



The NEW ENGLAND  
JOURNAL of MEDICINE  
A publication of NEJM Group, a division of the  
Massachusetts Medical Society

# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JULY 2020



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.

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## CHANNELS

**THE NEW ENGLAND  
JOURNAL OF MEDICINE**



26 issues in the period  
125,657 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>THE NEW ENGLAND JOURNAL OF MEDICINE</b> (26 issues in the period)	46,169	79,488	125,657

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2,487
Advertiser and Agency	294
Allocated for Trade Shows and Conventions	-
All Other	4,363
<b>TOTAL</b>	<b>7,144</b>

**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	112,640	89.6	43,220	34.4	69,420	55.2
*Membership Benefit	12,974	10.4	2,949	2.4	10,025	8.0
*Multi-Copy Same Addressee	43	-	-	-	43	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>125,657</b>	<b>100.0</b>	<b>46,169</b>	<b>36.8</b>	<b>79,488</b>	<b>63.2</b>

\*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	
February 6	44,323	67,992	112,315	1,990	1,542	3,532	40	10,814	10,854	126,701
February 13	44,275	68,211	112,486	1,989	1,544	3,533	40	10,812	10,852	126,871
February 20	44,262	68,432	112,694	1,990	1,544	3,534	40	10,786	10,826	127,054
February 27	44,283	68,329	112,612	1,985	1,535	3,520	40	10,647	10,687	126,819
March 5	44,280	68,274	112,554	1,980	1,532	3,512	40	10,630	10,670	126,736
March 12	44,286	68,341	112,627	1,980	1,531	3,511	40	10,613	10,653	126,791
March 19	44,282	68,380	112,662	1,979	1,530	3,509	40	10,610	10,650	126,821
March 26	44,292	68,317	112,609	1,977	1,530	3,507	40	10,636	10,676	126,792
April 2	44,328	66,464	110,792	1,976	1,528	3,504	40	10,633	10,673	124,969
April 9	44,312	66,712	111,024	1,975	1,526	3,501	40	10,649	10,689	125,214
April 16	44,299	66,987	111,286	1,974	1,524	3,498	40	10,643	10,683	125,467
April 23	44,292	67,151	111,443	1,974	1,520	3,494	40	10,667	10,707	125,644
April 30	44,048	67,339	111,387	1,974	1,516	3,490	40	10,642	10,682	125,559
May 7	44,048	67,336	111,384	1,974	1,509	3,483	40	10,621	10,661	125,528
May 14	44,037	67,543	111,580	1,972	1,521	3,493	40	10,609	10,649	125,722
May 21	44,022	67,405	111,427	1,972	1,527	3,499	40	10,603	10,643	125,569
May 28	44,019	67,329	111,348	1,973	1,527	3,500	40	10,592	10,632	125,480
June 4	44,017	67,241	111,258	1,973	1,522	3,495	40	10,575	10,615	125,368
June 11	43,993	67,051	111,044	1,973	1,517	3,490	40	10,529	10,569	125,103
June 18	43,988	67,029	111,017	1,973	1,513	3,486	40	10,557	10,597	125,100
June 25	43,971	66,828	110,799	1,972	1,511	3,483	40	10,544	10,584	124,866
<b>*July 2</b>	<b>44,119</b>	<b>66,613</b>	<b>110,732</b>	<b>1,967</b>	<b>1,518</b>	<b>3,485</b>	<b>40</b>	<b>10,513</b>	<b>10,553</b>	<b>124,770</b>
July 9	44,078	66,519	110,597	1,967	1,518	3,485	41	10,531	10,572	124,654
July 16	44,060	66,528	110,588	1,962	1,518	3,480	41	10,523	10,564	124,632
July 23	44,055	66,389	110,444	1,962	1,515	3,477	41	10,492	10,533	124,454
July 30	44,031	66,373	110,404	1,962	1,514	3,476	41	10,488	10,529	124,409

