



The NEW ENGLAND
JOURNAL of MEDICINE
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Massachusetts Medical Society

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2021



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 NEW ENGLAND JOURNAL OF MEDICINE, the flagship publication of NEJM Group, is an essential and trusted source of significant new medical knowledge and clinical best practices. Each week NEJM brings original, groundbreaking, peer-reviewed medical research, at the intersection of biomedical science and clinical practice, to the world's most influential physicians. NEJM physician editors set the standard for selectivity, editorial rigor, and innovative presentation of research studies, review articles, cases, commentary, medical illustrations and data. Clinicians, researchers, educators and the medical community worldwide rely on NEJM to connect them with the latest advances in health care.

FIELD SERVED

THE NEW ENGLAND JOURNAL OF MEDICINE serves physicians and other professionals and institutions allied to the health care field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians with specialties reported in Paragraph 3a herein, medical students, medical libraries, hospitals, institutions and others allied to the field.

No. 903/01-21
Comparable

CHANNELS

**THE NEW ENGLAND
JOURNAL OF MEDICINE**



26 issues in the period
124,062 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE NEW ENGLAND JOURNAL OF MEDICINE (26 issues in the period)	47,245	76,817	124,062

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2,476
Advertiser and Agency	304
Allocated for Trade Shows and Conventions	-
All Other	4,058
TOTAL	6,838

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	111,486	89.9	44,318	35.7	67,168	54.2
*Membership Benefit	12,533	10.1	2,927	2.4	9,606	7.7
*Multi-Copy Same Addressee	43	-	-	-	43	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	124,062	100.0	47,245	38.1	76,817	61.9

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	USA Edition		Canadian Edition			International Edition			Total Qualified	
	Qualified Non-Paid	Qualified Paid	Qualified USA	Qualified Non-Paid	Qualified Paid	Qualified Canadian	Qualified Non-Paid	Qualified Paid		Qualified International
August 6	44,856	65,438	110,294	1,988	1,486	3,474	111	10,400	10,511	124,279
August 13	44,838	65,307	110,145	41	1,483	1,524	111	10,378	10,489	122,158
August 20	44,829	65,122	109,951	41	1,485	1,526	111	10,368	10,479	121,956
August 27	44,807	64,979	109,786	1,987	1,487	3,474	111	10,353	10,464	123,724
September 3	44,784	64,733	109,517	1,986	1,486	3,472	111	10,338	10,449	123,438
September 10	44,582	64,847	109,429	1,986	1,490	3,476	111	10,364	10,475	123,380
September 17	44,571	64,582	109,153	1,984	1,494	3,478	111	10,344	10,455	123,086
September 24	44,558	64,311	108,869	1,984	1,492	3,476	111	10,296	10,407	122,752
October 1	45,314	64,256	109,570	1,983	1,489	3,472	111	10,283	10,394	123,436
October 8	45,299	64,057	109,356	1,983	1,485	3,468	111	10,258	10,369	123,193
October 15	45,298	63,954	109,252	1,983	1,481	3,464	110	10,248	10,358	123,074
October 22	45,283	63,792	109,075	1,982	1,478	3,460	110	10,227	10,337	122,872
October 29	45,277	63,725	109,002	1,982	1,473	3,455	110	10,185	10,295	122,752
November 5	45,274	63,883	109,157	1,982	1,471	3,453	110	10,205	10,315	122,925
November 12	45,279	63,866	109,145	1,982	1,469	3,451	110	10,219	10,329	122,925
November 19	45,287	64,534	109,821	1,982	1,463	3,445	111	10,232	10,343	123,609
November 26	45,235	65,006	110,241	1,982	1,463	3,445	110	10,214	10,324	124,010
December 3	45,230	65,276	110,506	1,982	1,464	3,446	111	10,222	10,333	124,285
December 10	45,227	65,201	110,428	1,982	1,463	3,445	111	10,191	10,302	124,175
December 17	45,226	65,531	110,757	4,078	1,464	5,542	111	10,168	10,279	126,578
December 24	45,024	65,874	110,898	2,128	1,469	3,597	111	10,139	10,250	124,745
December 31	44,973	65,743	110,716	2,128	1,465	3,593	111	9,849	9,960	124,269
*January 7	45,948	67,242	113,190	2,122	1,457	3,579	111	9,850	9,961	126,730
January 14	45,949	67,394	113,343	2,122	1,453	3,575	112	9,863	9,975	126,893
January 21	45,946	67,563	113,509	2,121	1,459	3,580	111	9,894	10,005	127,094
January 28	45,969	67,594	113,563	2,121	1,462	3,583	111	10,001	10,112	127,258

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 7, 2020

This issue is 2.2% or 2,775 copies above the average of the other 25 issues reported in Paragraph 2.

