

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 HOSPITALIST is a medical journal brand intended for individuals with broad-based interests in hospital medicine performed by hospitalists. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

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.

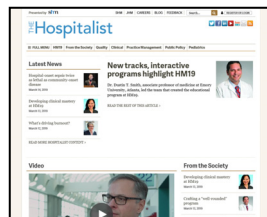
CHANNELS

THE HOSPITALIST MAGAZINE



6 issues in the period
33,618 average circulation

THE HOSPITALIST WEBSITE



128,081 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE HOSPITALIST MAGAZINE (6 issues in the period)	33,618	-	33,618
THE HOSPITALIST WEBSITE (Monthly Users with 205,634 average Pageviews)	128,081	-	128,081

FIELD SERVED

THE HOSPITALIST serves members of The Society of Hospital Medicine and additional qualified recipients as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are hospitalists, physicians, residents, fellows, students, nurse practitioners, physician assistants, residency program directors, and other titled and non-titled personnel within the field served.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	8
Advertiser and Agency	282
Allocated for Trade Shows and Conventions	29
All Other	205
TOTAL	524

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,618	100.0	33,618	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,618	100.0	33,618	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	33,537
August	33,741
September	33,699
October	33,557
November	33,596
December	33,580

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

This issue is 0.1% or 27 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total
Physicians Society of Hospital Medicine Members/Roster, Internal Medicine Residents/Society of Hospital Medicine Members/Roster Allied Health	33,596	100.0
TOTAL QUALIFIED CIRCULATION	33,596	100.0

Note 1: Qualified recipients are hospitalists, physicians, residents, fellows, students, nurse practitioners, physician assistants, residency program directors, and 499 other titled and non-titled personnel within the field served copies.

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	27	-	-	27	0.1
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):	33,569	-	-	33,569	99.9
*Association rosters and directories	16,302	-	-	16,302	48.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	17,267	-	-	17,267	51.4
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,596	-	-	33,596	100.0
PERCENT	100.0	-	-	100.0	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	231		Kentucky	386	
New Hampshire	196		Tennessee	762	
Vermont	93		Alabama	476	
Massachusetts	1,505		Mississippi	179	
Rhode Island	189		EAST SO. CENTRAL	1,803	5.4
Connecticut	748		Arkansas	174	
NEW ENGLAND	2,962	8.8	Louisiana	446	
New York	3,337		Oklahoma	189	
New Jersey	929		Texas	1,667	
Pennsylvania	1,863		WEST SO. CENTRAL	2,476	7.4
MIDDLE ATLANTIC	6,129	18.2	Montana	84	
Ohio	1,512		Idaho	114	
Indiana	485		Wyoming	30	
Illinois	1,577		Colorado	413	
Michigan	1,137		New Mexico	222	
Wisconsin	600		Arizona	597	
EAST NO. CENTRAL	5,311	15.8	Utah	153	
Minnesota	712		Nevada	167	
Iowa	266		MOUNTAIN	1,780	5.3
Missouri	792		Alaska	35	
North Dakota	44		Washington	658	
South Dakota	111		Oregon	494	
Nebraska	262		California	2,946	
Kansas	205		Hawaii	157	
WEST NO. CENTRAL	2,392	7.1	PACIFIC	4,290	12.8
Delaware	109		UNITED STATES	33,434	99.5
Maryland	931		U.S. Territories	14	
Washington, DC	379		Canada	91	
Virginia	791		Mexico	-	
West Virginia	216		Other International	56	
North Carolina	1,069		APO/FPO	1	
South Carolina	413				
Georgia	1,003				
Florida	1,380				
SOUTH ATLANTIC	6,291	18.7			
			TOTAL QUALIFIED CIRCULATION	33,596	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.THE-HOSPITALIST.ORG

2018	Pageviews	Sessions	Users	Average Session Duration
July	147,273	102,637	87,131	0:43
August	202,178	145,941	125,212	0:39
September	203,486	160,089	137,555	0:39
October	237,311	169,717	149,788	0:40
November	224,735	160,044	140,090	0:39
December	218,823	148,372	128,714	0:38
AVERAGE:	205,634	147,800	128,081	0:39

July- December 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'd 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'd 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 16,302 copies or 48.5%, including Society of Hospital Medicine Members/Roster. Other sources include 2 sources of circulation for quantities of 5,470 copies or 16.3% to 11,797 copies or 35.1%, including IQVIA and Healthcare Research Institute.

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.

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	February 12, 2019
State	New Jersey
County	Morris
Received by BPA Worldwide	February 12, 2019
Type	BD
ID Number	T821B0D8

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.