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2, 2020**

This issue is 0.7% or 923 copies below 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	104	0.1	16	88	-
	ACA	Adult Cardiothoracic Anesthesiology (see Note 2)	10	-	1	9	1
2	ADL	Adolescent Medicine (Pediatrics)	29	-	3	26	-
1	ADM	Addiction Medicine	47	0.1	2	45	3
	ADP	Addiction Psychiatry (See Note 2)	16	-	1	15	-
5	AI	Allergy & Immunology	399	0.3	13	386	13
6	ALI	Allergy & Immunology/Diagnostic Laboratory	2	-	-	2	-
3	AM	Aerospace Medicine	17	-	-	17	2
	AMF	Adolescent Medicine - Family Medicine (see Note 2)	4	-	-	4	-
	AMI	Adolescent Medicine - Internal Medicine (See Note 2)	5	-	-	5	1
7	AN	Anesthesiology	1,217	1.0	112	1,105	70
	APM	Anesthesiology Pain Management (See Note 2)	20	-	-	20	1
	AR	Abdominal Radiology (See Note 2)	84	0.1	2	82	3
90	AS	Surgery, Abdominal	9	-	1	8	1
55	ATP	Pathology, Anatomical	91	0.1	9	82	2
57	BBK	Pathology, Blood Banking	40	-	1	39	-
	CBG	Clinical Biochemical (See Note 2)	5	-	-	5	1
8	CCA	Anesthesiology, Critical Care	71	0.1	3	68	5
10	CCM	Critical Care Medicine	474	0.4	9	465	30
	CCP	Pediatrics, Critical Care (See Note 2)	73	0.1	-	73	6
93	CCS	Surgery, Critical Care	39	-	-	39	3
9	CD	Cardiovascular Diseases	10,330	8.3	6,551	3,779	160
	CFS	Craniofacial Surgery	5	-	-	5	-
	CG	Clinical Genetics (See Note 2)	13	-	-	13	-
38	CHN	Neurology, Child	83	0.1	5	78	5
80	CHP	Psychiatry, Child	104	0.1	17	87	2
	CHS	Congenital Cardiac Surgery (See Note 2)	4	-	1	3	-
59	CLP	Pathology, Clinical	71	0.1	3	68	2
	CMG	Clinical Molecular G (See Note 2)	-	-	-	-	-
	CN	Neurology, Clinical Neurophysiology (See Note 2)	26	-	4	22	1
92	CRS	Surgery, Colon & Rectal	44	-	4	40	2
	CS	Surgery, Cosmetic (See Note 2)	3	-	-	3	-
	CTR	CardioThoracic Radio (See Note 2)	4	-	-	4	-
11	D	Dermatology	589	0.5	41	548	16
	DBP	Develop - Behavior Ped (See Note 2)	6	-	-	6	1
14	DIA	Diabetes	47	0.1	8	39	-
12	DMP	Dermatopathology	13	-	1	12	-
86	DR	Radiology, Diagnostic	359	0.3	57	302	12
	DS	Dermatologic Surgery (See Note 2)	15	-	-	15	-
	EFM	Emergency Medicine/Family Medicine (See Note 2)	46	-	-	46	12
15	EM	Emergency Medicine	1,351	1.1	62	1,289	103
16	END	Endocrinology	4,250	3.4	3,188	1,062	24
	EP	Epidemiology (See Note 2)	28	-	1	27	1
	ESM	Sports Medicine, Eme (See Note 2)	-	-	-	-	-
	ETX	Medical Toxicology (See Note 2)	11	-	-	11	2
	FM	Family Medicine (See Note 2)	2,564	2.1	120	2,444	-
61	FOP	Pathology, Forensic	44	-	2	42	1
18	FP	Family Practice	631	0.5	2	629	629
19	FPG	Family Practice, Geriatric Medicine	78	0.1	3	75	12
17	FPS	Facial Plastic Surgery, Otolaryngology	10	-	1	9	1
	FSM	Family Practice, Sports Medicine (See Note 2)	14	-	2	12	3
20	GE	Gastroenterology	1,633	1.3	63	1,570	47
	GER	Geriatrics (See Note 2)	1	-	-	1	-
22	GO	Gynecological Oncology	65	0.1	3	62	-
21	GP	General Practice	404	0.3	39	365	51
78	GPM	Preventive Medicine, General	95	0.1	8	87	2
94	GS	Surgery, General	1,028	0.8	134	894	138
23	GYN	Gynecology	115	0.1	29	86	2
24	HEM	Hematology	1,183	1.0	809	374	6
	HEP	Hepatology (See Note 2)	56	0.1	3	53	2
62	HMP	Pathology, Hematology	25	-	2	23	2
95	HNS	Surgery, Head and Neck	11	-	2	9	1
	HO	Hematology & Oncology (See Note 2)	7,626	6.1	5,990	1,636	117
	HOS	Hospitalist (See Note 2)	959	0.8	45	914	42
	HPN	Hospice & Palliative Medicine (Psychiatry & Neurology) (See Note 2)	42	-	-	42	3
	HPR	Hospice & Palliative Medicine (Physical Medicine & Rehabilitation) (See Note 2)	13	-	-	13	-
	HS	Hand Surgery (See Note 2)	22	-	3	19	1
	HSO	Surgery of the Hand (Orthopedics) (See Note 2)	5	-	-	5	1
	IC	Interventional Cardiology (See Note 2)	316	0.3	35	281	4
28	ICE	Internal Medicine, Cardiac - Electrophysiology	133	0.1	16	117	1
26	ID	Infectious Diseases	6,753	5.4	5,323	1,430	68
	IEC	Internal Medicine/Emergency Med/Critical Care Med (See Note 2)	27	-	-	27	7
	IFP	Internal Medicine/Family Medicine (See Note 2)	94	0.1	-	94	10
25	IG	Immunology	49	-	4	45	2
29	ILI	Internal Medicine/Diagnostic Laboratory Immunology	-	-	-	-	-
27	IM	Internal Medicine	20,919	16.8	6,232	14,687	2,599