This journal conforms to the uniform specialty/professional activity breakout which was developed by the BPA Worldwide advertiser, agency and the publisher committee for the Physicians Market in September 1972, revised June 1975, January 1976, July 1986, August 1993, and November 1997, requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

	USA Professional Classification		Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Residents (C) (See Note 3)
4	A	Allergy	97	0.1	17	80	-
	ACA	Adult Cardiothoracic Anesthesiology (see Note 2)	11	-	1	10	3
2	ADL	Adolescent Medicine (Pediatrics)	32	-	4	28	-
1	ADM	Addiction Medicine	49	-	2	47	3
	ADP	Addiction Psychiatry (See Note 2)	15	-	1	14	-
5	AI	Allergy & Immunology	397	0.3	14	383	12
6	ALI	Allergy & Immunology/Diagnostic Laboratory	2	-	-	2	-
3	AM	Aerospace Medicine	20	-	-	20	3
	AMF	Adolescent Medicine - Family Medicine (see Note 2)	4	-	-	4	-
	AMI	Adolescent Medicine - Internal Medicine (See Note 2)	5	-	-	5	-
7	AN	Anesthesiology	1,280	1.0	112	1,168	74
	APM	Anesthesiology Pain Management (See Note 2)	16	-	-	16	1
	AR	Abdominal Radiology (See Note 2)	50	-	2	48	3
90	AS	Surgery, Abdominal	8	-	1	7	1
55	ATP	Pathology, Anatomic	94	0.1	9	85	2
57	BBK	Pathology, Blood Banking	40	-	1	39	-
	CBG	Clinical Biochemical (See Note 2)	5	-	-	5	1
8	CCA	Anesthesiology, Critical Care	72	0.1	3	69	5
10	CCM	Critical Care Medicine	487	0.4	11	476	34
	CCP	Pediatrics, Critical Care (See Note 2)	77	0.1	-	77	6
93	CCS	Surgery, Critical Care	43	-	1	42	2
9	CD	Cardiovascular Diseases	10,508	8.3	6,755	3,753	155
	CFS	Craniofacial Surgery	3	-	-	3	-
	CG	Clinical Genetics (See Note 2)	15	-	-	15	-
38	CHN	Neurology, Child	84	0.1	5	79	4
80	CHP	Psychiatry, Child	106	0.1	16	90	2
	CHS	Congenital Cardiac Surgery (See Note 2)	8	-	1	7	-
59	CLP	Pathology, Clinical	85	0.1	3	82	3
	CMG	Clinical Molecular G (See Note 2)	1	-	-	1	-
	CN	Neurology, Clinical Neurophysiology (See Note 2)	28	-	4	24	1
92	CRS	Surgery, Colon & Rectal	44	-	4	40	2
	CS	Surgery, Cosmetic (See Note 2)	3	-	-	3	-
	CTR	CardioThoracic Radio (See Note 2)	5	-	-	5	-
91	CTS	Surgery, Cardiothoracic Nursing Homes	-	-	-	-	-
11	D	Dermatology	583	0.5	41	542	17
	DBP	Develop - Behavior Ped (See Note 2)	4	-	-	4	-
