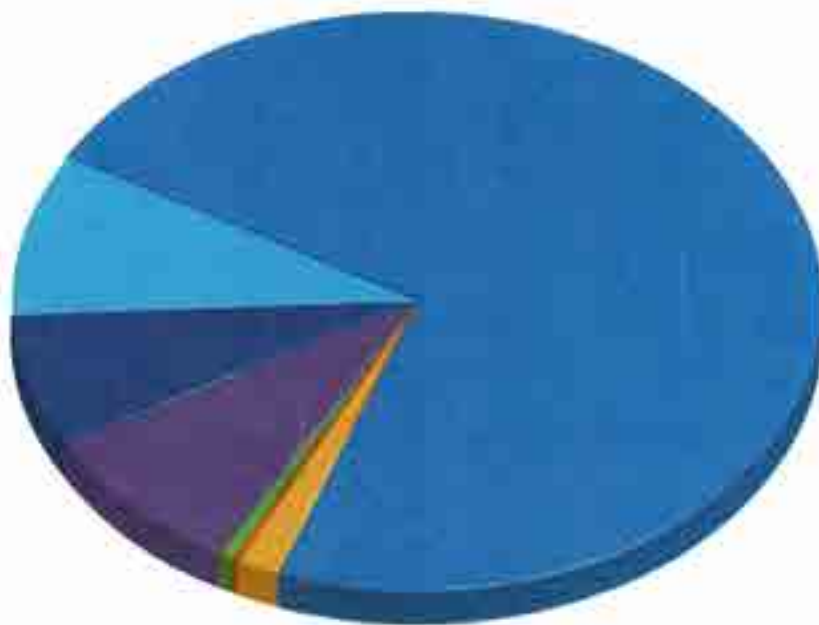


PRACTICAL GASTROENTEROLOGY

Circulation Breakdown 2020



- ▶ All Gastroenterologists: **16,620**
- ▶ All Colon & Rectal Surgeons: **2,115**
- ▶ All Pediatric Gastroenterologists: **1,738**
- ▶ All Gastro & Hep PAs & NPs: **1,946**
- ▶ All Hepatologists: **146**
- ▶ All Abdominal Surgeons: **73**
- ▶ GI Fellows: **340**

Special Conference Issues:

JANUARY GUILD Conference, **APRIL** Digestive Disease Week,

SEPTEMBER American College of Gastroenterology,

NOVEMBER Advances in Inflammatory Bowel Disease

DECEMBER Crohn's & Colitis Congress

Bonus Issues Distributed at each Conference

Total Circulation: 22,978

practicalgastro.com

PRACTICAL GASTROENTEROLOGY

EDITORIAL CALENDAR 2021

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>JANUARY GUILD ISSUE</p> <p>Frontiers in Endoscopy Advances in Endoscopic Management of GERD: A Review on TIF Procedure</p> <p>Nutrition Issues in Gastroenterology Pediatric Short Bowel Syndrome: Nutrition Considerations</p> <p>Fellows' Corner A Rare Differential: Afferent Limb Syndrome in Patients with an Ileal Pouch Anal Anastomosis</p> | <p>FEBRUARY ISSUE</p> <p>The Microbiome and Disease Understanding the Importance of Genetic Sequencing of the Gut Flora</p> <p>Frontiers in Endoscopy Endoscopic Ultrasound Guided Tissue Acquisition from Unusual Targets: A Review of Less Commonly Biopsied Sites</p> <p>Nutrition Issues in Gastroenterology Enteral Feeding and the SBS Adult Patient: A Pathway to Enteral Autonomy?</p> |
| <p>MARCH ISSUE</p> <p>Nutrition Issues in Gastroenterology Nutrition and the Cirrhotic Patient</p> <p>Dispatches From the GUILD Conference Endoscopic Removal of Polyps: The Big, the Bleeding and the Malignant</p> <p>Frontiers in Endoscopy Over the Scope Clips in Endoscopy</p> <p>From the Literature Collagenous Colitis Shares Genetic Risk with Other Immune-Mediated Diseases</p> | <p>APRIL DDW ISSUE</p> <p>Dispatches From the GUILD Conference NAFLD: What Diet, What Exercise, What Else?</p> <p>Frontiers in Endoscopy Portal Bilopathy with ERCP and EUS Evaluation and Treatment</p> <p>Book Review The Little GI Book: An Easily Digestible Guide to Understanding Gastroenterology, 2nd Edition</p> |
| <p>MAY ISSUE</p> <p>Dispatches From the GUILD Conference Year in Review: Crohn's Disease</p> <p>Frontiers in Endoscopy EUS Biopsy of Adrenal Gland and Kidney Masses</p> <p>A Case Report Submucosal Tunneling Endoscopic Resection Prevents Esophagectomy for Esophageal Mass, Patient Preference at Tertiary Medical Center</p> | <p>JUNE ISSUE</p> <p>The Microbiome and Disease The Microbiome: Effects on Ulcerative Colitis and Crohn's</p> <p>A Case Report Metastatic Urothelial Bladder Cancer Involving the Rectum, Presenting as Hematochezia</p> <p>From the Pediatric Literature Serologic Markers for Celiac Disease in Young Children</p> |