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)	6	-	-	6	2
30	IMG Internal Medicine, Geriatrics	419	0.4	20	399	11
	INM Internal Medicine/Nuclear Medicine (See Note 2)	5	-	-	5	-
	IPM Internal Medicine/Prevent (See Note 2)	57	0.1	3	54	5
	ISM Sports Medicine, Int (See Note 2)	2	-	-	2	1
31	LM Legal Medicine	17	-	3	14	2
	MDG Internal Medicine/Medical Genetics (See Note 2)	13	-	-	13	-
	MDM Medical Management (See Note 2)	47	-	6	41	2
	MEM Internal Medicine/Emergency Medicine (See Note 2)	39	-	-	39	10
32	MFM Maternal & Fetal Medicine	121	0.1	3	118	1
	MG Medical Genetics (See Note 2)	37	-	1	36	1
	MGG Molecular Genetic Pathology-Medical Genetics (See Note 2)	3	-	-	3	-
	MGP Molecular Genetic Pathology-Pathology (See Note 2)	13	-	1	12	1
33	MM Medical Microbiology	8	-	-	8	-
	MN Internal Medicine/Neurology (See Note 2)	13	-	-	13	4
	MP Internal Medicine/Psychiatry (See Note 2)	25	-	-	25	10
	MPD Internal Medicine, Pediatrics (See Note 2)	472	0.4	17	455	105
	MPM Internal Medicine/Physical Medicine & Rehabilitation (See Note 2)	23	-	-	23	4
	MSR Musculoskeletal Radi (See Note 2)	1	-	-	1	-
37	N Neurology	5,431	4.4	4,176	1,255	101
	NC Nuclear Cardiology (See Note 2)	3	-	-	3	-
	NDN Neurodvlp Disab Psyc (See Note 2)	1	-	-	1	1
	NDP Neurodevelopmental Disabilities Pediatrics (See Note 2)	-	-	-	-	-
36	NEP Nephrology	1,618	1.3	43	1,575	41
39	NM Nuclear Medicine	53	-	6	47	-
	NMN Neuromuscular Medicine (Neurology) (See Note 2)	11	-	2	9	1
	NNM Neurology/Nuclear Medicine (See Note 2)	8	-	-	8	-
	NO Otolaryngology (See Note 2)	4	-	1	3	-
64	NP Pathology, Neuropathology	30	-	4	26	-
34	NPM Neonatal-Perinatal Medicine	203	0.2	16	187	4
40	NR Nuclear Radiology	1	-	1	-	-
96	NS Surgery, Neurological	262	0.2	25	237	22
41	NTR Nutrition	17	-	2	15	2
	NUP Neuropsychiatry (See Note 2)	12	-	3	9	-
48	OAR Orthopedic Surgery, Adult Reconstructive Orthopedics	1	-	-	1	-
43	OBG Obstetrics & Gynecology	1,225	1.0	134	1,091	48
42	OBS Obstetrics	14	-	-	14	-
44	OCC Obstetrics & Gynecology/Critical Care Medicine	1	-	-	1	-
	OFA Foot & Ankle, Orthop (See Note 2)	6	-	1	5	1
45	OM Occupational Medicine	178	0.2	10	168	4
	OMF Surgery, Oral & Maxi (See Note 2)	45	-	-	45	4
	OMM Osteopathic Manipulation (See Note 2)	12	-	1	11	1
50	OMO Orthopedic, Musculoskeletal Oncology	2	-	-	2	-
46	ON Oncology, Medical	3,118	2.5	1,830	1,288	26
51	OP Orthopedic Surgery, Pediatric Orthopedics	7	-	-	7	-
47	OPH Ophthalmology	488	0.4	71	417	12
97	ORS Surgery, Orthopedic	433	0.4	93	340	17
103	OS Other Specialty	264	0.2	43	221	10
52	OSM Orthopedic Surgery, Sports Medicine	11	-	2	9	1
	OSS Orthopedic Surgery, Spine (See Note 2)	16	-	2	14	-
54	OTO Otolaryngology	237	0.2	42	195	8
53	OTR Orthopedic Surgery, Trauma	2	-	1	1	-
79	P Psychiatry	1,298	1.1	177	1,121	66
75	PA Pharmacology, Clinical	53	-	1	52	8
	PAN Pediatric Anesthesiology (See Note 2)	18	-	2	16	-
	PCC Pulmonary Critical Care (See Note 2)	2,626	2.1	1,252	1,374	169
58	PCH Pathology, Chemical	2	-	-	2	-
60	PCP Pathology, Cytopathology	3	-	-	3	1
	PCS Pediatric, Cardiothor (See Note 2)	2	-	1	1	-
66	PD Pediatrics	1,921	1.6	190	1,731	65
67	PDA Pediatrics, Allergy	17	-	1	16	-
68	PDC Pediatrics, Cardiology	80	0.1	3	77	1
	PDD Pediatric Dermatology (See Note 2)	2	-	-	2	-
70	PDE Pediatrics, Endocrinology	71	0.1	2	69	1
	PDI Pediatric Infectious (See Note 2)	62	0.1	1	61	2
	PDO Pediatric Otolaryngology (See Note 2)	6	-	-	6	-
74	PDP Pediatrics, Pulmonology	54	-	4	50	1
87	PDR Radiology, Pediatric	19	-	1	18	-
98	PDS Surgery, Pediatric	54	-	3	51	-
	PDT Medical Toxicology (See Note 2)	1	-	-	1	-
	PE Pediatric Emergency (See Note 2)	11	-	-	11	1
	PEM Pediatrics, Emergency Medicine (See Note 2)	21	-	1	20	4
	PFP Forensic Psychiatry (See Note 2)	7	-	-	7	-
71	PG Pediatrics, Gastroenterology	44	-	1	43	-
	PHL Phlebology (See Note 2)	7	-	2	5	-

