

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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OB.GYN. NEWS is an independent news source that provides obstetricians and gynecologists with timely and relevant news and commentary about clinical developments in their field and about the impact of health care policy on the specialty and the physician's practice. MDedge ObGyn - Presented by OBG Management and Ob.Gyn. News, provides medical specialty news coverage tailored to the needs and interests of practicing obstetricians and gynecologists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in our online communities. Information on the site is meant to complement and not replace any advice or information from a health professional. To accomplish these goals, we rely on our editorial advisory board, our staff and our readers. Ob.Gyn. 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

OB.GYN. NEWS MAGAZINE



6 issues in the period
44,376 average circulation

OB.GYN. NEWS WEBSITES



www.mdedge.com/
obgynnews
54,701 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
OB.GYN. NEWS MAGAZINE (6 issues in the period)	44,376	-	44,376
OB.GYN. NEWS WEBSITES*			
www.mdedge.com/obgynnews (Monthly Users with 125,826 Pageviews)	54,701	-	54,701
www.mdedge.com/obgyn (Monthly Users with 456,687 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

OB.GYN. NEWS serves physicians specializing in the fields of obstetrics, gynecology, OB/GYN critical care, maternal and fetal medicine, obstetrics and gynecology, gynecological oncology and reproductive endocrinology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office and hospital based obstetricians, gynecologists as well as specialists in maternal and fetal medicine, gynecological oncology and reproductive endocrinology.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	689
Allocated for Trade Shows and Conventions	62
All Other	285
TOTAL	1,045

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,376	100.0	44,376	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,376	100.0	44,376	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	43,920
September	44,000
October	44,693
November	44,607
December	44,579
January/February	44,457

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

This issue is 0.2% or 97 copies above the average of the other 5 issues reported in Paragraph 2.

Physician's Primary Specialty	Total Qualified	Percent or Total	Major Professional Activity									
			Hospital Based Practice					Patient Care			Total Other Professional Activity	Osteopaths
			Office Based Practice	Residents	Full Time Hospital Staff	Total Hospital Based	Semi-Retired	Total Patient Care				
GO Gynecological Oncology	680	1.5	355	168	103	271	4	630	32	18		
GYN Gynecology	2,025	4.6	1,613	-	126	126	128	1,867	61	97		
MFM Maternal & Fetal Medicine	1,024	2.3	460	306	140	446	7	913	69	42		
OCC OB/GYN Critical Care	8	-	5	-	-	-	-	5	2	1		
OBS Obstetrics	164	0.4	117	-	17	17	2	136	15	13		
OBG Obstetrics & Gynecology	39,705	89.3	29,389	3,530	2,840	6,370	246	36,005	808	2,892		
REN Reproductive Endocrinology	851	1.9	582	142	52	194	10	786	48	17		
TOTAL QUALIFIED CIRCULATION	44,457	100.0	32,521	4,146	3,278	7,424	397	40,342	1,035	3,080		
PERCENT	100.0		73.2	9.3	7.4	16.7	0.9	90.8	2.3	6.9		

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,780	7,303	13,270	23,353	52.5
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	8	3	11	-
V. TOTAL - Sources other than above (listed alphabetically):	21,093	-	-	21,093	47.5
*Association rosters and directories	21,093	-	-	21,093	47.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,873	7,311	13,273	44,457	100.0
PERCENT	53.7	16.4	29.9	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	44,457	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	44,457	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:	42,766	43,310	43,186	43,877	43,929	44,376
Qualified Non-Paid:	42,766	43,310	43,186	43,877	43,929	44,376
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	170		Kentucky	527	
New Hampshire	187		Tennessee	899	
Vermont	121		Alabama	564	
Massachusetts	1,105		Mississippi	316	
Rhode Island	214		EAST SO. CENTRAL	2,306	5.2
Connecticut	721		Arkansas	281	
NEW ENGLAND	2,518	5.7	Louisiana	742	
New York	3,693		Oklahoma	421	
New Jersey	1,577		Texas	3,492	
Pennsylvania	1,862		WEST SO. CENTRAL	4,936	11.1
MIDDLE ATLANTIC	7,132	16.0	Montana	107	
Ohio	1,660		Idaho	162	
Indiana	726		Wyoming	70	
Illinois	1,846		Colorado	780	
Michigan	1,557		New Mexico	223	
Wisconsin	666		Arizona	839	
EAST NO. CENTRAL	6,455	14.5	Utah	346	
Minnesota	703		Nevada	305	
Iowa	282		MOUNTAIN	2,832	6.4
Missouri	787		Alaska	90	
North Dakota	72		Washington	829	
South Dakota	83		Oregon	576	
Nebraska	228		California	5,244	
Kansas	329		Hawaii	229	
WEST NO. CENTRAL	2,484	5.6	PACIFIC	6,968	15.7
Delaware	120		UNITED STATES	44,457	100.0
Maryland	1,085		U.S. Territories	-	
Washington, DC	220		Canada	-	
Virginia	1,191		Mexico	-	
West Virginia	211		Other International	-	
North Carolina	1,349		APO/FPO	-	
South Carolina	613				
Georgia	1,414				
Florida	2,623				
SOUTH ATLANTIC	8,826	19.8			
			TOTAL QUALIFIED CIRCULATION	44,457	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/OBGYNNEWS

2018	Pageviews	Sessions	Users	Average Session Duration
August	125,826	65,665	54,701	0:56
AVERAGE:	125,826	65,665	54,701	0:56

August 1 - 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
AVERAGE:	456,687	251,248	214,667	1:17

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 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 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, Ob.Gyn. News 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 21,093 copies or 47.5%, 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.

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 14, 2019
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County	Morris
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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.