

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

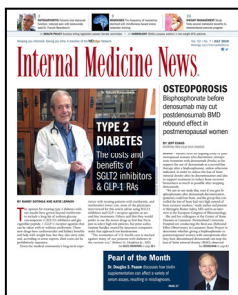
MDedge Internal Medicine - presented by Internal Medicine News, provides medical specialty news coverage tailored to the needs and interests of practicing internal medicine specialists. Our staff of medical journalists provides news that is fair, balanced, and accurate. We adhere to the policies of fact 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
117,873 average circulation

INTERNAL MEDICINE NEWS WEBSITE



82,168 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)	117,873	-	117,873
INTERNAL MEDICINE NEWS WEBSITE (Monthly Users with 207,136 average Pageviews)	82,168	-	82,168

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	517
Allocated for Trade Shows and Conventions	33
All Other	321
TOTAL	891

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	117,873	100.0	117,873	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	117,873	100.0	117,873	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
February	118,147
March	118,224
April	117,673
May	117,572
June	117,511
July	118,113

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

This issue is 0.2% or 288 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO											
Patient Care											
Hospital Based											
Professional Classification	Total Qualified	Percent of Total	Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff	Total (Hospital Based) (E)	Semi-Retired	Total (Patient Care) (G)	Total (Other Professional Activity) (L)	Osteopaths	
CD Cardiovascular Diseases	2,206	1.9	1,755	83	250	333	61	2,149	32	25	
DIA Diabetes	21	-	16	-	2	2	-	18	3	-	
END Endocrinology	556	0.5	464	22	34	56	13	533	23	-	
GE Gastroenterology	1,318	1.1	1,077	62	101	163	19	1,259	33	26	
ID Infectious Disease	601	0.5	453	24	89	113	10	576	22	3	
IM Internal Medicine	107,764	91.2	71,645	13,011	13,791	26,802	-	98,447	-	9,317	
IMG Internal Medicine, Geriatrics	3,575	3.0	2,822	159	497	656	-	3,478	-	97	
NEP Nephrology	921	0.8	763	37	62	99	22	884	34	3	
PUD Pulmonary Diseases	430	0.4	350	2	52	54	19	423	7	-	
RHU Rheumatology	721	0.6	601	16	59	75	11	687	30	4	
Total Copies to Physicians	118,113	100.0	79,946	13,416	14,937	28,353	155	108,454	184	9,475	
Percent to Physicians	100.0		67.7	11.4	12.6	24.0	0.1	91.8	0.2	8.0	
TOTAL QUALIFIED CIRCULATION	118,113	100.0	79,946	13,416	14,937	28,353	155	108,454	184	9,475	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	35,294	9,746	14,711	59,751	50.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	2	-	2	-
V. TOTAL - Sources other than above (listed alphabetically):	58,360	-	-	58,360	49.4
* Association rosters and directories	58,360	-	-	58,360	49.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	93,654	9,748	14,711	118,113	100.0
PERCENT	79.3	8.2	12.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	118,113	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	118,113	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
	August 2016 - January 2017	February - July 2017	August 2017 - January 2018	February - July 2018	August 2018 - January 2019	February - July 2019*
Total Audit Average Qualified:	112,896	112,676	114,732	116,904	117,996	117,873
Qualified Non-Paid:	112,896	112,676	114,732	116,904	117,996	117,873
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 – July 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 JULY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	517		Kentucky	1,181	
New Hampshire	530		Tennessee	2,282	
Vermont	254		Alabama	1,403	
Massachusetts	4,708		Mississippi	696	
Rhode Island	711		EAST SO. CENTRAL	5,562	4.7
Connecticut	2,250		Arkansas	576	
NEW ENGLAND	8,970	7.6	Louisiana	1,428	
New York	11,485		Oklahoma	826	
New Jersey	4,714		Texas	7,320	
Pennsylvania	5,501		WEST SO. CENTRAL	10,150	8.6
MIDDLE ATLANTIC	21,700	18.4	Montana	239	
Ohio	4,399		Idaho	277	
Indiana	1,574		Wyoming	92	
Illinois	5,414		Colorado	1,672	
Michigan	3,872		New Mexico	493	
Wisconsin	1,631		Arizona	2,258	
EAST NO. CENTRAL	16,890	14.3	Utah	562	
Minnesota	1,687		Nevada	929	
Iowa	601		MOUNTAIN	6,522	5.5
Missouri	1,971		Alaska	120	
North Dakota	171		Washington	2,169	
South Dakota	231		Oregon	1,503	
Nebraska	514		California	14,761	
Kansas	689		Hawaii	665	
WEST NO. CENTRAL	5,864	4.9	PACIFIC	19,218	16.3
Delaware	285		UNITED STATES	118,113	100.0
Maryland	3,247		U.S. Territories	-	
Washington, DC	577		Canada	-	
Virginia	2,862		Mexico	-	
West Virginia	546		Other International	-	
North Carolina	3,128		APO/FPO	-	
South Carolina	1,272				
Georgia	3,292				
Florida	8,028				
SOUTH ATLANTIC	23,237	19.7			
			TOTAL QUALIFIED CIRCULATION	118,113	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/INTERNALMEDICINE

2019	Pageviews	Sessions	Users	Average Session Duration
February	173,140	88,758	71,355	1:12
March	216,075	107,179	86,068	1:10
April	235,100	111,941	87,796	1:09
May	204,607	98,435	79,080	1:12
June	214,033	105,963	86,086	0:55
July	199,866	99,580	82,628	0:57
AVERAGE:	207,136	101,976	82,168	1:05

February – July 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:

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 58,360 copies or 49.4%, 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.

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

September 5, 2019

New Jersey

Morris

September 5, 2019

BD

I070B0J9

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.