

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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**RHEUMATOLOGY NEWS** provides the practicing rheumatologist with breaking news, on-site medical meeting coverage, and commentary – in a clear, concise, accessible format – that can be used daily in practice. Rheumatology News is published semi-monthly (except for January, February, June, July, August, and December when published once a month) and circulates to rheumatologists and selected internists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge.com/rheumatology, the online destination of Rheumatology News, provides news and views that matter to physicians in a timely and interactive format. With daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Rheumatology - presented by Rheumatology News helps physicians to stay current, save time, and gain perspective. Rheumatology 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

### RHEUMATOLOGY NEWS MAGAZINE



9 issues in the period  
8,381 average circulation

### RHEUMATOLOGY NEWS WEBSITES



www.mdedge.com/  
rheumatologynews  
38,825 average users

www.mdedge.com/rheumatology  
22,171 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>RHEUMATOLOGY NEWS MAGAZINE</b> (9 issues in the period)	8,381	-	8,381
<b>RHEUMATOLOGY NEWS WEBSITES*</b>			
a. www.mdedge.com/rheumatologynews (Monthly Users with 82,931 average Pageviews)	38,825	-	38,825
b. www.mdedge.com/rheumatology (Monthly Users with 60,069 average Pageviews)	22,171	-	22,171

\*As of December 12, 2018, the Rheumatology News website relaunched as <https://www.mdedge.com/rheumatology>. Data from August 2018 - December 11, 2018 is from the old site, data from December 12, 2018 - January 2019 is from the new site.

**FIELD SERVED**

**RHEUMATOLOGY NEWS** serves all categories of practice within rheumatology, pediatric rheumatology, and internal medicine. Also served are rheumatologic nurse practitioners and physician assistants.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are rheumatologists, pediatric rheumatologists, internists, internists with a secondary in rheumatology, and rheumatologic nurse practitioners and physician assistants.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	280
Allocated for Trade Shows and Conventions	39
All Other	1,236
<b>TOTAL</b>	<b>1,557</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,381	100.0	8,381	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,381</b>	<b>100.0</b>	<b>8,381</b>	<b>100.0</b>	-	-

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

2018/2019 Issue	Total Qualified
August	8,113
September 1	8,161
September 15	8,371
October 1	8,426
October 15	8,470
November 1	8,462
November 15	8,493
December	8,476
January	8,458

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

This issue is 1.0% or 86 copies above the average of the other 8 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity								Osteopaths
			Patient Care					Semi-Retired	Total (Patient Care) (F)	Total (Other Professional Activity)	
			Office Based Practice (A)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)					
RHU Rheumatology	5,986	70.8	4,014	398	489	887	87	4,988	800	198	
PPR Pediatrics, Rheumatology	329	3.9	169	1	56	57	2	228	96	5	
IM Internal Medicine	1,251	14.8	1,155	-	89	89	5	1,249	2	-	
IMR Internal Medicine, Secondary in Rheumatology	326	3.9	213	-	37	37	17	267	59	-	
<b>Total Copies to Physicians</b>	<b>7,892</b>	<b>93.4</b>	<b>5,551</b>	<b>399</b>	<b>671</b>	<b>1,070</b>	<b>111</b>	<b>6,732</b>	<b>957</b>	<b>203</b>	
NP Nurse Practitioners	317	3.7									
PA Physician Assistants	249	2.9									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,458</b>	<b>100.0</b>									
<b>PERCENT</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>1,202</b>	<b>1,431</b>	<b>2,393</b>	<b>5,026</b>	<b>59.4</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>3,432</b>	-	-	<b>3,432</b>	<b>40.6</b>
* Association rosters and directories	2,907	-	-	2,907	34.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
* Other sources	525	-	-	525	6.2
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,634</b>	<b>1,431</b>	<b>2,393</b>	<b>8,458</b>	<b>100.0</b>
<b>PERCENT</b>	<b>54.8</b>	<b>16.9</b>	<b>28.3</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	8,458	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>8,458</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:	7,498	7,683	8,155	7,993	8,119	8,381
Qualified Non-Paid:	7,498	7,683	8,155	7,993	8,119	8,381
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	33		Kentucky	90	
New Hampshire	43		Tennessee	164	
Vermont	17		Alabama	152	
Massachusetts	366		Mississippi	62	
Rhode Island	35		EAST SO. CENTRAL	468	5.5
Connecticut	155		Arkansas	58	
NEW ENGLAND	649	7.7	Louisiana	125	
New York	725		Oklahoma	71	
New Jersey	281		Texas	507	
Pennsylvania	452		WEST SO. CENTRAL	761	9.0
MIDDLE ATLANTIC	1,458	17.3	Montana	23	
Ohio	329		Idaho	21	
Indiana	141		Wyoming	7	
Illinois	362		Colorado	115	
Michigan	247		New Mexico	51	
Wisconsin	133		Arizona	134	
EAST NO. CENTRAL	1,212	14.3	Utah	51	
Minnesota	131		Nevada	41	
Iowa	52		MOUNTAIN	443	5.2
Missouri	185		Alaska	8	
North Dakota	15		Washington	170	
South Dakota	19		Oregon	90	
Nebraska	51		California	971	
Kansas	70		Hawaii	38	
WEST NO. CENTRAL	523	6.2	PACIFIC	1,277	15.1
Delaware	26		UNITED STATES	8,458	100.0
Maryland	278		U.S. Territories	-	
Washington, DC	55		Canada	-	
Virginia	184		Mexico	-	
West Virginia	21		Other International	-	
North Carolina	238		APO/FPO	-	
South Carolina	119				
Georgia	211		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>8,458</b>	<b>100.0</b>
Florida	535				
SOUTH ATLANTIC	1,667	19.7			

\*See Additional Data

## WEBSITE CHANNEL

### WWW.MDEDGE.COM/RHEUMATOLOGYNEWS

2018	Pageviews	Sessions	Users	Average Session Duration
August	110,932	56,488	51,347	0:56
September	75,376	46,353	40,349	0:48
October	98,049	52,330	44,324	0:59
November	98,492	51,231	42,927	1:00
December	31,807	17,161	15,178	0:57
<b>AVERAGE:</b>	<b>82,931</b>	<b>44,713</b>	<b>38,825</b>	<b>0:56</b>

August – December 11, 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WWW.MDEDGE.COM/RHEUMATOLOGY

2018/2019	Pageviews	Sessions	Users	Average Session Duration
December	55,090	18,406	15,768	1:02
January	65,048	34,544	28,574	1:00
<b>AVERAGE:</b>	<b>60,069</b>	<b>26,475</b>	<b>22,171</b>	<b>1:01</b>

December 12, 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'd 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'd 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 2,907 copies or 34.4%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 525 copies or 6.2%, 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.

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 March 1, 2019

State New Jersey

County Morris

Received by BPA Worldwide March 1, 2019

Type BD

ID Number R157B0D8

#### 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.