## 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)	71	0.1	1	70	11
72	PHO Pediatrics, Hematology-Oncology	168	0.1	-	168	7
82	PHP Public Health	101	0.1	11	90	1
	PLM Palliative Medicine (See Note 2)	50	-	4	46	1
76	PM Physical Medicine & Rehabilitation	187	0.2	14	173	7
	PME Pain Management (See Note 2)	25	-	3	22	-
	PMM Pain Medicine (See Note 2)	17	-	3	14	-
	PMP Pain Medicine (Physical Medicine & Rehabilitation) (See Note 2)	3	-	1	2	-
73	PN Pediatrics, Nephrology	43	-	2	41	-
	PO Pediatric Ophthalmol (See Note 2)	9	-	2	7	-
	PP Pediatrics, Pathology (See Note 2)	9	-	-	9	-
	PPN Pain Medicine Psychiatry (See Note 2)	2	-	-	2	-
	PPR Pediatric Rheumatology (See Note 2)	13	-	1	12	2
	PRS Sports Medicine (Physical Medicine & Rehabilitation) (See Note 2)	6	-	1	5	-
99	PS Surgery, Plastic	129	0.1	20	109	6
56	PTH Pathology, Anatomic/Clinical	789	0.6	60	729	21
	PTX Medical Toxicology Preventive Medicine (See Note 2)	5	-	-	5	1
83	PUD Pulmonary Diseases	3,376	2.7	2,328	1,048	11
81	PYA Psychoanalysis	21	-	5	16	-
	PYG Geriatric Psychiatry (See Note 2)	14	-	-	14	-
	PYM Psychosomatic Medicine (See Note 2)	9	-	-	9	1
85	R Radiology	426	0.4	48	378	18
88	REN Reproductive Endocrinology	66	0.1	6	60	1
89	RHU Rheumatology	4,378	3.5	3,639	739	22
	RNR Neuroradiology (See Note 2)	41	-	2	39	2
84	RO Radiation Oncology	349	0.3	24	325	14
	SCI Spinal Cord Injury M (See Note 2)	1	-	-	1	-
	SME Sleep Medicine (See Note 2)	47	-	6	41	1
	SMI Internal Medicine, Sleep Medicine (See Note 2)	25	-	4	21	-
	SMN Sleep Medicine Psychiatry (See Note 2)	1	-	-	1	-
	SO Surgical Oncology (See Note 2)	80	0.1	3	77	3
	SP Selective Pathology (See Note 2)	3	-	-	3	-
	THP Transplant Hepatology (Internal Medicine) (See Note 2)	7	-	-	7	-
100	TRS Surgery, Traumatic	33	-	-	33	2
	TS Surgery, Thoracic (See Note 2)	337	0.3	20	317	12
	TTS Transplant Surgery (See Note 2)	28	-	1	27	-
101	U Urological	268	0.2	36	232	11
	UCM Urgent Care Medicine (See Note 2)	27	-	5	22	4
	UM Under Sea Medicine (See Note 2)	7	-	3	4	-
	UME Undersea & Hyperbaric Medicine (Emergency Medicine) (See Note 2)	1	-	-	1	-
	UP Pediatric Urology (See Note 2)	4	-	1	3	-
104	US Other Unspecified	3,003	2.4	646	2,357	396
	VIR Vascular Inter-Radiology (See Note 2)	31	-	4	27	2
	VM Vascular Medicine (See Note 2)	14	-	3	11	2
	VN Vascular Neurology (See Note 2)	24	-	5	19	2
102	VS Surgery, Vascular	174	0.2	15	159	5
105	Inactive	403	0.3	1	402	1
X	Sponsored (See Note 2)	-	-	-	-	-
	<b>Total Copies to Physicians</b>	<b>101,312</b>	<b>81.2</b>	<b>44,119</b>	<b>57,193</b>	<b>5,586</b>
	<b>Percent to Physicians</b>	<b>81.2</b>		<b>35.4</b>	<b>45.8</b>	<b>4.5</b>
	Physicians (See Note 1)					
	Canada	3,356	2.7	1,967	1,389	76
	International	9,441	7.6	40	9,401	883
	Miscellaneous Institutions (See Note 1)					
	USA	178	0.1	-	178	-
	Canada	11	-	-	11	-
	International	169	0.1	-	169	-
109	Hospitals					
	USA	181	0.2	-	181	-
	Canada	16	-	-	16	-
	International	97	0.1	-	97	-
111	Medical Libs., Schools & Associations					
	USA	457	0.4	-	457	-
	Canada	15	-	-	15	-
	International	62	0.1	-	62	-
112	Medical Students					
	USA	4,302	3.4	-	4,302	-
	Canada	28	-	-	28	-
	International	552	0.4	-	552	-
113	Others Allied to the Field					
	USA	4,302	3.5	-	4,302	-
	Canada	59	-	-	59	-
	International	232	0.2	-	232	-
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>124,770</b>	<b>100.0</b>	<b>46,126</b>	<b>78,644</b>	<b>6,545</b>