13	DDL	Dermatological Immunology/Diagnostic Laboratory Immunology	-	-	-	-	-
14	DIA	Diabetes	51	-	8	43	-
12	DMP	Dermatopathology	13	-	1	12	-
86	DR	Radiology, Diagnostic	383	0.3	55	328	12
	DS	Dermatologic Surgery (See Note 2)	12	-	-	12	-
	EFM	Emergency Medicine/Family Medicine (See Note 2)	48	-	-	48	12
15	EM	Emergency Medicine	1,349	1.1	58	1,291	110
16	END	Endocrinology	4,286	3.4	3,241	1,045	28
	EP	Epidemiology (See Note 2)	20	-	1	19	-
	ESM	Sports Medicine, Eme (See Note 2)	-	-	-	-	-
	ETX	Medical Toxicology (See Note 2)	13	-	-	13	1
	FM	Family Medicine (See Note 2)	2,662	2.1	122	2,540	-
61	FOP	Pathology, Forensic	45	-	2	43	1
18	FP	Family Practice	650	0.5	4	646	646
19	FPG	Family Practice, Geriatric Medicine	79	0.1	3	76	10
17	FPS	Facial Plastic Surgery, Otolaryngology	10	-	1	9	1
	FSM	Family Practice, Sports Medicine (See Note 2)	16	-	2	14	4
20	GE	Gastroenterology	1,583	1.3	65	1,518	44
	GER	Geriatrics (See Note 2)	1	-	-	1	-
22	GO	Gynecological Oncology	62	0.1	3	59	1
21	GP	General Practice	421	0.3	40	381	53
78	GPM	Preventive Medicine, General	91	0.1	9	82	1
94	GS	Surgery, General	1,063	0.9	146	917	138
23	GYN	Gynecology	112	0.1	29	83	2
24	HEM	Hematology	1,217	1.0	836	381	7
	HEP	Hepatology (See Note 2)	46	-	1	45	-
62	HMP	Pathology, Hematology	24	-	2	22	2
95	HNS	Surgery, Head and Neck	9	-	2	7	1
	HO	Hematology & Oncology (See Note 2)	7,683	6.1	6,114	1,569	105
	HOS	Hospitalist (See Note 2)	1,002	0.8	45	957	43
	HPN	Hospice & Palliative Medicine (Psychiatry & Neurology) (See Note 2)	42	-	-	42	4
	HPR	Hospice & Palliative Medicine (Physical Medicine & Rehabilitation) (See Note 2)	12	-	-	12	-
	HS	Hand Surgery (See Note 2)	23	-	3	20	1
	HSO	Surgery of the Hand (Orthopedics) (See Note 2)	6	-	1	5	1
77	HSP	Plastic Surgery, Hand Surgery	5	-	-	5	1
	IC	Interventional Cardiology (See Note 2)	328	0.3	40	288	9
28	ICE	Internal Medicine, Cardiac - Electrophysiology	145	0.1	18	127	1
26	ID	Infectious Diseases	6,785	5.4	5,403	1,382	66
	IEC	Internal Medicine/Emergency Med/Critical Care Med (See Note 2)	25	-	-	25	5
	IFP	Internal Medicine/Family Medicine (See Note 2)	78	0.1	-	78	11
25	IG	Immunology	51	-	4	47	2
29	ILI	Internal Medicine/Diagnostic Laboratory Immunology	1	-	-	1	-
27	IM	Internal Medicine	21,179	16.7	6,298	14,881	2,475

