

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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NEUROLOGY REVIEWS is a B2B brand intended for individuals with broad-based interests in neurology. The brand content and editorial scope of the publication includes clinical news articles, expert interviews, and reports on the latest research findings as presented at national medical conferences. Neurology Reviews 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

**NEUROLOGY REVIEWS
MAGAZINE**



6 issues in the period
25,664 average circulation

**NEUROLOGY REVIEWS
WEBSITE**



www.mdedge.com/
neurologyreviews
67,901 average users

www.mdedge.com/neurology
50,324 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
NEUROLOGY REVIEWS MAGAZINE (6 issues in the period)	25,664	-	25,664
NEUROLOGY REVIEWS WEBSITE*			
www.mdedge.com/neurologyreviews (Monthly Users with 139,234 average Pageviews)	67,901	-	67,901
www.mdedge.com/neurology (Monthly Users with 109,277 average Pageviews)	50,324	-	50,324

*As of January 9, 2019, the Neurology Reviews website relaunched as https://www.mdedge.com/neurology. Data from August 2018 - January 8, 2019 is from the old site. Data from January 9 - January 31, 2019 is from the new site.

FIELD SERVED

NEUROLOGY REVIEWS serves physicians and osteopathic physicians specializing in Neurology as well as a limited number of other specialties. Also served are neurological nurse practitioners and physician assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians and osteopathic physicians in the following specialties: Neurology, Child Neurology, Family Medicine, Internal Medicine, Neuroradiology, Epilepsy, Clinical Neurophysiology, Endovascular Surgical Neuroradiology, Neurodevelopmental Disabilities, Neuromuscular Medicine, Sleep Medicine (Psych & Neurology), Neurological Surgery, Vascular Neurology, and neurologic nurse practitioners and physician assistants.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	675
Allocated for Trade Shows and Conventions	82
All Other	166
TOTAL	925

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,664	100.0	25,664	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,664	100.0	25,664	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	25,517
September	25,611
October	25,767
November	25,744
December	25,702
January	25,641

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

This issue is 0.1% or 27 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For The United States

Professional Classification	Total Qualified	Percent of Total	Patient Care							Other Professional Activity (L)	Osteopathic Physicians (M)
			Hospital Based				Semi-Retired	Total Patient Care (F)			
			Office Based Practice (A)	Residents (B) & (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)					
CN Clinical Neurophysiology	511	2.0	392	14	56	70	1	463	42	6	
ENR Endovascular Surgical Neuroradiology	6	-	4	-	2	2	-	6	-	-	
EPL Epilepsy	260	1.0	110	109	17	126	-	236	24	-	
FM Family Medicine	1,466	5.7	1,169	-	69	69	16	1,254	14	198	
GP General Practice	60	0.2	45	-	8	8	4	57	-	3	
IM Internal Medicine	1,242	4.9	1,069	2	76	78	30	1,177	19	46	
NDN Neurodevelopmental Disabilities	62	0.3	26	27	6	33	-	59	3	-	
N Neurology	16,307	63.6	8,696	2,505	1,757	4,262	290	13,248	1,936	1,123	
CHN Neurology, Child	1,905	7.4	909	560	303	863	10	1,782	86	37	
NMN Neuromuscular Medicine	117	0.5	73	5	10	15	-	88	29	-	
RNR Neuroradiology	1,579	6.2	1,347	4	148	152	1	1,500	64	15	
SMN Sleep Medicine (Psych & Neurology)	38	0.1	34	-	3	3	-	37	1	-	
NS Neurological Surgery	87	0.3	67	-	10	10	3	80	3	4	
VN Vascular Neurology	201	0.8	161	10	8	18	-	179	22	-	
TOTAL COPIES TO PHYSICIANS	23,841	93.0	14,102	3,236	2,473	5,709	355	20,166	2,243	1,432	
NP Neurology - Nurse Practitioners	932	3.6	-	-	-	-	-	-	-	-	
PA Neurology - Physician Assistants	868	3.4	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	25,641	100.0									

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	5,561	2,538	5,225	13,324	52.0
a. Written	712	554	418	1,684	6.6
b. Telecommunication	4,724	1,598	4,646	10,968	42.8
c. Electronic	125	386	161	672	2.6
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):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	12,317	-	-	12,317	48.0
*Association rosters and directories	10,671	-	-	10,671	41.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,646	-	-	1,646	6.4
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,878	2,538	5,225	25,641	100.0
PERCENT	69.7	9.9	20.4	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	81		Kentucky	346	
New Hampshire	95		Tennessee	539	
Vermont	61		Alabama	393	
Massachusetts	1,108		Mississippi	183	
Rhode Island	108		EAST SO. CENTRAL	1,461	5.7
Connecticut	337		Arkansas	186	
NEW ENGLAND	1,790	7.0	Louisiana	332	
New York	2,398		Oklahoma	213	
New Jersey	706		Texas	1,699	
Pennsylvania	1,322		WEST SO. CENTRAL	2,430	9.5
MIDDLE ATLANTIC	4,426	17.3	Montana	63	
Ohio	1,063		Idaho	60	
Indiana	415		Wyoming	19	
Illinois	999		Colorado	405	
Michigan	897		New Mexico	107	
Wisconsin	432		Arizona	519	
EAST NO. CENTRAL	3,806	14.8	Utah	218	
Minnesota	538		Nevada	130	
Iowa	205		MOUNTAIN	1,521	5.9
Missouri	552		Alaska	25	
North Dakota	49		Washington	472	
South Dakota	56		Oregon	313	
Nebraska	138		California	2,658	
Kansas	211		Hawaii	90	
WEST NO. CENTRAL	1,749	6.8	PACIFIC	3,558	13.9
Delaware	60		UNITED STATES	25,641	100.0
Maryland	711		U.S. Territories	-	
Washington, DC	138		Canada	-	
Virginia	566		Mexico	-	
West Virginia	129		Other International	-	
North Carolina	773		AP0/FPO	-	
South Carolina	298				
Georgia	632				
Florida	1,593				
SOUTH ATLANTIC	4,900	19.1			
			TOTAL QUALIFIED CIRCULATION	25,641	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/NEUROLOGYREVIEWS

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	149,682	86,471	72,147	1:01
September	118,391	78,288	66,013	0:54
October	179,265	98,484	81,828	1:00
November	170,742	96,909	83,162	0:59
December	161,384	88,761	74,253	1:01
January	55,942	34,182	30,000	0:58
AVERAGE:	139,234	80,516	67,901	0:59

August 2018 - January 8, 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WWW.MDEDGE.COM/NEUROLOGY

2019	Pageviews	Sessions	Users	Average Session Duration
January	109,277	59,860	50,324	1:02
AVERAGE:	109,277	59,860	50,324	1:02

January 9-31, 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*As of January 9, 2019, the Neurology Reviews website was relaunched as <https://www.mdedge.com/neurology>. Data from August 2018 - January 8, 2019 is from the old site. Data from January 9 - January 31, 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:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 10,671 copies or 41.6%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 1,646 copies or 6.4%, including DMD Mid-Level Practitioner Database.

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.

Elizabeth Katz, 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

March 4, 2019

State

New Jersey

County

Morris

Received by BPA Worldwide

March 4, 2019

Type

BD

ID Number

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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.