

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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**OBG MANAGEMENT** is a B2B brand intended for individuals with broad-based interests in obstetrics and gynecology. The brand content and editorial scope of the publication includes relevant clinical and timely practice management information, as well as in-depth analysis of diagnostic and treatment approaches. OBG Management 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.

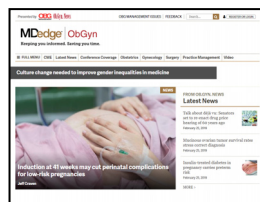
**CHANNELS**

**OBG MANAGEMENT  
MAGAZINE**



6 issues in the period  
48,025 average circulation

**OBG MANAGEMENT  
WEBSITES**



www.mdedge.com/  
obgmanagement  
215,571 average users

www.mdedge.com/obgyn  
214,667 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>OBG MANAGEMENT MAGAZINE</b> (6 issues in the period)	48,025	-	48,025
<b>OBG MANAGEMENT WEBSITES*</b>			
a. www.mdedge.com/obgmanagement (Monthly Users with 458,041 average Pageviews)	215,571	-	215,571
b. www.mdedge.com/obgyn (Monthly Users with 456,687 average Pageviews)	214,667	-	214,667

\*As of August 28, 2018, the OBG Management and Ob.Gyn. News websites merged and the two titles share the same MDedge ObGyn website, https://www.mdedge.com/obgyn. Data from August 1 - August 27, 2018 is from the old site. Data from August 28, 2018 - January 2019 is from the new site.

**FIELD SERVED**

**OBG MANAGEMENT** serves office and hospital based medical and osteopathic physicians, nurse practitioners, and physician assistants in direct patient care and in other professional activities in the United States.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are office-based and hospital-based physicians who practice direct patient care in Obstetrics and Gynecology, Obstetrics only, Gynecology only, Gynecological Oncology, Reproductive Endocrinology, Maternal & Fetal Medicine, Female Pelvic Medicine and Reconstructive Surgery, and other physician specialties allied to the field, as well as residents and fellows in Obstetrics & Gynecology. Also qualified are Nurse Practitioners and Physician Assistants.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency	676
Allocated for Trade Shows and Conventions	54
All Other	186
<b>TOTAL</b>	<b>932</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,025	100.0	48,025	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,025</b>	<b>100.0</b>	<b>48,025</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018/2019 Issue	Total Qualified
August	47,692
September	47,763
October	48,089
November	48,226
December	48,201
January	48,178

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

This issue is 0.4% or 184 copies above the average of the other 5 issues reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent of Total	Major Professional Activity					
				Office Based Practice (A)	Hospital Based Practice			Other Professional Activity	Osteopathic Physicians
Residents (C)	Full-Time Hospital Staff (D)	Semi-Retired							
FPR	Female Pelvic Medicine & Reconstructive Surgery	321	0.7	161	125	19	-	16	-
GO	Gynecological Oncology	275	0.6	178	25	51	4	11	6
GYN	Gynecology	2,009	4.2	1,631	-	144	111	26	97
MFM	Maternal & Fetal Medicine	494	1.0	280	57	93	3	24	37
OBS	Obstetrics	154	0.3	116	-	19	2	4	13
OBG	Obstetrics & Gynecology	41,002	85.1	29,417	4,511	3,361	211	378	3,124
REN	Reproductive Endocrinology	484	1.0	386	22	35	12	17	12
	Other Physician Specialties	397	0.8	277	14	52	7	24	23
<b>TOTAL COPIES TO PHYSICIANS</b>		<b>45,136</b>	<b>93.7</b>	<b>32,446</b>	<b>4,754</b>	<b>3,774</b>	<b>350</b>	<b>500</b>	<b>3,312</b>
<b>PERCENT TO PHYSICIANS</b>		<b>93.7</b>		<b>67.4</b>	<b>9.9</b>	<b>7.8</b>	<b>0.7</b>	<b>1.0</b>	<b>6.9</b>
Nurse Practitioners/Physician Assistants		3,042	6.3						
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>48,178</b>	<b>100.0</b>						