3a. (CONTINUED)

	USA Professional Classification	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Residents (C) (See Note 3)
	IMD Internal Medicine/Dermatology (See Note 2)	7	-	-	7	3
30	IMG Internal Medicine, Geriatrics	413	0.3	21	392	13
	INM Internal Medicine/Nuclear Medicine (See Note 2)	3	-	-	3	-
	IPM Internal Medicine/Prevent (See Note 2)	49	-	3	46	5
	ISM Sports Medicine, Int (See Note 2)	3	-	-	3	-
31	LM Legal Medicine	16	-	3	13	2
	MDG Internal Medicine/Medical Genetics (See Note 2)	8	-	-	8	-
	MDM Medical Management (See Note 2)	48	-	5	43	2
	MEM Internal Medicine/Emergency Medicine (See Note 2)	37	-	-	37	4
32	MFM Maternal & Fetal Medicine	118	0.1	4	114	1
	MG Medical Genetics (See Note 2)	38	-	1	37	1
	MGG Molecular Genetic Pathology-Medical Genetics (See Note 2)	2	-	-	2	-
	MGP Molecular Genetic Pathology-Pathology (See Note 2)	16	-	1	15	-
33	MM Medical Microbiology	7	-	-	7	-
	MN Internal Medicine/Neurology (See Note 2)	13	-	-	13	5
	MP Internal Medicine/Psychiatry (See Note 2)	22	-	-	22	9
	MPD Internal Medicine, Pediatrics (See Note 2)	482	0.4	18	464	96
	MPM Internal Medicine/Physical Medicine & Rehabilitation (See Note 2)	22	-	-	22	3
	MSR Musculoskeletal Radi (See Note 2)	2	-	-	2	-
37	N Neurology	5,501	4.4	4,259	1,242	98
	NC Nuclear Cardiology (See Note 2)	3	-	-	3	-
35	NCC Neurological Surgery, Critical Care	-	-	-	-	-
	NDN Neurodivlp Disab Psyc (See Note 2)	2	-	-	2	1
	NDP Neurodevelopmental Disabilities Pediatrics (See Note 2)	-	-	-	-	-
36	NEP Nephrology	1,604	1.3	47	1,557	41
39	NM Nuclear Medicine	52	0.1	6	46	-
	NMN Neuromuscular Medicine (Neurology) (See Note 2)	10	-	3	7	1
	NNM Neurology/Nuclear Medicine (See Note 2)	3	-	-	3	-
	NO Otolaryngology/Neurotology (See Note 2)	4	-	1	3	-
64	NP Pathology, Neuropathology	29	-	4	25	-
34	NPM Neonatal-Perinatal Medicine	220	0.2	16	204	5
40	NR Nuclear Radiology	1	-	1	-	-
96	NS Surgery, Neurological	265	0.2	28	237	20
41	NTR Nutrition	16	-	2	14	2
	NUP Neuropsychiatry (See Note 2)	16	-	3	13	1
48	OAR Orthopedic Surgery, Adult Reconstructive Orthopedics	1	-	-	1	-
43	OBG Obstetrics & Gynecology	1,197	1.0	144	1,053	51
42	OBS Obstetrics	12	-	-	12	-
44	OCC Obstetrics & Gynecology/Critical Care Medicine	1	-	-	1	-
	OFA Foot & Ankle, Orthop (See Note 2)	7	-	1	6	1
45	OM Occupational Medicine	175	0.2	8	167	3
	OMF Surgery, Oral & Maxi (See Note 2)	47	-	1	46	4
	OMM Osteopathic Manipulation (See Note 2)	12	-	1	11	1
50	OMO Orthopedic, Musculoskeletal Oncology	1	-	-	1	-
46	ON Oncology, Medical	3,082	2.4	1,818	1,264	22
51	OP Orthopedic Surgery, Pediatric Orthopedics	7	-	-	7	-
47	OPH Ophthalmology	483	0.4	74	409	13
97	ORS Surgery, Orthopedic	433	0.4	91	342	15
103	OS Other Specialty	271	0.2	41	230	13
52	OSM Orthopedic Surgery, Sports Medicine	13	-	2	11	1
	OSS Orthopedic Surgery, Spine (See Note 2)	19	-	2	17	-
54	OTO Otolaryngology	237	0.2	43	194	8
53	OTR Orthopedic Surgery, Trauma	2	-	1	1	-
79	P Psychiatry	1,312	1.1	178	1,134	67
75	PA Pharmacology, Clinical	53	0.1	1	52	7
	PAN Pediatric Anesthesiology (See Note 2)	30	-	2	28	-
	PCC Pulmonary Critical Care (See Note 2)	2,761	2.2	1,440	1,321	162
58	PCH Pathology, Chemical	2	-	-	2	-
60	PCP Pathology, Cytopathology	4	-	-	4	2
	PCS Pediatric, Cardiothor (See Note 2)	1	-	1	-	-
66	PD Pediatrics	1,980	1.6	209	1,771	69
67	PDA Pediatrics, Allergy	13	-	1	12	-
68	PDC Pediatrics, Cardiology	90	0.1	3	87	-
	PDD Pediatric Dermatology (See Note 2)	2	-	-	2	-
70	PDE Pediatrics, Endocrinology	71	0.1	2	69	-
	PDI Pediatric Infectious (See Note 2)	59	0.1	1	58	3
	PDO Pediatric Otolaryngology (See Note 2)	7	-	-	7	-
74	PDP Pediatrics, Pulmonology	49	-	3	46	1
87	PDR Radiology, Pediatric	18	-	1	17	-
98	PDS Surgery, Pediatric	53	0.1	4	49	-
	PDT Medical Toxicology (See Note 2)	2	-	-	2	-
	PE Pediatric Emergency (See Note 2)	16	-	2	14	-
	PEM Pediatrics, Emergency Medicine (See Note 2)	22	-	1	21	3
	PFP Forensic Psychiatry (See Note 2)	6	-	-	6	-
71	PG Pediatrics, Gastroenterology	48	-	2	46	-
	PHL Phlebology (See Note 2)	6	-	2	4	-