OUR 45TH YEAR

Articles and Date of Publication are Subject to Change

PRACTICAL GASTROENTEROLOGY

EDITORIAL CALENDAR 2021

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>JULY ISSUE</p> <p>Nutrition Issues in Gastroenterology Diet and Colon Cancer Screening</p> <p>Dispatches From the GUILD Conference Assessing IBD in Clinical Practice: Biomarkers, Endoscopy, Histology</p> <p>Frontiers in Endoscopy Endoscopic Fundoplication</p> <p>From the Literature Proton Pump Inhibitor Use, Risk of Gastrointestinal Cancers</p> | <p>AUGUST ISSUE</p> <p>Dispatches From the GUILD Conference Gastric Intestinal Metaplasia Screening and Surveillance</p> <p>Nutrition Issues in Gastroenterology Vitamin D: An Update</p> <p>A Case Report Eosinophilic Enterocolitis: A Rare Nosological Entity</p> <p>From the Pediatric Literature Early Feeding in Acute Pancreatitis</p> |
| <p>SEPTEMBER ACG ISSUE</p> <p>Nutrition Issues in Gastroenterology Bile Acid Malabsorption - An Update</p> <p>Dispatches From the GUILD Conference Inflammatory Bowel Disease and Pregnancy</p> <p>The Microbiome and Disease The Microbiome: Mechanism of Stool Transplant</p> <p>From the Literature Impact of Serum ANA in Nonalcoholic Fatty Liver Disease</p> | <p>OCTOBER AASLD ISSUE</p> <p>Frontiers in Endoscopy Contrast Enhanced EUS</p> <p>Nutrition Issues in Gastroenterology Nutrients in Clinical Institute Withdrawal Assessment for Alcohol (CIWA) Protocols</p> <p>Dispatches From the GUILD Conference Barrett's Esophagus Screening, Surveillance and Management</p> <p>Fellows' Corner Peristalsis in an Unusual Place</p> |
| <p>NOVEMBER AIBD ISSUE</p> <p>Dispatches From the GUILD Conference Pregnancy in Patients with Chronic Liver Disease</p> <p>Frontiers in Endoscopy Complications of Endobariatric Endoscopy</p> <p>Nutrition Issues in Gastroenterology Auto-Brewery Syndrome: What is It?</p> <p>From the Literature Treatment of H. Pylori and Associated <i>C. Difficile</i> Infection</p> | <p>DECEMBER CCC ISSUE</p> <p>The Microbiome and Disease The Microbiome: Risk of Stool Transplant</p> <p>Nutrition Issues in Gastroenterology How to Treat a Bezoar</p> <p>Frontiers in Endoscopy Endoscopic Therapy of Pancreas Divisum: Helpful or Not?</p> <p>Dispatches From the GUILD Conference Year in Review: Ulcerative Colitis</p> |

