

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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**SURGERY NEWS** is a B2B brand intended for individuals with broad-based interest in general surgery. The brand content and editorial scope of the publication includes independent reporting that focuses on impacting the way general surgeons practice medicine and news from the ACS.

**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

### SURGERY NEWS MAGAZINE



6 Issues in the period  
 30,047 average circulation

### SURGERY NEWS WEBSITE



38,277 average users

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>SURGERY NEWS MAGAZINE</b> (6 issues in the period)	30,047	-	30,047
<b>SURGERY NEWS WEBSITE</b> (Monthly Users with 150,265 average Pageviews)	38,277	-	38,277

**FIELD SERVED**

**SURGERY NEWS** serves general surgeons and members of the American College of Surgeons which include colon/rectal surgeons, otolaryngology, pediatric surgeons, plastic surgeons, thoracic surgeons, urology and vascular surgeons, as well as office and hospital based general surgeons.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are members of the American College of Surgeons practicing in general surgery and requesting member specialists in colon/rectal surgery, otolaryngology, pediatric surgery, plastic surgery, thoracic surgery, urology and vascular surgery. Additional recipients are office and hospital based general surgeons.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	399
Allocated for Trade Shows and Conventions	33
All Other	209
<b>TOTAL</b>	<b>645</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,186	33.9	10,186	33.9	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	19,861	66.1	19,861	66.1	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,047</b>	<b>100.0</b>	<b>30,047</b>	<b>100.0</b>	-	-

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

2017/2018 Issue	Total Qualified
August	28,932
September	28,876
October	30,337
November	30,446
December	30,820
January	30,868

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2018**

This issue is 3.3% or 986 copies above the average of the other 5 issues reported in Paragraph 2.

SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY					OTHER PROFESSIONAL ACTIVITY Members of ACS
			PATIENT CARE		HOSPITAL BASED PRACTICE			
			Office Based	Residents	Full-Time Hospital Staff	Total Hospital Based	Total Patient Care	
GS General Surgery	10,476	33.9	6,976	2,380	1,120	3,500	10,476	-
American College of Surgeons (See Note 1)	20,392	66.1	-	-	-	-	-	20,392
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,868</b>	<b>100.0</b>	<b>6,976</b>	<b>2,380</b>	<b>1,120</b>	<b>3,500</b>	<b>10,476</b>	<b>20,392</b>
<b>PERCENT</b>	<b>100.0</b>		<b>22.6</b>	<b>7.7</b>	<b>3.6</b>	<b>11.3</b>	<b>33.9</b>	<b>66.1</b>

Note 1: This category includes Colon/Rectal Surgery, Otolaryngology, Pediatric Surgery, Plastic Surgery, Thoracic Surgery, Urology and Vascular Surgery, as well as Office and Hospital Based General Surgeons.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2018**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	<b>20,392</b>	-	-	<b>20,392</b>	<b>66.1</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>10,476</b>	-	-	<b>10,476</b>	<b>33.9</b>
*Association rosters and directories	10,476	-	-	10,476	33.9
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,868</b>	-	-	<b>30,868</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2018**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	30,868	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>30,868</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	February – July 2015	August 2015 – January 2016	February – July 2016	August 2016 – January 2017	February – July 2017*	August 2017 – January 2018*
Total Audit Average Qualified:	30,300	30,080	29,975	29,458	29,244	30,047
Qualified Non-Paid:	30,300	30,080	29,975	29,458	29,244	30,047
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 2017 - January 2018 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 2018\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	203		Kentucky	435	
New Hampshire	165		Tennessee	754	
Vermont	92		Alabama	453	
Massachusetts	856		Mississippi	247	
Rhode Island	134		EAST SO. CENTRAL	1,889	6.1
Connecticut	413		Arkansas	241	
NEW ENGLAND	1,863	6.0	Louisiana	507	
New York	2,311		Oklahoma	284	
New Jersey	922		Texas	2,197	
Pennsylvania	1,465		WEST SO. CENTRAL	3,229	10.5
MIDDLE ATLANTIC	4,698	15.2	Montana	121	
Ohio	1,181		Idaho	120	
Indiana	534		Wyoming	66	
Illinois	1,136		Colorado	538	
Michigan	954		New Mexico	194	
Wisconsin	554		Arizona	629	
EAST NO. CENTRAL	4,359	14.1	Utah	218	
Minnesota	519		Nevada	211	
Iowa	254		MOUNTAIN	2,097	6.8
Missouri	540		Alaska	82	
North Dakota	99		Washington	635	
South Dakota	109		Oregon	452	
Nebraska	189		California	3,283	
Kansas	254		Hawaii	160	
WEST NO. CENTRAL	1,964	6.4	PACIFIC	4,612	14.9
Delaware	100		UNITED STATES	30,868	100.0
Maryland	741		U.S. Territories	-	
Washington, DC	163		Canada	-	
Virginia	793		Mexico	-	
West Virginia	225		Other International	-	
North Carolina	945		APO/FPO	-	
South Carolina	467				
Georgia	874		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,868</b>	<b>100.0</b>
Florida	1,849				
SOUTH ATLANTIC	6,157	20.0			

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEDGE.COM/ACSSURGERYNEWS

2017/2018	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
August	300,673	45,016	41,601	2:09
September	91,476	36,403	29,831	1:37
October	293,752	88,662	73,281	1:54
November	91,178	49,144	39,419	1:32
December	76,852	35,838	26,441	1:45
January	47,659	29,110	19,091	1:24
<b>AVERAGE:</b>	<b>150,265</b>	<b>47,362</b>	<b>38,277</b>	<b>1:43</b>

August 2017 – January 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

## 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicmpli.com](http://www.adicmpli.com)

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 10,476 copies or 33.9%, 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.

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

State

County

Received by BPA Worldwide

Type

ID Number

February 9, 2018

New Jersey

Morris

February 9, 2018

BD

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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.