3a. (CONTINUED)

	USA Professional Classification	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Residents (C) (See Note 3)
	PHM Pharmaceutical Medicine (See Note 2)	69	0.1	1	68	14
72	PHO Pediatrics, Hematology-Oncology	166	0.1	-	166	4
82	PHP Public Health	110	0.1	11	99	1
63	PIP Pathology, Immunopathology	-	-	-	-	-
69	PLI Pediatrics/Diagnostic Laboratory Immunology	-	-	-	-	-
	PLM Palliative Medicine (See Note 2)	48	-	4	44	1
76	PM Physical Medicine & Rehabilitation	202	0.2	13	189	10
	PME Pain Management (See Note 2)	29	-	3	26	-
	PMM Pain Medicine (See Note 2)	18	-	3	15	1
	PMP Pain Medicine (Physical Medicine & Rehabilitation) (See Note 2)	3	-	1	2	-
73	PN Pediatrics, Nephrology	40	-	2	38	-
	PO Pediatric Ophthalmol (See Note 2)	8	-	2	6	-
	PP Pediatrics, Pathology (See Note 2)	13	-	-	13	-
	PPN Pain Medicine Psychiatry (See Note 2)	1	-	-	1	-
	PPR Pediatric Rheumatology (See Note 2)	9	-	-	9	1
	PRS Sports Medicine (Physical Medicine & Rehabilitation) (See Note 2)	5	-	1	4	-
99	PS Surgery, Plastic	121	0.1	20	101	3
56	PTH Pathology, Anatomic/Clinical	777	0.6	59	718	20
	PTX Medical Toxicology Preventive Medicine (See Note 2)	6	-	-	6	1
83	PUD Pulmonary Diseases	3,351	2.7	2,280	1,071	12
81	PYA Psychoanalysis	24	-	5	19	-
	PYG Geriatric Psychiatry (See Note 2)	12	-	-	12	-
	PYM Psychosomatic Medicine (See Note 2)	14	-	-	14	1
85	R Radiology	424	0.3	48	376	17
88	REN Reproductive Endocrinology	71	0.1	6	65	1
89	RHU Rheumatology	4,402	3.5	3,666	736	23
65	RIP Pathology, Radioisotopic	-	-	-	-	-
	RNR Neuroradiology (See Note 2)	45	-	1	44	1
84	RO Radiation Oncology	350	0.3	24	326	15
	SCI Spinal Cord Injury M (See Note 2)	3	-	-	3	1
	SME Sleep Medicine (See Note 2)	48	-	7	41	1
	SMI Internal Medicine, Sleep Medicine (See Note 2)	24	-	4	20	1
	SMN Sleep Medicine Psychiatry (See Note 2)	2	-	-	2	-
	SO Surgical Oncology (See Note 2)	75	0.1	3	72	2
	SP Selective Pathology (See Note 2)	6	-	-	6	1
	THP Transplant Hepatology (Internal Medicine) (See Note 2)	8	-	-	8	-
100	TRS Surgery, Traumatic	32	-	-	32	3
	TS Surgery, Thoracic (See Note 2)	319	0.3	19	300	6
	TTS Transplant Surgery (See Note 2)	25	-	1	24	-
101	U Urological	260	0.2	34	226	12
	UCM Urgent Care Medicine (See Note 2)	29	-	5	24	3
	UM Under Sea Medicine (See Note 2)	7	-	3	4	-
	UME Undersea & Hyperbaric Medicine (Emergency Medicine) (See Note 2)	2	-	-	2	-
	UP Pediatric Urology (See Note 2)	4	-	1	3	-
104	US Other Unspecified	3,950	3.1	1,616	2,334	438
	VIR Vascular Inter-Radiology (See Note 2)	38	-	5	33	4
	VM Vascular Medicine (See Note 2)	11	-	3	8	2
	VN Vascular Neurology (See Note 2)	27	-	8	19	4
102	VS Surgery, Vascular	176	0.2	16	160	6
105	Inactive	413	0.3	-	413	-
X	Sponsored (See Note 2)	-	-	-	-	-
	Total Copies to Physicians	103,326	81.5	45,946	57,380	5,501
	Percent to Physicians	81.5		36.2	45.3	4.3
	Physicians (See Note 1)					
	Canada	3,448	2.7	2,122	1,326	76
	International	8,827	7.0	111	8,716	829
	Miscellaneous Institutions (See Note 1)					
	USA	215	0.2	-	215	-
	Canada	10	-	-	10	-
	International	173	0.1	-	173	-
109	Hospitals					
	USA	169	0.1	-	169	-
	Canada	16	-	-	16	-
	International	101	0.1	-	101	-
111	Medical Libs., Schools & Associations					
	USA	434	0.4	-	434	-
	Canada	15	-	-	15	-
	International	64	0.1	-	64	-
112	Medical Students					
	USA	4,591	3.6	-	4,591	-
	Canada	34	-	-	34	-
	International	560	0.5	-	560	-
113	Others Allied to the Field					
	USA	4,455	3.5	2	4,453	-
	Canada	56	-	-	56	-
	International	236	0.2	-	236	-
	TOTAL QUALIFIED CIRCULATION	126,730	100.0	48,181	78,549	6,406