OUR 45TH YEAR

Articles and Date of Publication are Subject to Change

PRACTICAL GASTROENTEROLOGY

practicalgastro.com

A Peer-Review Journal

Est. 1977

Advertising Rates for 2021

FRONTIERS IN ENDOSCOPY

INFLAMMATORY BOWEL DISEASE

THE MICROBIOME

ULCERATIVE COLITIS & CROHN'S DISEASE

LIVER DISEASE

NUTRITION ISSUES IN GASTROENTEROLOGY

EPIDEMIOLOGY OF GASTROINTESTINAL CANCERS

PEDIATRIC LITERATURE

SPECIAL ARTICLES, SUPPLEMENTS,
REPRINTS, WEBSITE BANNER ADS, COVER TIPS,
DIGITAL PRACTICAL GASTROENTEROLOGY APP

FEATURED DEPARTMENTS:

*BOOK REVIEWS, CASE REPORTS, CROSSWORD PUZZLE,
FELLOWS' CORNER, FROM THE LITERATURE,
MEDICAL BULLETIN BOARD, MEETINGS CALENDAR*



PRACTICAL GASTROENTEROLOGY

Published by

Est. 1977

PRACTICAL GASTROENTEROLOGY PUBLISHING, INC.

99B Main Street, Westhampton Beach, NY 11978

Phone: 631.288.4404 Fax: 631.288.4435 Website: practicalgastro.com

ADVERTISING OFFICE

National Accounts Director:

Michael J. O'Brien II

Phone: 978.578.4514

e-mail: mobrien@practicalgastro.com

STAFF

Publisher: Vivian Mahl

Circulation Manager: James Green

Managing Editor: Adrien Mahl

Art Direction: A Design

RATES

1. Discounts and Effective Date:

(a) **Continuity Discount Program:** Advertise your product in all 12 issues in 2021 and receive a 10% discount off each insertion as placed. Advertise your product in 9 issues in 2021 and receive a 5% discount off each insertion as placed.

(b) **Agency Commission:** 15%. Payment must be received within 30 days of invoice date or agency commission will not be allowed. Publisher shall have the right to hold the advertiser and its agency jointly and severally liable for monies that are due and payable to the Publisher for advertising ordered by either the advertiser or its agency and published.

(c) **Effective Rate Date:** All months 2021. All contract advertisers will be protected under these rates for the calendar year 2021.

2. Earned Rates:

Earned rates are based on advertising frequency within a 12 month period. All units, regardless of size are counted in determining frequency discounts. Space purchased by parent or subsidiary companies is combined for accounting of earned rates.

3. Rates:

| Frequency | 1 Page | 2/3 Page | 1/2 Page | 1/3 Page |
|-----------|---------|----------|----------|----------|
| 48 Times | \$4,575 | \$3,770 | \$3,440 | \$3,150 |
| 36 Times | \$4,635 | \$3,810 | \$3,490 | \$3,170 |
| 24 Times | \$4,760 | \$3,920 | \$3,570 | \$3,235 |
| 12 Times | \$4,955 | \$4,070 | \$3,740 | \$3,375 |
| 6 Times | \$5,120 | \$4,195 | \$3,825 | \$3,490 |
| 1 Time | \$5,245 | \$4,325 | \$3,850 | \$3,580 |

4. **Color:** In addition to earned black & white rates. **Four-Color Process:** \$1,900 per page.

5. Premium Positions Available by Contract:

(a) **Cover 2:** Earned rate and color charges plus 35% of earned rate. **Cover 4:** Earned rate and color charges plus 50% of earned rate. We reserve the right to polybag outsets and supplements with the journal.

(b) **Page Opposite Table of Contents, Page Opposite Editorial Board and Page Opposite First Editorial:** Earned rate and color charges plus 10% of earned rate.

CIRCULATION

6. Description of Circulation Parameters:

(a) **Office-based:** All Gastroenterologists, Colon & Rectal Surgeons, Pediatric Gastroenterologists, GI Nurse Practitioners and GI Physician Assistants, Hepatologists and Abdominal Surgeons.

(b) **Hospital-based:** All Gastroenterologists, Colon & Rectal Surgeons, Pediatric Gastroenterologists, Gastroenterology Residents, GI Nurse Practitioners and GI Physician Assistants, Hepatologists and Abdominal Surgeons.

