

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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THE AMERICAN JOURNAL OF ORTHOPEDICS is a B2B brand intended for individuals with broad-based interests in orthopedics. The brand content and editorial scope of the publication includes clinical review articles, original research, and case reports. All articles are referenced in Index Medicus/MEDLINE.

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

THE AMERICAN JOURNAL OF ORTHOPEDICS MAGAZINE

3 Issues in the period
21,984 average circulation

THE AMERICAN JOURNAL OF ORTHOPEDICS E-NEWSLETTERS

6 E-Newsletters in the period
36 total issued in the period
See below for average per occurrence

THE AMERICAN JOURNAL OF ORTHOPEDICS WEBSITE

46,833 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE AMERICAN JOURNAL OF ORTHOPEDICS MAGAZINE (3 issues in the period)	21,984	-	21,984
THE AMERICAN JOURNAL OF ORTHOPEDICS E-NEWSLETTERS			
a. eTOC (3 issued in the period)	27,576	-	27,576
b. Top 5 (6 issued in the period)	27,697	-	27,697
c. Disease State (10 issued in the period)	27,443	-	27,443
d. Online Exclusive (11 issued in the period)	27,603	-	27,603
e. Image of the Month (4 issued in the period)	27,644	-	27,644
f. Article Spotlight (2 issued in the period)	28,288	-	28,288
THE AMERICAN JOURNAL OF ORTHOPEDICS WEBSITE (Monthly Users with 125,127 average Pageviews)	46,833	-	46,833

FIELD SERVED

THE AMERICAN JOURNAL OF ORTHOPEDICS serves medical and osteopathic physicians in direct patient care (both office-based and hospital-based), as well as other professional activities in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include physicians and residents in the following specialties: Orthopedic Surgery, Adult Reconstructive Orthopedics; Orthopedic Surgery, Foot/Ankle; Orthopedic Surgery, Spine; Orthopedic Surgery, Hand Surgery; Hand Surgery; Orthopedic Surgery; Orthopedic Surgery, Pediatric Orthopedics; Orthopedic Surgery, Sports Medicine; Emergency Medicine, Sports Medicine; Orthopedic Surgery, Trauma; Plastic Surgery, Hand Surgery; Orthopedic Surgery, Traumatic Surgery, Rheumatology, Orthopedic, Musculoskeletal and Oncology.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	91
Advertiser and Agency	179
Allocated for Trade Shows and Conventions	67
All Other	127
TOTAL	464

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,984	100.0	21,984	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,984	100.0	21,984	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
March/April	21,995
May/June	21,992
July/August	21,966

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2017

This issue is 0.1% or 28 copies below the average of the other 2 issues reported in Paragraph 2.

MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & PROFESSIONS INCLUDING APO & FPO														
PROFESSIONAL CLASSIFICATION		TOTAL QUALIFIED	PERCENT OF TOTAL	PATIENT CARE					Other Professional Activity			OSTEOPATHIC PHYSICIANS		
				Hospital - Based Practice					Medical Teaching & Other Professional (G-I), (K)	Armed Forces (J)	Office-Based Practice (M)	Hospital-Based Practice (N)	Other Practice (O)	
		Office-Based Practice (A)	Interns and/or 1st Year Residents (B)	Residents (C)	Full-Time Hospital Staff (D)	Total (Hospital-Based) (E)	TOTAL (PATIENT CARE) (F)							
OAR	Orthopedic Surgery, Adult Reconstructive Orthopedics	1,486	6.8	1,136	1	17	134	152	1,288	66	13	101	12	6
OFA	Orthopedic Surgery, Foot/Ankle	206	0.9	151	-	6	25	31	182	10	1	11	1	1
OSS	Orthopedic Surgery, Spine	39	0.2	23	-	3	1	4	27	3	-	7	-	2
HSO	Orthopedic Surgery, Hand Surgery	43	0.2	22	-	18	2	20	42	-	-	1	-	-
HS	Surgery, Hand	20	0.1	14	-	-	4	4	18	1	-	1	-	-
OMO	Orthopedic, Musculoskeletal Oncology	1	-	-	-	-	1	1	1	-	-	-	-	-
OP	Orthopedic Surgery, Pediatric Orthopedics	247	1.1	146	1	6	80	87	233	8	2	3	1	-
OSM	Orthopedic Surgery, Sports Medicine	1,829	8.3	1,552	1	23	100	124	1,676	33	12	94	9	5
ESM	Em.Sports Medicine	45	0.2	35	-	-	3	3	38	2	-	4	1	-
OTR	Orthopedic Surgery, Trauma	235	1.1	142	-	5	45	50	192	12	-	20	10	1
HSP	Plastic Surgery, Hand Surgery	1	-	-	-	1	-	1	1	-	-	-	-	-
RHU	Rheumatology	1	-	-	-	-	1	1	1	-	-	-	-	-
ORS	Surgery, Orthopedic	17,730	80.7	13,152	4	2,001	1,212	3,217	16,369	72	11	1,012	112	154
TRS	Surgery, Traumatic	83	0.4	42	-	-	28	28	70	2	-	1	7	3
Total Copies to Physicians		21,966	100.0	16,415	7	2,080	1,636	3,723	20,138	209	39	1,255	153	172
Percent to Physicians		100.0		74.7	-	9.5	7.4	16.9	91.6	1.0	0.2	5.7	0.7	0.8
TOTAL QUALIFIED CIRCULATION		21,966	100.0	16,415	7	2,080	1,636	3,723	20,138	209	39	1,255	153	172