Note 1 - Non-comparable additional data reported at the publisher's option.

Note 2 - Additional category reported beyond comparability program.

Note 3 - Major professional activities A, B, D-R have been omitted at the publisher's option.

3a. (CONTINUED)

Canada Professional Classification			Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Residents (C) (See Note 3)
4	A	Allergy	1	-	-	1	-
2	ADL	Adolescent Medicine	1	-	-	1	-
5	AI	Allergy & Immunology	9	-	-	9	-
3	AM	Aerospace Medicine	-	-	-	-	-
7	AN	Anesthesiology	29	-	-	29	-
55	ATP	Pathology, Anatomic	4	-	-	4	-
	BC	Biochemistry (See Note 2)	3	-	-	3	-
10	CCM	Critical Care Medicine	30	-	-	30	3
9	CD	Cardiovascular Diseases	719	0.6	609	110	2
38	CHN	Neurology, Child	-	-	-	-	-
80	CHP	Psychiatry, Child	1	-	-	1	-
	CLP	Clinical Pathology (See Note 2)	1	-	-	1	-
92	CRS	Surgery, Colon & Rectal	-	-	-	-	-
11	D	Dermatology	9	-	-	9	-
14	DIA	Diabetes	-	-	-	-	-
	DLI	Diagnostic Lab Immunology (See Note 2)	-	-	-	-	-
86	DR	Radiology, Diagnostic	3	-	-	3	-
15	EM	Emergency Medicine	39	-	-	39	-
16	END	Endocrinology	323	0.3	277	46	2
61	FOP	Pathology, Forensic	1	-	-	1	-
18	FM	Family Medicine	152	0.1	1	151	7
20	GE	Gastroenterology	131	0.1	96	35	1
	GER	Geriatrics (see Note 2)	8	-	-	8	-
22	GO	Gynecological Oncology	-	-	-	-	-
21	GP	General Practice	54	0.1	-	54	-
78	GPM	Preventive Medicine, General	1	-	-	1	-
94	GS	Surgery, General	22	-	-	22	1
23	GYN	Gynecology	-	-	-	-	-
24	HEM	Hematology	248	0.2	191	57	2
26	ID	Infectious Diseases	131	0.1	98	33	1
25	IG	Immunology	-	-	-	-	-
27	IM	Internal Medicine	290	0.3	14	276	40
	IMM	Immunology (See Note 2)	3	-	-	3	-
32	MFM	Maternal & Fetal Medicine	1	-	-	1	-
33	MM	Medical Microbiology	6	-	-	6	-
37	N	Neurology	37	-	-	37	1
	NA	Neuropathology (See Note 2)	1	-	-	1	-
36	NEP	Nephrology	58	0.1	-	58	2
39	NM	Nuclear Medicine	1	-	-	1	-
34	NPM	Neonatal-Perinatal Medicine	1	-	-	1	-
96	NS	Surgery, Neurological	6	-	-	6	-
41	NTR	Nutrition	-	-	-	-	-
43	OBG	Obstetrics & Gynecology	12	-	2	10	-
42	OBS	Obstetrics	1	-	-	1	-
45	OM	Occupational Medicine	3	-	-	3	-
46	ON	Oncology, Medical	496	0.4	446	50	3
47	OPH	Ophthalmology	7	-	-	7	-
97	ORS	Surgery, Orthopedic	2	-	-	2	-
103	OS	Other Specialty	9	-	-	9	-