Circulation

| | |
|-------------------------------|---------------|
| Gastroenterologists | 16,508 |
| Colon & Rectal Surgeons | 2,096 |
| Pediatric Gastroenterologists | 1,741 |
| GI PAs and NPs | 1,880 |
| Hepatologists | 140 |
| Abdominal Surgeons | 71 |
| TOTAL | 22,436 |

7. Miscellaneous:

(a) Contracts are accepted with the understanding that rates will be guaranteed for four months beyond last issue closed prior to announcement date. Contracts can then be terminated without short rate if rates are increased.

(b) Cancellation Requirements: Not accepted after closing date; covers and special positions on 90 days' written notice.

INSERT INFORMATION

8. Inserts:

All inserts charged page for page at earned black & white rate.

9. Insert Requirements:

Inserts to be supplied untrimmed, folded, printed and ready for binding.

| | |
|--------------------------|-----------------|
| Single leaf insert | 8.125" x 11" |
| 4-page insert | 8.125" x 11" |
| Trim size | 7.875" x 10.75" |

Keep live matter at least .375 from top, bottom and sides.

Maximum stock specifications:

One leaf (two-page) inserts - 80 lb. maximum, bulking factor no greater than .004" for coated or uncoated stock. Multiple leaf inserts - 70 lb. maximum, bulking factor no greater than .004" per leaf for coated or uncoated stock.

10. Quantity Required:

All months are 25,000 except November which is 28,000. **Due Date:** 21st of month preceding month of issue.

11. Shipping Instructions:

Carton packing preferred. Mark with count, date of issue and name of publication.

Ship to:

Quad
Attn: Practical Gastro/PRA035
N61 W23044 Harry's Way
Sussex, WI 53089-3995
Michael Murphy: 989-698-5519

ISSUANCE AND CLOSING

12. First Issue:

January 2021 through December 2021

13. Frequency: Monthly.

14. Issuance Date: Last Day of Month of Issue.

15. Mailing:

- (a) Mailing: Second class.
- (b) Mailing Cover: Without wrapper.

16. Closing Dates:

Reservations:

5th of preceding month of issue date.

Materials:

21st of preceding month of issue date.

17. Bonus Distribution of Conference Issues:

January: GUILD Conference

April: Digestive Disease Week

September: American College of Gastroenterology

November: Advances in IBD

December: Crohn's & Colitis Congress

EDITORIAL

18. General Editorial Direction:

(a) Statement of Editorial Direction:

PRACTICAL GASTROENTEROLOGY is an independent professional clinical journal focusing on the diagnosis, therapy and management of digestive diseases. Filled with topical articles, *PRACTICAL GASTROENTEROLOGY* is a reader-friendly journal that publishes open-ended series on GI concerns encountered in daily practice. *PRACTICAL GASTROENTEROLOGY* also commissions original articles by physicians in medically related disciplines.

(b) Special Editorial Departments:

Medical Bulletin Board, Meetings Calendar, From the Pediatric Literature, Book Reviews, Case Reports and Fellows' Corner.

(c) **Series in Progress:** The Microbiome and Disease, Frontiers in Endoscopy, Inflammatory Bowel Disease, Ulcerative Colitis, Nutrition, Colorectal Cancer, Crohn's Disease, Liver Disorders, Diseases of the Biliary Tract, Celiac Disease, Pediatric Gastroenterology, Epidemiology of Gastrointestinal Cancers, Hepatitis C, Irritable Bowel Syndrome, Diseases of the Pancreas, Gastrointestinal Motility and Functional Bowel Disorders and Original Research.

19. Subscription Data:

Distributed free to certain qualified physicians and surgeons in the United States. Others: \$145.00 per year domestic. 10% Agency discount.

20. Circulation Verification:

(a) Audit: BPA.

(b) Mailing House: Medical Marketing Service, Inc.

21. Coverage and Market:

(a) Coverage: National.

(b) Market Served: Medical and osteopathic physicians, surgeons in the United States.

