

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/  
vascularspecialistonline

**VASCULAR SPECIALIST** is a B2B brand intended for individuals with broad-based interest in vascular surgery. The brand content and editorial scope of the publication includes independent reporting focusing on news impacting the way vascular specialists practice medicine and news from the SVS.

### 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.

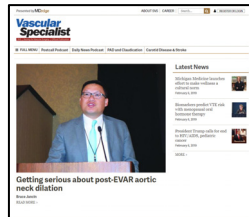
## CHANNELS

### VASCULAR SPECIALIST MAGAZINE



6 issues in the period  
5,851 average circulation

### VASCULAR SPECIALIST WEBSITE



6,548 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>VASCULAR SPECIALIST MAGAZINE</b> (6 issues in the period)	5,851	-	5,851
<b>VASCULAR SPECIALIST WEBSITE</b> (Monthly Users with 15,167 average Pageviews)	6,548	-	6,548

**FIELD SERVED VASCULAR SPECIALIST** serves all U.S. and Canadian members of the Society for Vascular Surgery and U.S. physicians in the specialties related to vascular surgery.

**DEFINITION OF RECIPIENT QUALIFICATION**  
Qualified Recipients include U.S. and Canadian members of the Society for Vascular Surgery and U.S. office and hospital based physicians in the specialties of endovascular surgical neuroradiology, vascular medicine, vascular neurology, and vascular surgery as detailed in paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	135
Allocated for Trade Shows and Conventions	-
All Other	196
<b>TOTAL</b>	<b>331</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,888	32.3	1,888	32.3	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	3,963	67.7	3,963	67.7	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,851</b>	<b>100.0</b>	<b>5,851</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018/2019 Issue	Total Qualified
August	6,165
September	6,128
October	5,719
November	5,701
December	5,698
January	5,696

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019**  
This issue is 3.2% or 186 copies below the average of the other 5 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Major Professional Activity for United States & Possessions Including APO & FPO					Total (Patient Care)	Society Members
			Patient Care			Hospital-Based Practice			
			Office Based Practice	Residents	Full Time Hospital Staff	Total (Hospital Based)			
ESN Endovascular Surgical Neuroradiology	40	0.7	29	4	7	11	40	-	
VM Vascular Medicine	31	0.5	24	-	7	7	31	-	
VN Vascular Neurology	566	9.9	402	93	71	164	566	-	
VS Surgery, Vascular	1,348	23.7	1,031	205	112	317	1,348	-	
Members of the Society for Vascular Surgery	3,711	65.2	-	-	-	-	-	3,711	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,696</b>	<b>100.0</b>	<b>1,486</b>	<b>302</b>	<b>197</b>	<b>499</b>	<b>1,985</b>	<b>3,711</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>26.1</b>	<b>5.3</b>	<b>3.5</b>	<b>8.8</b>	<b>34.9</b>	<b>65.1</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:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	<b>3,711</b>	-	-	<b>3,711</b>	<b>65.2</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>1,985</b>	-	-	<b>1,985</b>	<b>34.8</b>
* Association rosters and directories	1,985	-	-	1,985	34.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,696</b>	<b>-</b>	<b>-</b>	<b>5,696</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</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	5,696	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>5,696</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	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:	4,905	4,798	4,919	5,122	5,690	5,851
Qualified Non-Paid:	4,905	4,798	4,919	5,122	5,690	5,851
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 2019\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	26		Kentucky	73	
New Hampshire	49		Tennessee	128	
Vermont	18		Alabama	46	
Massachusetts	227		Mississippi	36	
Rhode Island	18		EAST SO. CENTRAL	283	5.0
Connecticut	94		Arkansas	19	
NEW ENGLAND	432	7.6	Louisiana	76	
New York	464		Oklahoma	26	
New Jersey	191		Texas	333	
Pennsylvania	263		WEST SO. CENTRAL	454	8.0
MIDDLE ATLANTIC	918	16.1	Montana	17	
Ohio	245		Idaho	17	
Indiana	71		Wyoming	7	
Illinois	189		Colorado	80	
Michigan	194		New Mexico	18	
Wisconsin	87		Arizona	102	
EAST NO. CENTRAL	786	13.8	Utah	39	
Minnesota	95		Nevada	17	
Iowa	38		MOUNTAIN	297	5.2
Missouri	123		Alaska	5	
North Dakota	6		Washington	154	
South Dakota	10		Oregon	72	
Nebraska	32		California	585	
Kansas	28		Hawaii	18	
WEST NO. CENTRAL	332	5.8	PACIFIC	834	14.6
Delaware	15		UNITED STATES	5,544	97.3
Maryland	164		U.S. Territories	8	
Washington, DC	39		Canada	144	
Virginia	163		Mexico	-	
West Virginia	29		Other International	-	
North Carolina	187		APO/FPO	-	
South Carolina	82				
Georgia	181		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,696</b>	<b>100.0</b>
Florida	348				
SOUTH ATLANTIC	1,208	21.2			

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEDGE.COM/VASCULARSPECIALISTONLINE

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	12,549	6,226	5,457	0:58
September	11,973	6,514	5,434	1:05
October	14,951	7,246	6,114	1:03
November	13,629	6,352	5,436	1:05
December	14,786	6,466	5,561	1:06
January	23,116	13,180	11,289	0:57
<b>AVERAGE:</b>	<b>15,167</b>	<b>7,664</b>	<b>6,548</b>	<b>1:02</b>

August 2018 – January 2019 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.

## ADDITIONAL DATA

### MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,985 copies or 34.8%, 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	February 13, 2019
State	New Jersey
County	Morris
Received by BPA Worldwide	February 13, 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.