	45.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,948	-	-	18,948	100.0
PERCENT	100.0	-	-	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	18,948	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	18,948	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
	February - July 2016	August 2016 - January 2017	February - July 2017	August 2017 - January 2018	February - July 2018*	August 2017- January 2019*
Total Audit Average Qualified:	17,500	18,167	17,898	18,482	18,164	18,779
Qualified Non-Paid:	17,500	18,167	17,898	18,482	18,164	18,779
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: February 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	59		Kentucky	211	
New Hampshire	87		Tennessee	377	
Vermont	33		Alabama	214	
Massachusetts	746		Mississippi	114	
Rhode Island	103		EAST SO. CENTRAL	916	4.8
Connecticut	358		Arkansas	101	
NEW ENGLAND	1,386	7.3	Louisiana	255	
New York	1,807		Oklahoma	131	
New Jersey	714		Texas	1,304	
Pennsylvania	1,037		WEST SO. CENTRAL	1,791	9.5
MIDDLE ATLANTIC	3,558	18.8	Montana	33	
Ohio	693		Idaho	45	
Indiana	275		Wyoming	10	
Illinois	791		Colorado	291	
Michigan	552		New Mexico	94	
Wisconsin	272		Arizona	369	
EAST NO. CENTRAL	2,583	13.6	Utah	120	
Minnesota	379		Nevada	104	
Iowa	112		MOUNTAIN	1,066	5.6
Missouri	366		Alaska	18	
North Dakota	24		Washington	363	
South Dakota	29		Oregon	217	
Nebraska	98		California	2,081	
Kansas	123		Hawaii	63	
WEST NO. CENTRAL	1,131	6.0	PACIFIC	2,742	14.5
Delaware	48		UNITED STATES	18,947	100.0
Maryland	547		U.S. Territories	1	
Washington, DC	101		Canada	-	
Virginia	475		Mexico	-	
West Virginia	70		Other International	-	
North Carolina	602		APO/FPO	-	
South Carolina	225				
Georgia	471				
Florida	1,235				
SOUTH ATLANTIC	3,774	19.9			
			TOTAL QUALIFIED CIRCULATION	18,948	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/GIHEPNEWS

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	28,614	11,238	8,981	1:23
September	27,771	11,204	9,669	1:34
October	33,410	11,858	10,187	1:29
November	35,715	13,180	11,051	1:22
December	27,227	10,354	8,697	1:20
January	43,905	19,127	16,272	1:16
AVERAGE:	32,773	12,826	10,809	1:24

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 8,603 copies or 45.4%, 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 BD

ID Number G191B0D8

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.