GENERAL INFORMATION

- 22. (a) Requirements for Acceptance of Advertising:** Advertisements must be acceptable to the Editor and the Publisher.
- (b) Requirements for Ad Clearance:** Publisher reserves the right to review advertising copy to determine if it is in harmony with our policy of service to the medical profession under which the journal is published. Advertising copy should be received one week prior to closing date.
- 23. New Product Releases:** Yes, with 4-color photos.
- 24. Policy on Placement of Advertising:** Advertising is fully interspersed on a rotating basis throughout the journal and is always placed next to editorial material.
- 25. Advertising/Editorial Ratio:** Editorial content will average about 55%.
- 26. Services to Advertisers:**
- (a) Digital Practical Gastroenterology:** Download our App for web-based devices free on iTunes, Apple, Amazon and Google Play.
 - (b) Web Site Banner Advertising:** \$2,250/month. Free link.
 - (c) Editorial Reprints:** \$4.95 each or less for bulk orders.
 - (d) Business Reply Cards:** Same rate as 2-page insert.
 - (e) Polybagged Supplements, Monographs, Newsletters, Detailing Aids:** \$4.95 each or less for bulk orders. 22,000 unit minimum.
 - (f) FREE Booth Surveys:** At Digestive Disease Week, American College of Gastroenterology, Advances in IBD, GUILD Conference and Crohn's & Colitis Congress.
 - (g) Outserts:** Quantity: All months are 25,000 except November which is 28,000. Competitor separation is waived for polybagged outserts. \$35,000 gross.
 - (h) Cover Tips:** Up to 7.875" wide x 10.75" high. 100 lb. stock. Quantity: All months are 25,000 except November which is 28,000. We reserve the right to deliver cover tips as polybagged outserts depending on orders received in any particular month. Separation minimums do not apply for cover tips and outserts. \$30,000 gross.

| Unit Sizes | Non-Bleed Sizes | | Bleed Sizes | |
|-----------------------|-----------------|---|---------------|--|
| | WIDTH | X | DEPTH | |
| Spread (Gutter Bleed) | 5" x 10" | | 16" x 11" | |
| Full Page | 7" x 10" | | 8.125" x 11" | |
| 2/3 Page (vertical) | 4.25" x 10" | | 6" x 11" | |
| 1/2 Page (vertical) | 4" x 10" | | 5" x 11" | |
| 1/2 Page (horizontal) | 7" x 4.875" | | 8.125" x 5.5" | |
| 1/3 Page (vertical) | 2.125" x 10" | | 3" x 11" | |

MECHANICAL REQUIREMENTS

- 27. Page Sizes:** Trim size of page is 7.875" wide x 10.75" high. Allow .125" over trim for any position of ad that is to bleed. Copy that is not to bleed should be kept at least .375" from trimmed edge.
- 28. Page Stock:**
- (a) Inside Pages:** 60 lb. coated web offset.
 - (b) Covers:** 100 lb. coated offset.
 - (c) Cover Tip:** 100 lb. stock.
- 29. Type of Binding:** Perfect bound.
- 30. Halftone Screen:** 133 line recommended. 150 line maximum for 2/C and 4/C.
- 31. Reproduction Requirements:** Practical Gastroenterology is printed web offset. All AAA/MPA/ABP offset standards apply.
- (a) Preferred Material:** For complete digital file specs, please contact Michael Murphy at Quad phone: 989-696-5519.
 - (b) B/W-2/C Density:** Maximum, 160%; 2nd color not to exceed 85%.
 - (c) 4/C Density:** Maximum, 260%. Yellow, 85%; Magenta, 85%; Cyan, 85%; Black, 85%.
 - (d) Number of Proofs:** Must meet SWOP standards.
 - (e) Proofing:** B/W head/foot; cover side/side.
 - (f) Rotation of Colors:** Cyan, Magenta, Yellow, Black.
- 32. Disposition of Reproduction Material:** Reproduction material will be held one year from date of last insertion and then destroyed unless we are specifically instructed to do otherwise.



