

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. No.: (973) 206-3434  
Fax No.: (973) 206-9378  
www.mdedge.com/  
internalmedicine

**INTERNAL MEDICINE NEWS** has provided news and commentary about clinical developments in internal medicine as well as health care policy and regulations that affect the physician's practice since 1968. MDedge Internal Medicine is the online destination and multimedia properties of Internal Medicine News, the independent news publication for internal medicine specialists.

**Our Mission**

MDedge Internal Medicine - presented by Internal Medicine News, provides medical specialty news coverage tailored to the needs and interests of practicing internal medicine specialists. Our staff of medical journalists provides news that is fair, balanced, and accurate. We adhere to the policies of fact verification and disclosures of conflict of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in 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 readers. Internal Medicine 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.

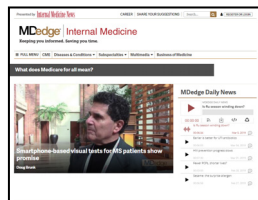
**CHANNELS**

**INTERNAL MEDICINE NEWS MAGAZINE**



8 issues in the period  
117,996 average circulation

**INTERNAL MEDICINE NEWS WEBSITE**



www.mdedge.com/  
internalmedicinews  
58,638 average users

www.mdedge.com/  
internalmedicine  
38,258 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>INTERNAL MEDICINE NEWS MAGAZINE</b> (8 issues in the period)	117,996	-	117,996
<b>INTERNAL MEDICINE NEWS WEBSITE*</b>			
a. www.mdedge.com/internalmedicinews (Monthly Users with 127,646 average Pageviews)	58,638	-	58,638
b. www.mdedge.com/internalmedicine (Monthly Users with 99,022 average Pageviews)	38,258	-	38,258

\*As of December 11, 2018, the Internal Medicine News website relaunched as https://www.mdedge.com/internalmedicine. Data from August 2018 - December 10, 2018 is from the old site, data from December 11, 2018 - January 2019 is from the new site.

**FIELD SERVED**

**INTERNAL MEDICINE NEWS** serves Internal Medicine, Cardiovascular Disease, Gastroenterology, IM-Geriatrics and patient-care specialists in Diabetology, Endocrinology, Infectious Disease, Nephrology, Pulmonary Disease, and Rheumatology.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are internists, cardiologists, gastroenterologists, IM-geriatrics and specialists in diabetology, endocrinology, infectious disease, nephrology, pulmonary disease and rheumatology in office and hospital based practice as well as residents and others as reported in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	20
Advertiser and Agency	488
Allocated for Trade Shows and Conventions	28
All Other	429
<b>TOTAL</b>	<b>965</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	117,996	100.0	117,996	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>117,996</b>	<b>100.0</b>	<b>117,996</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018/2019 Issue	Total Qualified
August	118,197
September 1	116,005
September 15	118,573
October 1	118,563
October 15	118,563
November	118,233
December	117,982
January	117,852

