

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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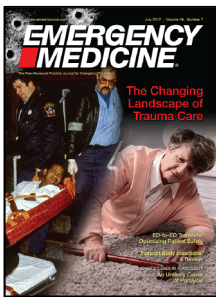
EMERGENCY MEDICINE is a B2B brand intended for individuals with broad-based interests in emergency medicine. The brand content and editorial scope of the publication includes peer-reviewed articles covering emergency and urgent conditions as seen by physicians in emergency practice.

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

EMERGENCY MEDICINE MAGAZINE



6 Issues in the period
40,384 average circulation

EMERGENCY MEDICINE E-NEWSLETTER



28 issued in the period
24,982 average per occurrence

EMERGENCY MEDICINE WEBSITE



26,972 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
EMERGENCY MEDICINE MAGAZINE (6 issues in the period)	40,384	-	40,384
EMERGENCY MEDICINE E-NEWSLETTER (28 issued in the period)	24,982	-	24,982
EMERGENCY MEDICINE WEBSITE (Monthly Users with 66,961 average Pageviews)	26,972	-	26,972

FIELD SERVED

EMERGENCY MEDICINE serves office-based and hospital-based medical and osteopathic physicians, as well as residents, in the United States.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians and residents specializing in Emergency Medicine.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	219
Advertiser and Agency	108
Allocated for Trade Shows and Conventions	-
All Other	124
TOTAL	451

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,384	100.0	40,384	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,384	100.0	40,384	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
February	40,370
March	40,302
April	40,174
May	40,703
June	40,445
July	40,312

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017
This issue is 0.2% or 87 copies below the average of the other 5 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION		MAJOR PROFESSIONAL ACTIVITY FOR U.S. & POSSESSIONS INCLUDING APO & FPO													
		PATIENT CARE							OSTEOPATHIC PHYSICIANS						
		Hospital-Based							Hospital-Based						
		TOTAL QUALIFIED	PERCENT OF TOTAL	Office- Based Practice	Interns and Residents	Full-Time Hosp. Staff	(Total Hospital Based)	TOTAL (PATIENT CARE)	Other	Office- Based Practice	Full Time Hospital Staff	Interns & Residents	Total Hospital Based	Other	
EM	Emergency Medicine	40,312	100.0	19,660	2,801	13,077	15,878	35,538	384	2,190	2,132	14	2,146	54	
TOTAL COPIES TO PHYSICIANS		40,312	100.0	19,660	2,801	13,077	15,878	35,538	384	2,190	2,132	14	2,146	54	
PERCENT TO PHYSICIANS		100.0													
TOTAL QUALIFIED CIRCULATION		40,312	100.0												
PERCENT		100.0													

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

QUALIFICATION SOURCE		Qualified Within			Total Qualified	Percent
		1 year	2 year	3 year		
I. TOTAL - Direct Request:		4,364	6,617	7,143	18,124	45.0
a. Written		1,428	756	1,678	3,862	9.6
b. Telecommunication		1,711	5,312	5,185	12,208	30.3
c. Electronic		1,225	549	280	2,054	5.1
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):		22,188	-	-	22,188	55.0
*Association rosters and directories		18,148	-	-	18,148	45.0
Business directories		-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists		-	-	-	-	-
*Other sources		4,040	-	-	4,040	10.0
VI. TOTAL - Single Copy Sales:		-	-	-	-	-
TOTAL QUALIFIED CIRCULATION		26,552	6,617	7,143	40,312	100.0
PERCENT		65.9	16.4	17.7	100.0	

*See Additional Data

WEBSITE CHANNEL

WWW.MEDGE.COM/EMED-JOURNAL

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	35,660	21,753	13,213	0:54
March	65,196	38,380	22,574	0:50
April	74,238	45,460	26,967	0:47
May	72,446	51,690	31,170	0:33
June	77,799	55,188	33,164	0:26
July	76,431	56,245	34,749	0:26
AVERAGE:	66,961	44,786	26,972	0:39

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:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 18,148 copies or 45.0%, including American Medical Association. Other sources include 1 source of circulation for a quantity of 4,040 copies or 10.0%, including Infogroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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 17, 2017
State	New Jersey
County	Morris
Received by BPA Worldwide	August 17, 2017
Type	BJ
ID Number	E039B0J7

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.