Est. 1977

PRACTICAL GASTROENTEROLOGY

Est. 1977

Complete Overview of the Gastro Journal Market

| | Format | Freq | Est | Circ | BPA |
|-------------------------|-----------------|------------|-------------|---------------|------------|
| Practical Gastro | Clinical | 12X | 1977 | 22,978 | Yes |
| Amr Jr of Gastro | Clinical | 12X | 1934 | 13,106 | No |
| Cln Gastro & Hep | Clinical | 12X | 1998 | 19,262 | No |
| Dis of Col & Rec | Clinical | 12X | 1958 | 4,298 | No |
| Gastroenterology | Clinical | 13X | 1943 | 11,145 | No |
| Gastro Endscopy | Clinical | 12X | 1954 | 10,031 | No |
| Gastro & Hep | Clinical | 12X | 2003 | 18,639 | Yes |
| GI & Hep News | Tabloid | 12X | 2007 | 18,746 | Yes |
| Gstro & End News | Tabloid | 12X | 1978 | 20,214 | Yes |
| Hepatology | Clinical | 12X | 1981 | 4,729 | No |
| Inflam Bow Dis | Clinical | 12X | 1995 | 2,100 | No |

Source: SRDS and Publisher's Online Information

PRACTICAL GASTROENTEROLOGY

PUBLISHED BY PRACTICAL GASTRO, INC.

99B Main Street, Westhampton Beach, NY 11978

Phone: 631.288.4404 Fax: 631.288.4435

e-mail: practicalgastro1@aol.com

website: practicalgastro.com

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.

Practical Gastroenterology
Publishing, Inc.
99B Main Street
Westhampton Beach,
NY 11978-2311
Tel: (631) 288-4404
Fax: (631) 288-4435
www.practicalgastro.com
practicalgastro1@aol.com

PRACTICAL GASTROENTEROLOGY is a peer review journal written for gastroenterologists, pediatric gastroenterologists, hepatologists, colon and rectal surgeons, abdominal surgeons, GI physician assistants and GI nurse practitioners. The editorial scope of Practical Gastroenterology includes in-depth practical articles presented in series format, special articles, press releases and meetings calendar. The content of every issue is also available on our website and our FREE digital app.

FIELD SERVED

PRACTICAL GASTROENTEROLOGY serves the medical profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office-based and hospital-based gastroenterologists, pediatric gastroenterologists, hepatologists, colon and rectal surgeons and abdominal surgeons in the United States as well as those in Other Professional Activities as reported in Paragraph 3a herein.

CHANNELS



EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|--------------------------------------------------------------------|----------|------|---------|
| PRACTICAL GASTROENTEROLOGY JOURNAL (6 issues in the period) | 22,496 | - | 22,496 |

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|----------------------------------------------|------------|
| Other Paid Circulation | - |
| Advertiser and Agency | 42 |
| Allocated for Trade Shows and Conventions | - |
| All Other | 762 |
| TOTAL | 804 |

I. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| Qualified Circulation Individual | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--------------------------------------------|--------------------|--------------|-----------------------|--------------|-------------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 22,496 | 100.0 | 22,496 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Address | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 22,496 | 100.0 | 22,496 | 100.0 | - | - |

II. QUALIFIED CIRCULATION BY ISSUE FOR PERIOD

| 2020 Issue | Total Qualified |
|------------|--------------------|
| February | 22,574 |
| March | 22,560 |
| April | 22,522 |
| May | 22,438 |
| June | 22,447 |
| July | 22,436 |

3a. SUBSIDIARY OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020

This issue is 0.2% or 72 copies below the average of the other 11 issues (reported in Paragraph 2).

This journal conforms to the uniform specialty professional activity breakdown which was developed by the EPA Worldwide advertiser, agency, and the publisher committee on the Professional Market in September 1972, revised June 1973, January 2076, July 1980, and August 1992, requiring publication of publication to report their circulation on a comparable basis. A copy of the comparable breakdown can be obtained from EPA Worldwide.

Major Professional Activity For The United States & Possessions Including APO & FPO
(See Notes 1, 2, & 3)

