

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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CLINICIAN REVIEWS is a B2B brand intended for individuals with broad-based interests in medicine. The brand content and editorial scope of the publication includes coverage of the latest developments and changes in medicine. Each peer-reviewed issue includes a CE activity and summaries of studies published in medical journals.

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.

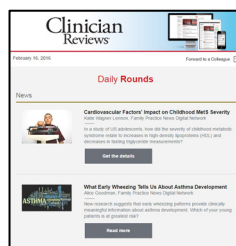
CHANNELS

CLINICIAN REVIEWS MAGAZINE



6 Issues in the period
138,432 average circulation

CLINICIAN REVIEWS E-NEWSLETTERS



2 E-Newsletters in the period
108 Total issued in the period
See below for average per occurrence

CLINICIAN REVIEWS WEBSITE



57,115 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CLINICIAN REVIEWS MAGAZINE (6 issues in the period)	138,432	-	138,432
CLINICIAN REVIEWS E-NEWSLETTERS			
a. eTOC NewsBlast (11 issued in the period)	71,744	-	71,744
b. Daily Rounds (97 issued in the period)	72,099	-	72,099
CLINICIAN REVIEWS WEBSITE (Monthly Users with 189,281 average Pageviews)	57,115	-	57,115

FIELD SERVED

CLINICIAN REVIEWS serves nurse practitioners and physician assistants specializing in: Adult Medicine, Family Medicine, Geriatric Medicine, Internal Medicine, Primary Care, Women's Health, and other specialties known and unknown, as well as members of the American Society of Endocrine Physician Assistants.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are nurse practitioners, physician assistants, and members of the American Society of Endocrine Physician Assistants.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	30
Advertiser and Agency	167
Allocated for Trade Shows and Conventions	192
All Other	1,281
TOTAL	1,670

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	138,432	100.0	138,432	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	138,432	100.0	138,432	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	138,283
February	138,539
March	138,426
April	138,618
May	138,250
June	138,479

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.2% or 219 copies below the average of the other 5 issues reported in Paragraph 2.

TITLE AND FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
In Adult Medicine, Family Medicine, Geriatric Medicine, Internal Medicine, Primary Care, Womens Health, and Other Specialties known and unknown:		
Nurse Practitioners	103,462	74.8
Physician Assistants	34,651	25.1
American Society of Endocrine Physician Assistants	137	0.1
TOTAL QUALIFIED CIRCULATION	138,250	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,791	28,048	7,231	47,070	34.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	91,180	-	-	91,180	66.0
*Association rosters and directories	84	-	-	84	0.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	91,096	-	-	91,096	65.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	102,971	28,048	7,231	138,250	100.0
PERCENT	74.5	20.3	5.2	100.0	