54	OTO	Otolaryngology	2	-	-	2	-
79	P	Psychiatry	17	-	1	16	-
75	PA	Pharmacology, Clinical	5	-	-	5	-
	PAB	Pathology, Bacteriology (See Note 2)	-	-	-	-	-
	PCC	Pulmonary Critical Care (See Note 2)	9	-	-	9	1
66	PD	Pediatrics	32	-	-	32	2
67	PDA	Pediatrics, Allergy	-	-	-	-	-
68	PDC	Pediatrics, Cardiology	1	-	-	1	-
70	PDE	Pediatrics, Endocrinology	2	-	-	2	-
74	PDP	Pediatrics, Pulmonology	1	-	-	1	-
98	PDS	Surgery, Pediatric	2	-	-	2	-
82	PH	Public Health	4	-	-	4	1
72	PHO	Pediatrics, Hematology-Oncology	3	-	-	3	-
76	PM	Physical Medicine & Rehabilitation	3	-	-	3	-
73	PN	Pediatrics, Nephrology	-	-	-	-	-
	PNP	Pediatric Nephrology (See Note 2)	4	-	-	4	-
99	PS	Surgery, Plastic	2	-	-	2	1
56	PTH	Pathology, Anatomic/Clinical	19	-	-	19	-
83	PUD	Pulmonary Diseases	19	-	-	19	1
81	PYA	Psychoanalysis	-	-	-	-	-
85	R	Radiology	7	-	-	7	-
88	REN	Reproductive Endocrinology	-	-	-	-	-
	RES	Respiratory Medicine (See Note 2)	24	-	-	24	-
89	RHU	Rheumatology	370	0.3	350	20	1
84	RO	Radiation Oncology	4	-	-	4	-
	TS	Surgery, Thoracic (See Note 2)	5	-	-	5	-
101	U	Surgery, Urological	3	-	-	3	-
104	US	Other Unspecified	42	0.1	37	5	4
102	VS	Surgery, Vascular	1	-	-	1	-
105		Inactive	13	-	-	13	-
		Total Copies to Physicians	3,448	2.7	2,122	1,326	76
		Percent to Physicians	2.7		1.7	1.0	0.1
		Physicians (See Note 1)					
		USA	103,326	81.5	45,946	57,380	5,501
		International	8,827	7.0	111	8,716	829
		Miscellaneous Institutions (See Note 1)					
		USA	215	0.2	-	215	-
		Canada	10	-	-	10	-
		International	173	0.1	-	173	-
		Hospitals					
		USA	169	0.1	-	169	-
		Canada	16	-	-	16	-
		International	101	0.1	-	101	-
111		Medical Libs., Schools & Associations					
		USA	434	0.4	-	434	-
		Canada	15	-	-	15	-
		International	64	0.1	-	64	-
112		Medical Students					
		USA	4,591	3.6	-	4,591	-
		Canada	34	0.0	-	34	-
		International	560	0.5	-	560	-
113		Others Allied to the Field					
		USA	4,455	3.5	2	4,453	-
		Canada	56	-	-	56	-
		International	236	0.2	-	236	-
		TOTAL QUALIFIED CIRCULATION	126,730	100.0	48,181	78,549	6,406

Note 1 - Non-comparable additional data reported at the publisher's option.

Note 2 - Additional category reported beyond comparability program.

