

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.

Frontline Medical Communications Inc.  
7 Century Drive  
Suite 302  
Parsippany, NJ 07054  
Tel. No.: (973) 206-3434  
Fax No.: (973) 206-9378  
www.mdedge.com/pediatrics

**PEDIATRIC NEWS** provides the practicing pediatrician with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Pediatric News is published monthly and circulates to specialists in pediatrics, pediatric infectious diseases, and pediatric nurse practitioners. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Pediatrics - Presented by Pediatric News (MDedge.com/pediatrics), provides news and views that matter to physicians in a timely and interactive format. Daily news coverage, in addition to the stories from the print publication, provide physicians with immediate information through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Pediatrics helps physicians to stay current, save time, and gain perspective. Pediatric 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

### PEDIATRIC NEWS MAGAZINE



6 issues in the period  
61,440 average circulation

### PEDIATRIC NEWS WEBSITE



www.mdedge.com/  
pediatricnews  
53,604 average users

www.mdedge.com/  
pediatrics  
31,477 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PEDIATRIC NEWS MAGAZINE</b> (6 issues in the period)	61,440	-	61,440
<b>PEDIATRIC NEWS WEBSITE*</b>			
a. www.mdedge.com/pediatricnews (Monthly Users with 114,103 average Pageviews)	53,604	-	53,604
b. www.mdedge.com/pediatrics (Monthly Users with 77,481 average Pageviews)	31,477	-	31,477

\*As of December 11, 2018, the Pediatric News website relaunched as <https://www.mdedge.com/pediatrics>. Data from August 2018 - December 10, 2018 is from the old site, data from December 11, 2018 - January 2019 is from the new site.

**FIELD SERVED**

**PEDIATRIC NEWS** serves the pediatric physician, pediatric infectious disease physician and pediatric nurse practitioners.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are pediatricians, pediatric infectious disease specialists and pediatric nurse practitioners as described in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	303
Allocated for Trade Shows and Conventions	25
All Other	1,346
<b>TOTAL</b>	<b>1,686</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	61,440	100.0	61,440	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>61,440</b>	<b>100.0</b>	<b>61,440</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018/2019 Issue	Total Qualified
August	61,041
September	60,833
October	61,922
November	61,665
December	61,602
January	61,574

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

This issue is 0.3% or 161 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Possessions Including APO & FPO													
Professional Classification		Total Qualified	Percent of Total	Patient Care					Total (Other Professional Activity)	Osteopaths			
				Office Based Practice	Hospital Based Practice		Semi-Retired	Total (Patient Care)		Office Based Practice	Hospital Based Practice	Other Practice	
				Residents	Full-Time Hospital Staff	Total (Hospital Based)							
PD	Pediatrics	57,186	92.8	41,973	5,027	5,549	10,576	267	52,816	637	1,759	1,763	211
PDI	Pediatrics, Infectious Disease	782	1.3	439	161	143	304	-	743	35	3	-	1
Total Copies to Physicians		57,968	94.1	42,412	5,188	5,692	10,880	267	53,559	672	1,762	1,763	212
Percent to Physicians		94.1	-										
Pediatric Nurse Practitioners		3,606	5.9										
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>61,574</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 Years	3 Years		
I. Direct Request:	<b>6,572</b>	<b>8,500</b>	<b>16,283</b>	<b>31,355</b>	<b>50.9</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	<b>1</b>	-	<b>1</b>	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>30,218</b>	-	-	<b>30,218</b>	<b>49.1</b>
*Association rosters and directories	30,218	-	-	30,218	49.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,790</b>	<b>8,501</b>	<b>16,283</b>	<b>61,574</b>	<b>100.0</b>
<b>PERCENT</b>	<b>59.8</b>	<b>13.8</b>	<b>26.4</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	61,574	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>61,574</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:	57,354	57,634	60,120	61,244	61,087	61,440
Qualified Non-Paid:	57,354	57,634	60,120	61,244	61,087	61,440
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	249		Kentucky	742	
New Hampshire	267		Tennessee	1,171	
Vermont	168		Alabama	740	
Massachusetts	2,112		Mississippi	361	
Rhode Island	290		<b>EAST SO. CENTRAL</b>	<b>3,014</b>	<b>4.9</b>
Connecticut	876		Arkansas	437	
<b>NEW ENGLAND</b>	<b>3,962</b>	<b>6.4</b>	Louisiana	887	
New York	5,427		Oklahoma	526	
New Jersey	2,456		Texas	4,622	
Pennsylvania	2,494		<b>WEST SO. CENTRAL</b>	<b>6,472</b>	<b>10.5</b>
<b>MIDDLE ATLANTIC</b>	<b>10,377</b>	<b>16.8</b>	Montana	104	
Ohio	2,402		Idaho	171	
Indiana	950		Wyoming	55	
Illinois	2,453		Colorado	1,013	
Michigan	1,703		New Mexico	332	
Wisconsin	951		Arizona	1,079	
<b>EAST NO. CENTRAL</b>	<b>8,459</b>	<b>13.7</b>	Utah	527	
Minnesota	960		Nevada	324	
Iowa	426		<b>MOUNTAIN</b>	<b>3,605</b>	<b>5.9</b>
Missouri	1,188		Alaska	119	
North Dakota	88		Washington	1,223	
South Dakota	90		Oregon	733	
Nebraska	296		California	7,612	
Kansas	433		Hawaii	327	
<b>WEST NO. CENTRAL</b>	<b>3,481</b>	<b>5.7</b>	<b>PACIFIC</b>	<b>10,014</b>	<b>16.3</b>
Delaware	213		<b>UNITED STATES</b>	<b>61,566</b>	<b>100.0</b>
Maryland	1,499		U.S. Territories	-	
Washington, DC	381		Canada	-	
Virginia	1,740		Mexico	-	
West Virginia	258		Other International	-	
North Carolina	1,829		APO/FPO	8	
South Carolina	811				
Georgia	1,891		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>61,574</b>	<b>100.0</b>
Florida	3,560				
<b>SOUTH ATLANTIC</b>	<b>12,182</b>	<b>19.8</b>			

\*See Additional Data

## WEBSITE CHANNEL

### WWW.MDEDGE.COM/PEDIATRICNEWS

2018	Pageviews	Sessions	Users	Average Session Duration
August	125,101	66,237	56,490	1:23
September	107,928	65,918	56,835	1:09
October	140,038	75,546	63,261	0:56
November	148,601	80,145	68,161	0:53
December	48,848	26,458	23,275	0:54
<b>AVERAGE:</b>	<b>114,103</b>	<b>62,861</b>	<b>53,604</b>	<b>1:03</b>

August - December 10, 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WWW.MDEDGE.COM/PEDIATRICS

2018/2019	Pageviews	Sessions	Users	Average Session Duration
December	57,284	29,210	24,930	0:58
January	97,678	46,958	38,024	1:17
<b>AVERAGE:</b>	<b>77,481</b>	<b>38,084</b>	<b>31,477</b>	<b>1:08</b>

December 11, 2018 – January 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: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 30,218 copies or 49.1%, 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.

Sally Cioci, 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 6, 2019
State	New Jersey
County	Morris
Received by BPA Worldwide	March 6, 2019
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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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.