

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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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



6 issues in the period
114,935 average circulation

INTERNAL MEDICINE NEWS WEBSITE



93,405 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
INTERNAL MEDICINE NEWS MAGAZINE (6 issues in the period)	114,935	-	114,935
INTERNAL MEDICINE NEWS WEBSITE (Monthly Users with 195,484 average Pageviews)	93,405	-	93,405

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	17
Advertiser and Agency	503
Allocated for Trade Shows and Conventions	38
All Other	142
TOTAL	700

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	114,935	100.0	114,935	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	114,935	100.0	114,935	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019/2020 Issue	Total Qualified
August	119,021
September	115,369
October	114,655
November	113,701
December	113,653
January	113,210

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020
This issue is 1.8% or 2,070 copies below the average of the other 5 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Hospital Based						Total (Patient Care)	Total (Other Professional Activity)	Osteopaths
			Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired				
CD Cardiovascular Diseases	2,102	1.8	1,658	102	225	327	68	2,053	26	23	
DIA Diabetes	18	-	15	-	1	1	-	16	2	-	
END Endocrinology	528	0.5	437	22	33	55	14	506	22	-	
GE Gastroenterology	1,271	1.1	1,028	73	93	166	22	1,216	28	27	
ID Infectious Disease	566	0.5	427	24	84	108	10	545	19	2	
IM Internal Medicine	103,087	91.1	72,886	6,744	13,996	20,740	-	93,626	-	9,461	
IMG Internal Medicine, Geriatrics	3,633	3.2	2,884	147	504	651	-	3,535	-	98	
NEP Nephrology	878	0.8	735	25	62	87	22	844	31	3	
PUD Pulmonary Diseases	419	0.4	335	5	50	55	22	412	7	-	
RHU Rheumatology	708	0.6	589	14	56	70	14	673	31	4	
Total Copies to Physicians	113,210	100.0	80,994	7,156	15,104	22,260	172	103,426	166	9,618	
Percent to Physicians	100.0		71.5	6.3	13.3	19.7	0.2	91.4	0.1	8.5	
TOTAL QUALIFIED CIRCULATION	113,210	100.0	80,994	7,156	15,104	22,260	172	103,426	166	9,618	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	24,936	23,812	9,611	58,359	51.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	1	1	-
V. TOTAL - Sources other than above (listed alphabetically):	54,850	-	-	54,850	48.4
* Association rosters and directories	54,850	-	-	54,850	48.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	79,786	23,812	9,612	113,210	100.0
PERCENT	70.5	21.0	8.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	113,210	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	113,210	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 2017	August 2017 - January 2018	February - July 2018	August 2018 - January 2019	February - July 2019*	August 2019 - January 2020*
Total Audit Average Qualified:	112,676	114,732	116,904	117,996	117,873	114,935
Qualified Non-Paid:	112,676	114,732	116,904	117,996	117,873	114,935
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 2019 – January 2020 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	512		Kentucky	1,141	
New Hampshire	493		Tennessee	2,180	
Vermont	243		Alabama	1,348	
Massachusetts	4,430		Mississippi	661	
Rhode Island	657		EAST SO. CENTRAL	5,330	4.7
Connecticut	2,136		Arkansas	552	
NEW ENGLAND	8,471	7.5	Louisiana	1,349	
New York	10,643		Oklahoma	799	
New Jersey	4,461		Texas	7,079	
Pennsylvania	5,203		WEST SO. CENTRAL	9,779	8.7
MIDDLE ATLANTIC	20,307	17.9	Montana	235	
Ohio	4,141		Idaho	278	
Indiana	1,518		Wyoming	92	
Illinois	5,100		Colorado	1,627	
Michigan	3,681		New Mexico	501	
Wisconsin	1,581		Arizona	2,191	
EAST NO. CENTRAL	16,021	14.2	Utah	540	
Minnesota	1,621		Nevada	913	
Iowa	605		MOUNTAIN	6,377	5.6
Missouri	1,880		Alaska	122	
North Dakota	166		Washington	2,120	
South Dakota	228		Oregon	1,465	
Nebraska	498		California	14,354	
Kansas	671		Hawaii	644	
WEST NO. CENTRAL	5,669	5.0	PACIFIC	18,705	16.5
Delaware	277		UNITED STATES	113,210	100.0
Maryland	3,120		U.S. Territories	-	
Washington, DC	501		Canada	-	
Virginia	2,802		Mexico	-	
West Virginia	505		Other International	-	
North Carolina	3,047		APO/FPO	-	
South Carolina	1,243				
Georgia	3,199				
Florida	7,857				
SOUTH ATLANTIC	22,551	19.9			
			TOTAL QUALIFIED CIRCULATION	113,210	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/INTERNALMEDICINE

2019/2020	Pageviews	Sessions	Users	Average Session Duration
August	188,427	97,765	82,381	0:54
September	208,114	107,392	88,531	0:53
October	236,696	127,781	108,012	0:49
November	183,585	106,305	92,061	0:50
December	186,042	104,411	90,629	0:49
January	170,042	114,301	98,816	0:44
AVERAGE:	195,484	109,659	93,405	0:49

August 2019 – January 2020 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 2 sources of circulation for quantities of 6,948 copies or 6.1% to 47,902 copies or 42.3%, including American Osteopathic Association and 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	February 27, 2020
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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.