

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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THE JOURNAL OF FAMILY PRACTICE is a B2B brand intended for individuals with broad-based interests in the Family Practice specialty. The brand content and editorial scope of the publication includes peer-reviewed and indexed articles, plus other features on current practice recommendations for diagnosis and treatment of common medical problems. The Journal of Family Practice 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.

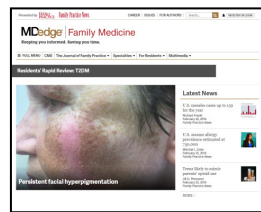
CHANNELS

**THE JOURNAL OF
FAMILY PRACTICE
MAGAZINE**



6 issues in the period
102,779 average circulation

**THE JOURNAL OF
FAMILY PRACTICE
WEBSITES**



www.mdedge.com/jfponline
493,547 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
THE JOURNAL OF FAMILY PRACTICE MAGAZINE (6 issues in the period)	102,779	-	102,779
THE JOURNAL OF FAMILY PRACTICE WEBSITES*			
a. www.mdedge.com/jfponline (Monthly Users with 843,270 average Pageviews)	493,547	-	493,547
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

THE JOURNAL OF FAMILY PRACTICE primarily serves Family Practice Physicians, Family Medicine Physicians, General Practitioners, and Osteopathic Physicians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are family practice physicians, family medicine physicians and general practice physicians engaged in office-based practice, hospital-based practice and teaching. Also qualified are osteopathic physicians in cardiology and internal medicine.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	161
Advertiser and Agency	336
Allocated for Trade Shows and Conventions	17
All Other	152
TOTAL	666

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	102,779	100.0	102,779	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	102,779	100.0	102,779	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	101,797
September	102,003
October	103,498
November	103,407
December	103,171
January/February	102,800

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2019
This issue is -% or 25 copies above the average of the other 5 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent of Total	Major Professional Activity											
			Patient Care						Total (Patient Care) (F)	Medical Teaching (G)	Other Prof. Act.	Osteopathic Physicians in Office-Based Practice (K)	Osteopathic Physicians Hospital-Based Practice (L)	Osteopathic Physicians Other
			Office Based (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Semi-Retired							
FP Family Practice	5,539	5.4	-	5,539	-	5,539	-	5,539	-	-	-	-	-	-
FM Family Medicine	93,336	90.8	67,474	172	5,367	5,539	300	73,313	472	383	13,055	5,556	557	
GP General Practice	3,373	3.3	2,769	-	241	241	102	3,112	1	11	214	31	4	
CD Cardiovascular Diseases	67	-	-	-	-	-	-	-	-	-	56	7	4	
IM Internal Medicine	485	0.5	-	-	-	-	-	-	-	-	399	44	42	
TOTAL QUALIFIED CIRCULATION	102,800	100.0	70,243	5,711	5,608	11,319	402	81,964	473	394	13,724	5,638	607	
PERCENT	100.0		68.3	5.6	5.4	11.0	0.4	79.7	0.5	0.4	13.3	5.5	0.6	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	21,888	20,833	13,486	56,207	54.7
a. Written	6,914	3,721	2,061	12,696	12.4
b. Telecommunication	14,406	15,603	10,607	40,616	39.5
c. Electronic	568	1,509	818	2,895	2.8
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	31	-	31	-
a. Written	-	31	-	31	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	46,562	-	-	46,562	45.3
*Association rosters and directories	46,562	-	-	46,562	45.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	68,450	20,864	13,486	102,800	100.0
PERCENT	66.6	20.3	13.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	102,800	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	102,800	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:	97,446	98,370	98,188	100,057	101,004	102,779
Qualified Non-Paid:	97,446	98,370	98,188	100,057	101,004	102,779
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: 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/FEBRUARY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	761		Kentucky	1,366	
New Hampshire	486		Tennessee	1,985	
Vermont	292		Alabama	1,447	
Massachusetts	1,456		Mississippi	800	
Rhode Island	283		EAST SO. CENTRAL	5,598	5.4
Connecticut	611		Arkansas	1,291	
NEW ENGLAND	3,889	3.8	Louisiana	1,394	
New York	4,451		Oklahoma	1,520	
New Jersey	2,105		Texas	7,767	
Pennsylvania	4,934		WEST SO. CENTRAL	11,972	11.6
MIDDLE ATLANTIC	11,490	11.2	Montana	475	
Ohio	3,878		Idaho	716	
Indiana	2,480		Wyoming	232	
Illinois	4,125		Colorado	2,201	
Michigan	3,923		New Mexico	772	
Wisconsin	2,266		Arizona	1,983	
EAST NO. CENTRAL	16,672	16.2	Utah	903	
Minnesota	2,539		Nevada	728	
Iowa	1,456		MOUNTAIN	8,010	7.8
Missouri	1,935		Alaska	384	
North Dakota	373		Washington	3,054	
South Dakota	384		Oregon	1,603	
Nebraska	850		California	11,879	
Kansas	1,278		Hawaii	432	
WEST NO. CENTRAL	8,815	8.6	PACIFIC	17,352	16.9
Delaware	305		UNITED STATES	102,800	100.0
Maryland	1,341		U.S. Territories	-	
Washington, DC	143		Canada	-	
Virginia	2,666		Mexico	-	
West Virginia	903		Other International	-	
North Carolina	3,047		AP0/FPO	-	
South Carolina	1,692				
Georgia	2,642				
Florida	6,263				
SOUTH ATLANTIC	19,002	18.5			
			TOTAL QUALIFIED CIRCULATION	102,800	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/JFPONLINE

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	869,395	535,768	482,589	0:48
September	680,798	492,336	454,321	0:38
October	947,097	573,150	517,727	0:46
November	939,988	565,875	522,113	0:45
December	985,655	577,415	527,230	0:46
January	816,684	499,576	457,300	0:47
AVERAGE:	873,270	540,687	493,547	0:45

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.

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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/February 2019 issue, The Journal of Family Practice changed its frequency from 12 to 10 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 46,562 copies or 45.3%, 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.

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

State

County

Received by BPA Worldwide

Type

ID Number

March 15, 2019

New Jersey

Morris

March 15, 2019

BJ

J016B0D8

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.