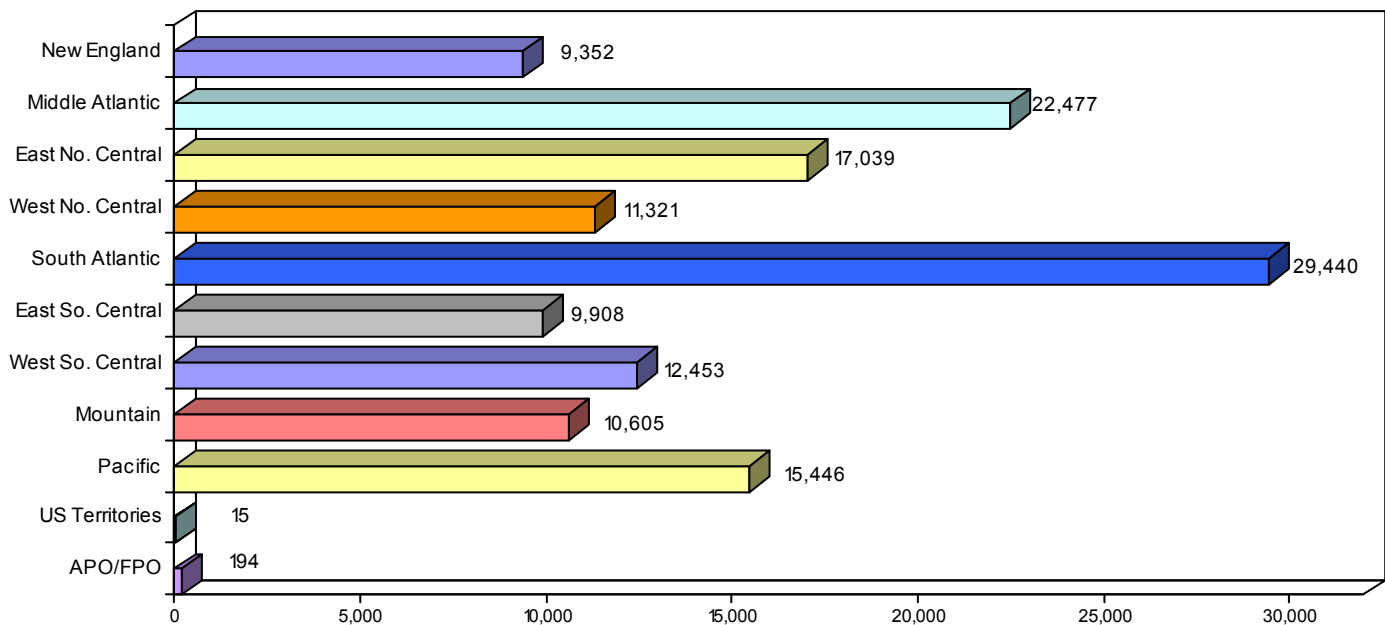
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,166		Kentucky	2,522	
New Hampshire	1,103		Tennessee	4,130	
Vermont	520		Alabama	1,504	
Massachusetts	3,888		Mississippi	1,752	
Rhode Island	527		EAST SO. CENTRAL	9,908	7.1
Connecticut	2,148		Arkansas	994	
NEW ENGLAND	9,352	6.8	Louisiana	1,917	
New York	12,394		Oklahoma	1,432	
New Jersey	3,459		Texas	8,110	
Pennsylvania	6,624		WEST SO. CENTRAL	12,453	9.0
MIDDLE ATLANTIC	22,477	16.2	Montana	596	
Ohio	3,939		Idaho	803	
Indiana	2,428		Wyoming	349	
Illinois	3,799		Colorado	2,655	
Michigan	3,879		New Mexico	958	
Wisconsin	2,994		Arizona	3,355	
EAST NO. CENTRAL	17,039	12.3	Utah	1,100	
Minnesota	2,700		Nevada	789	
Iowa	1,844		MOUNTAIN	10,605	7.7
Missouri	2,757		Alaska	516	
North Dakota	506		Washington	2,983	
South Dakota	560		Oregon	1,960	
Nebraska	999		California	9,661	
Kansas	1,955		Hawaii	326	
WEST NO. CENTRAL	11,321	8.2	PACIFIC	15,446	11.2
Delaware	620		UNITED STATES	138,041	99.8
Maryland	3,328		U.S. Territories	15	
Washington, DC	423		Canada	-	
Virginia	4,050		Mexico	-	
West Virginia	1,026		Other International	-	
North Carolina	5,381		APO/FPO	194	
South Carolina	2,334				
Georgia	3,988				
Florida	8,290				
SOUTH ATLANTIC	29,440	21.3			
			TOTAL QUALIFIED CIRCULATION	138,250	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2017	eTOC NewsBlast	Daily Rounds	2017	eTOC NewsBlast	Daily Rounds
JANUARY			APRIL		
January 3	74,385	-	April 4	72,768	-
January 4	-	74,269	April 5	-	72,636
January 5	-	74,185	April 6	-	72,525
January 6	-	74,094	April 7	-	72,353
January 10	-	73,893	April 11	-	72,253
January 11	-	73,817	April 12	-	72,197
January 12	-	73,757	April 13	-	72,037
January 13	-	73,555	April 14	-	71,955
January 15	73,636	-	April 18	-	71,515
January 17	-	73,559	April 19	-	71,413
January 18	-	73,474	April 20	-	71,405
January 19	-	73,376	April 21	-	71,316
January 20	-	73,333	April 25	-	70,973
January 24	-	73,218	April 26	-	70,914
January 25	-	72,959	April 27	-	70,856
January 26	-	73,081	April 28	-	70,751
January 27	-	73,056	April 30	70,625	-
January 31	-	72,985	MAY		
FEBRUARY	72,571	-	May 2	-	70,529
February 1	-	72,825	May 3	-	70,477
February 2	-	72,802	May 4	-	70,398
February 3	-	72,755	May 5	-	70,130
February 8	-	72,505	May 9	70,156	-
February 9	-	72,447	May 10	-	70,097
February 10	-	72,301	May 11	-	70,011
February 14	-	72,201	May 12	-	69,987
February 15	-	71,975	May 16	-	69,856
February 16	-	71,918	May 17	-	69,766
February 17	-	71,841	May 18	-	72,554
February 22	-	71,737	May 19	-	72,479
February 23	-	71,695	May 21	72,379	-
February 24	-	71,643	May 23	-	72,308
February 28	-	71,554	May 24	-	72,194
MARCH			May 25	-	72,106
March 1	-	71,537	May 26	-	72,085
March 2	-	71,446	May 30	-	71,939
March 3	-	71,414	May 31	-	71,847
March 7	71,243	-	JUNE		
March 8	-	70,848	June 1	-	71,797
March 9	-	70,554	June 2	-	71,698
March 10	-	70,341	June 6	71,576	-
March 14	-	69,489	June 7	-	71,502
March 15	-	69,382	June 8	-	71,323
March 16	-	69,204	June 9	-	71,361
March 17	-	69,112	June 13	-	71,231
March 19	68,855	-	June 14	-	71,165
March 21	-	68,690	June 15	-	71,004
March 22	-	68,568	June 16	-	71,082
March 23	-	68,497	June 18	70,994	-
March 24	-	68,343	June 20	-	70,916
March 28	-	73,501	June 21	-	70,835
March 29	-	73,398	June 22	-	70,805
March 30	-	73,093	June 23	-	70,746
March 31	-	73,019	June 27	-	81,976
			June 28	-	81,844
			June 29	-	81,683
			June 30	-	81,566
AVERAGE:				71,744	72,099

eTOC NewsBlast (11 issued in the period)
Daily Rounds (97 issued in the period)

WEBSITE CHANNEL

WWW.MEDGE.COM/CLINICIANREVIEWS

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	160,736	77,837	43,340	1:22
February	158,479	84,189	47,556	1:09
March	176,240	96,338	54,308	1:06
April	200,384	105,473	57,636	1:07
May	214,815	116,578	64,993	0:55
June	225,033	130,541	74,862	0:51
AVERAGE:	189,281	101,826	57,115	1:05

January – June 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:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 84 copies or 0.1%, including American Society of Endocrine Physician Assistants. Other sources include 1 source of circulation for a quantity of 91,096 copies or 65.9%, including DMD Mid-level Practitioner Database.

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.

Joshua Prizer, Group Publisher

Donna Sickles, VP, Audience Development

(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 July 13, 2017

State New Jersey

County Morris

Received by BPA Worldwide July 13, 2017

Type BJ

ID Number C392B0J7

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.