**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		
<b>I. TOTAL - Direct Request:</b>	<b>10,841</b>	<b>7,857</b>	<b>7,076</b>	<b>25,774</b>	<b>53.5</b>
a. Written	3,399	4,148	607	8,154	16.9
b. Telecommunication	6,756	1,739	5,967	14,462	30.0
c. Electronic	686	1,970	502	3,158	6.6
<b>II. TOTAL - Request from recipient's company:</b>	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>22,404</b>	-	-	<b>22,404</b>	<b>46.5</b>
*Association rosters and directories	20,344	-	-	20,344	42.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	2,060	-	-	2,060	4.3
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,245</b>	<b>7,857</b>	<b>7,076</b>	<b>48,178</b>	<b>100.0</b>
<b>PERCENT</b>	<b>69.0</b>	<b>16.3</b>	<b>14.7</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	48,178	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>48,178</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:	55,181	55,284	55,521	55,522	52,697	48,025
Qualified Non-Paid:	55,181	55,284	55,521	55,522	52,697	48,025
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	199		Kentucky	589	
New Hampshire	211		Tennessee	1,035	
Vermont	134		Alabama	612	
Massachusetts	1,215		Mississippi	342	
Rhode Island	223		<b>EAST SO. CENTRAL</b>	<b>2,578</b>	<b>5.3</b>
Connecticut	757		Arkansas	312	
<b>NEW ENGLAND</b>	<b>2,739</b>	<b>5.7</b>	Louisiana	782	
New York	3,900		Oklahoma	467	
New Jersey	1,636		Texas	3,637	
Pennsylvania	2,088		<b>WEST SO. CENTRAL</b>	<b>5,198</b>	<b>10.8</b>
<b>MIDDLE ATLANTIC</b>	<b>7,624</b>	<b>15.8</b>	Montana	128	
Ohio	1,799		Idaho	175	
Indiana	807		Wyoming	77	
Illinois	1,984		Colorado	875	
Michigan	1,656		New Mexico	265	
Wisconsin	733		Arizona	913	
<b>EAST NO. CENTRAL</b>	<b>6,979</b>	<b>14.5</b>	Utah	358	
Minnesota	747		Nevada	325	
Iowa	324		<b>MOUNTAIN</b>	<b>3,116</b>	<b>6.5</b>
Missouri	806		Alaska	103	
North Dakota	76		Washington	904	
South Dakota	91		Oregon	663	
Nebraska	262		California	5,605	
Kansas	355		Hawaii	243	
<b>WEST NO. CENTRAL</b>	<b>2,661</b>	<b>5.5</b>	<b>PACIFIC</b>	<b>7,518</b>	<b>15.6</b>
Delaware	137		<b>UNITED STATES</b>	<b>48,178</b>	<b>100.0</b>
Maryland	1,179		U.S. Territories	-	
Washington, DC	238		Canada	-	
Virginia	1,363		Mexico	-	
West Virginia	229		Other International	-	
North Carolina	1,479		APO/FPO	-	
South Carolina	674				
Georgia	1,546				
Florida	2,920				
<b>SOUTH ATLANTIC</b>	<b>9,765</b>	<b>20.3</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,178</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

### WWW.MDEDGE.COM/OBGMANAGEMENT

2018	Pageviews	Sessions	Users	Average Session Duration
August	458,041	247,083	215,571	1:14
<b>AVERAGE:</b>	<b>458,041</b>	<b>247,083</b>	<b>215,571</b>	<b>1:14</b>

August 1 – August 27, 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WWW.MDEDGE.COM/OBGYN

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	43,100	28,353	25,374	1:18
September	398,933	234,783	196,195	1:18
October	548,867	294,011	249,220	1:17
November	556,202	295,461	253,991	1:18
December	543,263	284,181	245,578	1:16
January	649,756	370,698	317,645	1:15
<b>AVERAGE:</b>	<b>456,687</b>	<b>251,248</b>	<b>214,667</b>	<b>1:17</b>

August 28, 2018 – January 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

\*As of August 28, 2018, the OBG Management and Ob.Gyn. News websites merged and the two titles share the same MDedge ObGyn website, <https://www.mdedge.com/obgyn>. Data from August 1 - August 27, 2018 is from the old site. Data from August 28, 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 Cookied 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 20,344 copies or 42.2%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 2,060 copies or 4.3%, 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.

Dianne Reynolds, Group 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 1, 2019

State New Jersey

County Morris

Received by BPA Worldwide March 1, 2019

Type BD

ID Number 0004B0D8

#### 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.