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

This issue is 0.1% or 165 copies below the average of the other 7 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Patient Care				Semi-Retired	Total (Patient Care) (G)	Total (Other Professional Activity) (L)	Osteopaths
			Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff	Total (Hospital Based) (E)				
CD Cardiovascular Diseases	2,233	1.9	1,750	103	236	339	60	2,149	43	41
DIA Diabetes	22	-	16	-	3	3	-	19	3	-
END Endocrinology	514	0.4	425	31	24	55	11	491	23	-
GE Gastroenterology	1,258	1.1	1,016	75	83	158	16	1,190	38	30
ID Infectious Diseases	585	0.5	427	28	87	115	11	553	28	4
IM Internal Medicine	107,679	91.4	72,481	13,172	13,094	26,266	-	98,747	-	8,932
IMG Internal Medicine, Geriatrics	3,568	3.0	2,827	164	477	641	-	3,468	-	100
NEP Nephrology	847	0.7	682	48	51	99	15	796	45	6
PUD Pulmonary Diseases	431	0.4	354	2	54	56	15	425	6	-
RHU Rheumatology	715	0.6	599	20	53	73	9	681	30	4
<b>Total Copies to Physicians</b>	<b>117,852</b>	<b>100.0</b>	<b>80,577</b>	<b>13,643</b>	<b>14,162</b>	<b>27,805</b>	<b>137</b>	<b>108,519</b>	<b>216</b>	<b>9,117</b>
<b>Percent to Physicians</b>	<b>100.0</b>		<b>68.4</b>	<b>11.6</b>	<b>12.0</b>	<b>23.6</b>	<b>0.1</b>	<b>92.1</b>	<b>0.2</b>	<b>7.7</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>117,852</b>	<b>100.0</b>	<b>80,577</b>	<b>13,643</b>	<b>14,162</b>	<b>27,805</b>	<b>137</b>	<b>108,519</b>	<b>216</b>	<b>9,117</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:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>117,852</b>	-	-	<b>117,852</b>	<b>100.0</b>
*Association rosters and directories	117,852	-	-	117,852	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>117,852</b>	<b>-</b>	<b>-</b>	<b>117,852</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</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	117,852	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>117,852</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	Circulation Claim	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:	110,219	112,896	112,676	114,732	116,904	117,996
Qualified Non-Paid:	110,219	112,896	112,676	114,732	116,904	117,996
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	511		Kentucky	1,191	
New Hampshire	528		Tennessee	2,272	
Vermont	249		Alabama	1,397	
Massachusetts	4,716		Mississippi	695	
Rhode Island	734		EAST SO. CENTRAL	5,555	4.7
Connecticut	2,233		Arkansas	585	
NEW ENGLAND	8,971	7.6	Louisiana	1,415	
New York	11,545		Oklahoma	826	
New Jersey	4,733		Texas	7,289	
Pennsylvania	5,479		WEST SO. CENTRAL	10,115	8.6
MIDDLE ATLANTIC	21,757	18.5	Montana	237	
Ohio	4,357		Idaho	275	
Indiana	1,560		Wyoming	91	
Illinois	5,382		Colorado	1,646	
Michigan	3,888		New Mexico	482	
Wisconsin	1,619		Arizona	2,224	
EAST NO. CENTRAL	16,806	14.3	Utah	537	
Minnesota	1,653		Nevada	939	
Iowa	589		MOUNTAIN	6,431	5.5
Missouri	1,970		Alaska	121	
North Dakota	174		Washington	2,147	
South Dakota	225		Oregon	1,512	
Nebraska	519		California	14,787	
Kansas	697		Hawaii	670	
WEST NO. CENTRAL	5,827	4.9	PACIFIC	19,237	16.3
Delaware	284		UNITED STATES	117,852	100.0
Maryland	3,270		U.S. Territories	-	
Washington, DC	587		Canada	-	
Virginia	2,850		Mexico	-	
West Virginia	559		Other International	-	
North Carolina	3,123		APO/FPO	-	
South Carolina	1,261				
Georgia	3,227				
Florida	7,992				
SOUTH ATLANTIC	23,153	19.6			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>117,852</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

### WWW.MDEDGE.COM/INTERNALMEDICINENEWS

2018	Pageviews	Sessions	Users	Average Session Duration
August	124,640	75,526	56,021	0:54
September	118,187	81,278	61,832	0:47
October	181,790	104,794	76,589	0:47
November	156,425	92,365	71,735	0:46
December	57,186	33,031	27,011	0:52
<b>AVERAGE:</b>	<b>127,646</b>	<b>77,399</b>	<b>58,638</b>	<b>0:49</b>

August – December 10, 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WWW.MDEDGE.COM/INTERNALMEDICINE

2018/2019	Pageviews	Sessions	Users	Average Session Duration
December	79,298	40,342	30,169	00:52
January	118,745	63,439	46,346	01:08
<b>AVERAGE:</b>	<b>99,022</b>	<b>51,891</b>	<b>38,258</b>	<b>01:00</b>

December 11, 2018 – January 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

\*As of December 11, 2018, the Internal Medicine News website relaunched as <https://www.mdedge.com/internalmedicine>. Data from August 2018 - December 10, 2018 is from the old site, data from December 11, 2018 - January 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, Internal Medicine 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 117,852 copies or 100%, 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

State

County

Received by BPA Worldwide

Type

ID Number

March 6, 2019

New Jersey

Morris

March 6, 2019

BD

I070B0D8

#### 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.