| Numeric Code | Alpha Code | Professional Classification (See Note 4) | Total Qualified | Percent of Total | Patient Care Hospital Based Practice | | | | Total (Percent Care) | Other Professional Activity | Geopathic Physicians |
|-------------------------------------------|---------------|-------------------------------------------------|--------------------|---------------------|-----------------------------------------|------------------|---------------------------------------|-------------------------------------|----------------------------|-----------------------------------|-------------------------|
| | | | | | Office Based Practice (A) | Residents (C) | Full-Time Hospital Staff (D) | Total (Hospital Based) (E) | | | |
| | GE & HEP | Gastroenterology and Hepatology (See Note 3) | 10,648 | 74.2 | 11,550 | 1,560 | 1,032 | 3,212 | 14,762 | 1,370 | 816 |
| 90 | AS | Surgery, Abdominal | 71 | 0.3 | 34 | - | 18 | 18 | 52 | 8 | 10 |
| 92 | CPS | Surgery, Colon & Rectal | 2,090 | 9.3 | 1,958 | 84 | 285 | 389 | 1,927 | 129 | 30 |
| 71 | PD | Pediatric Gastroenterology | 1,741 | 7.8 | 857 | 274 | 278 | 559 | 1,408 | 205 | 27 |
| SUBTOTAL COPIES TO PHYSICIANS | | | 20,550 | 91.6 | 13,899 | 1,938 | 2,213 | 4,151 | 18,150 | 1,623 | 583 |
| SUBTOTAL PERCENT TO PHYSICIANS | | | 91.6 | | 62.4 | 8.6 | 9.9 | 18.8 | 80.9 | 8.1 | 2.6 |
| Nurse Practitioners (See Note 3) | | | 854 | 3.8 | | | | | | | |
| Physician Assistants (See Note 3) | | | 1,026 | 4.6 | | | | | | | |
| TOTAL QUALIFIED CIRCULATION | | | 22,436 | 100.0 | | | | | | | |

Note 1: Comparable categories L, O-R have been omitted at the publisher's option.

Note 2: Comparable categories B & C and G, H, I & J and M & N have been combined at the publisher's option.

Note 3: Non-comparable category added at the publisher's option.

Note 4: Comparable categories 1, 70, 72-89, 91, 93-106, Hospitals, Nursing Homes, Medical Clinics, Schools and Associations, Medical Students, and Others Allied to the Field have been omitted at the publisher's option.

III. QUALIFICATION SOURCE BREAKOUT BY QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020

| 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: | - | - | - | - | - |
| IV. Communication (other than request): | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): | 22,436 | - | - | 22,436 | 100.0 |
| *Association rosters and directories | 21,582 | - | - | 21,582 | 96.2 |
| Business directories | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| *Other sources | 854 | - | - | 854 | 3.8 |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 22,436 | | | 22,436 | 100.0 |
| PERCENT | | | | 100.0 | |