Note 3 - Major professional activities, A, B, D-R have been omitted at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 7, 2020

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	55,239	11,629	731	1,290	66,309	67,599	53.3
II. Request from recipient's company:	1,202	509	5	-	1,716	1,716	1.4
III. Membership Benefit:	11,625	2,105	7	3,213	10,524	13,737	10.8
IV. Communication (other than request):	475	-	-	475	-	475	0.4
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,069	41,134	-	43,203	-	43,203	34.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	70,610	55,377	743	48,181	78,549	126,730	100.0
PERCENT	55.7	43.7	0.6	38.0	62.0	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 7, 2020

Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NEW ENGLAND	5,026	13,133	18,159	14.3	Greece	-	127	127	
MIDDLE ATLANTIC	7,808	11,355	19,163	15.1	Hungary	-	17	17	
EAST NO. CENTRAL	6,220	7,532	13,752	10.8	Iceland	-	13	13	
WEST NO. CENTRAL	2,440	3,409	5,849	4.6	Italy	-	829	829	
SOUTH ATLANTIC	9,099	11,248	20,347	16.1	Latvia	-	2	2	
EAST SO. CENTRAL	2,223	2,446	4,669	3.7	Liechtenstein	-	1	1	
WEST SO. CENTRAL	4,028	4,485	8,513	6.7	Lithuania	-	2	2	
MOUNTAIN	2,453	3,624	6,077	4.8	Luxembourg	-	50	50	
PACIFIC	6,318	9,749	16,067	12.7	Malta	-	1	1	
U.S. Territories	333	261	594	0.5	Netherlands	-	487	487	
UNITED STATES	45,948	67,242	113,190	89.3	Norway	-	26	26	
CANADA	2,122	1,457	3,579	2.8	Poland	-	30	30	
MEXICO	-	145	145	0.1	Portugal	-	102	102	
NORTH AMERICA	48,070	68,844	116,914	92.2	Republic of Ireland	-	127	127	
CENTRAL AMERICA	1	15	16	-	Romania	-	16	16	
SOUTH AMERICA	2	300	302	0.3	Russian Federation	-	8	8	
EUROPE					San Marino	-	1	1	
Andorra	-	1	1		Serbia	-	3	3	
Austria	-	307	307		Slovakia	-	6	6	
Belgium	-	599	599		Slovenia	-	9	9	
Bosnia-Herzegovina	-	3	3		Spain	1	355	356	
Bulgaria	-	1	1		Sweden	-	56	56	
Croatia	-	9	9		Switzerland	-	899	899	
Cyprus	-	13	13		Turkey	-	19	19	
Czech Republic	-	18	18		Ukraine	-	2	2	
Denmark	-	56	56		United Kingdom	2	1,000	1,002	
Estonia	-	2	2		Subtotal	104	7,547	7,651	6.0
Faroe Islands	-	2	2		MIDDLE EAST	-	265	265	0.2
Finland	-	51	51		AFRICA	1	100	101	0.1
France	-	429	429		ASIA	2	689	691	0.6
Germany	101	1,867	1,968		ASIA PACIFIC	1	752	753	0.6
Guernsey	-	1	1		CARIBBEAN	-	37	37	-
					International	111	9,850	9,961	7.8
					TOTAL QUALIFIED CIRCULATION	48,181	78,549	126,730	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 9,606 copies were sold to qualified recipients at below basic subscription prices. Members' yearly subscription price of \$99.50 is included in the dues and is non-deductible therefrom. Qualified paid multi-copy same addressee subscriptions averaging 43 copies were sold at basic subscription prices in quantities of 2 to 99.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 43,203 copies or 34.1%, including DMD lists.

PAID CIRCULATION:

Average Annual Order Price: 52 issues for \$170.28
Renewal Rate of Paid Subscribers: 82.3%

PROMOTIONAL INCENTIVES:

Premiums were offered with 1,629 subscriptions sold during the period. 1,091 were sold with a duffle bag and sport bottle combo, 359 were sold with SafeOpioid/guidelineWatch combo and 179 were sold with a sports bottle.

PUBLISHER'S AFFIDAVIT

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

David Sampson, Vice President for Publishing

Date signed February 12, 2021

State Massachusetts

County Middlesex

Received by BPA Worldwide February 12, 2021

Type BD

ID Number NO19B0D0

(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.

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.