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	3,376	4,367	4,992	12,735	58.0
a. Written	851	395	377	1,623	7.4
b. Telecommunication	1,779	3,527	4,474	9,780	44.5
c. Electronic	746	445	141	1,332	6.1
II. TOTAL – Request from recipient’s company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	9,231	-	-	9,231	42.0
*Association rosters and directories	4,570	-	-	4,570	20.8
Business directories	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
*Other sources	4,661	-	-	4,661	21.2
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,607	4,367	4,992	21,966	100.0
PERCENT	57.4	19.9	22.7	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	125		Kentucky	300	
New Hampshire	152		Tennessee	492	
Vermont	57		Alabama	320	
Massachusetts	610		Mississippi	159	
Rhode Island	118		EAST SO. CENTRAL	1,271	5.8
Connecticut	318		Arkansas	165	
NEW ENGLAND	1,380	6.3	Louisiana	354	
New York	1,470		Oklahoma	232	
New Jersey	706		Texas	1,408	
Pennsylvania	983		WEST SO. CENTRAL	2,159	9.8
MIDDLE ATLANTIC	3,159	14.4	Montana	96	
Ohio	854		Idaho	131	
Indiana	401		Wyoming	56	
Illinois	813		Colorado	426	
Michigan	694		New Mexico	122	
Wisconsin	418		Arizona	382	
EAST NO. CENTRAL	3,180	14.5	Utah	214	
Minnesota	433		Nevada	150	
Iowa	199		MOUNTAIN	1,577	7.2
Missouri	456		Alaska	73	
North Dakota	56		Washington	495	
South Dakota	81		Oregon	304	
Nebraska	148		California	2,394	
Kansas	226		Hawaii	112	
WEST NO. CENTRAL	1,599	7.3	PACIFIC	3,378	15.4
Delaware	62		UNITED STATES	21,891	99.7
Maryland	510		U.S. Territories	75	
Washington, DC	80		Canada	-	
Virginia	535		Mexico	-	
West Virginia	123		Other International	-	
North Carolina	653		APO/FPO	-	
South Carolina	323				
Georgia	599				
Florida	1,303				
SOUTH ATLANTIC	4,188	19.0			
			TOTAL QUALIFIED CIRCULATION	21,966	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	eTOC	Top 5	Disease State	Online Exclusive	Image of the Month	Article Spotlight	2017	eTOC	Top 5	Disease State	Online Exclusive	Image of the Month	Article Spotlight
FEBRUARY	-	28,142	-	-	27,866	-	April 18	-	-	-	27,006	-	-
February 10	-	-	28,050	-	-	-	April 25	-	-	26,914	-	-	-
February 14	-	-	-	28,000	-	-	MAY	26,596	26,700	-	-	28,195	-
February 24	-	-	27,826	-	-	-	May 4	-	-	26,681	-	-	-
February 28	-	-	-	27,760	-	-	May 16	-	-	-	26,523	-	-
MARCH	27,996	27,699	-	-	27,659	-	May 18	-	-	26,465	-	-	-
March 13	-	-	27,865	-	-	-	May 23	-	-	-	28,257	-	-
March 15	-	-	-	27,759	-	-	JUNE	-	27,944	-	-	-	28,466
March 24	-	-	27,635	-	-	-	June 8	-	-	28,001	-	-	-
March 31	-	-	-	27,491	-	-	June 13	-	-	-	27,953	-	-
APRIL	-	27,356	-	-	26,856	-	June 22	-	-	27,848	-	-	-
April 10	-	-	-	27,278	-	-	June 26	-	-	-	27,648	-	-
April 14	-	-	27,142	-	-	-	JULY	28,137	28,338	-	27,954	-	28,109
AVERAGE:								27,576	27,697	27,443	27,603	27,644	28,288

eTOC (3 issued in the period)
 Top 5 (6 issued in the period)
 Disease State (10 issued in the period)
 Online Exclusive (11 issued in the period)
 Image of the Month (4 issued in the period)
 Article Spotlight (2 issued in the period)

WEBSITE CHANNEL

WWW.MDEDGE/AMJORTHOPEDICS

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	97,817	56,012	32,608	1:08
March	114,178	73,567	42,483	1:07
April	130,251	77,891	43,651	1:01
May	142,814	87,633	49,875	0:56
June	127,254	89,850	52,475	0:40
July	138,449	96,692	59,911	0:41
AVERAGE:	125,127	80,274	46,833	0:55

February – July 2017 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.adicompli.com

ADDITIONAL DATA

MAGAZINE:

CHANGE IN FREQUENCY:

Effective with the January/February 2017 issue, The American Journal of Orthopedics changed its frequency from 7 to 6 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 4,570 copies or 20.8%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 4,661 copies or 21.2%, including Infogroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters and Website are 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.

Mark Branca, VP, 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	August 16, 2017
State	New Jersey
County	Morris
Received by BPA Worldwide	August 16, 2017
Type	BD
ID Number	A219B0J7

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.