*See Additional Data

AVERAGE ANNUAL QUALIFIED CIRCULATION AND CURRENT UNCLAIMED SALES REPORTS

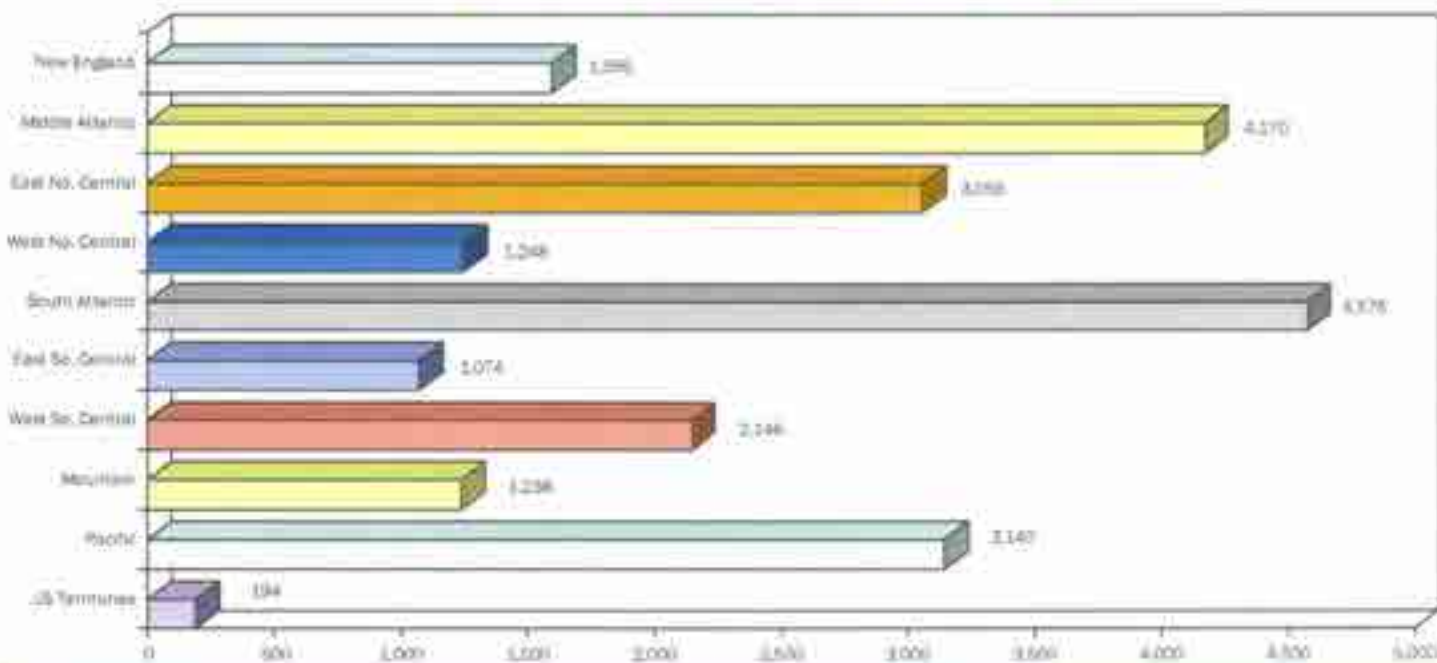
| 6-Month Period Ending: | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|-------------------------------------------------------------|----------------------------|----------------------|----------------------------|----------------------|------------------------------|------------------------|
| | August 2017 - January 2018 | February - July 2018 | August 2018 - January 2019 | February - July 2019 | August 2019 - January 2020** | February - July 2020** |
| Total Audit Average Qualified: | 20,145 | 20,121 | 20,312 | 20,437 | 21,814 | 22,498 |
| Qualified Non-Paid: | 20,145 | 20,121 | 20,312 | 20,437 | 21,814 | 22,498 |
| 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 2019 - July 2020 data is unaudited. With our 6-month period, new data will be added until all 6-month periods are completed.
 **NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2020

| Region | Total Qualified | Percent | Region | Total Qualified | Percent |
|------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| New England | 3,895 | 1.1 | UNITED STATES | 22,242 | 99.1 |
| Middle Atlantic | 4,170 | 18.6 | U.S. Territories | 194 | 0.8 |
| East No. Central | 3,056 | 13.8 | Canada | - | - |
| West No. Central | 1,248 | 5.6 | Mexico | - | - |
| South Atlantic | 4,578 | 20.6 | Other International | - | - |
| East So. Central | 1,074 | 4.8 | APC/FFO | - | - |
| West So. Central | 2,148 | 9.8 | | | |
| Mountain | 1,238 | 5.5 | | | |
| Pacific | 3,140 | 14.0 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 22,436 | 100.0 |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 30

Association raters and directories include 3 sources of circulation for quantities of 563 copies or 2.8% to 19,973 copies or 85.0% including The American Osteopathic Association Directory, The American Academy of Physician Assistants and The American Medical Association Directory. Other sources include 1 source of circulation for a quantity of 854 copies or 3.8%.

PUBLISHER'S AFFIRMATION

We hereby make oath and say that all data set forth in this statement are true.

Vivian M. Mann, Publisher

James O. Green, Circulation Manager

(At least one of the above signatures must be that of an official of the publishing company in its authorized representative.)

IMPORTANT NOTE:

This unaudited stand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

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New York

Suffolk

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BY

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About BPA Worldwide

BPA Worldwide is a leading provider of audit and circulation services for the publishing industry. We are a global organization with offices in over 100 countries. Our services include circulation audits, subscription audits, and advertising audits. We are a member of the International Audit Bureau of Circulations (IABC) and the Audit Bureau of Circulations (ABC). We are also a member of the International Association of Audit Firms (IAAF). We are committed to providing high-quality, accurate, and timely audit services to our clients. We are also committed to providing training and support to our clients. We are a leading provider of audit and circulation services for the publishing industry.