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	1
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	31	-	-	31	3
9	CD	Cardiovascular Diseases	685	0.6	571	114	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	10	-	-	10	-
14	DIA	Diabetes	-	-	-	-	-
	DLI	Diagnostic Lab Immunology (See Note 2)	-	-	-	-	-
86	DR	Radiology, Diagnostic	3	-	-	3	-
15	EM	Emergency Medicine	42	-	-	42	1
16	END	Endocrinology	308	0.3	266	42	1
61	FOP	Pathology, Forensic	1	-	-	1	-
18	FM	Family Medicine	154	0.1	1	153	6
20	GE	Gastroenterology	123	0.1	89	34	1
	GER	Geriatrics (see Note 2)	8	-	-	8	-
22	GO	Gynecological Oncology	-	-	-	-	-
21	GP	General Practice	56	0.1	-	56	2
78	GPM	Preventive Medicine, General	1	-	-	1	-
94	GS	Surgery, General	23	-	-	23	1
23	GYN	Gynecology	-	-	-	-	-
24	HEM	Hematology	240	0.2	179	61	2
26	ID	Infectious Diseases	128	0.1	93	35	1
25	IG	Immunology	-	-	-	-	-
27	IM	Internal Medicine	291	0.2	6	285	39
	IMM	Immunology (See Note 2)	3	-	-	3	-
32	MFM	Maternal & Fetal Medicine	1	-	-	1	-
33	MM	Medical Microbiology	6	-	-	6	-
37	N	Neurology	39	0.1	-	39	-
	NA	Neuropathology (See Note 2)	1	-	-	1	-
36	NEP	Nephrology	59	0.1	-	59	2
39	NM	Nuclear Medicine	1	-	-	1	-
34	NPM	Neonatal-Perinatal Medicine	1	-	-	1	-
96	NS	Surgery, Neurological	7	-	-	7	-
41	NTR	Nutrition	-	-	-	-	-
43	OBG	Obstetrics & Gynecology	12	-	2	10	-
42	OBS	Obstetrics	1	-	-	1	-
45	OM	Occupational Medicine	2	-	-	2	-
46	ON	Oncology, Medical	470	0.4	419	51	2
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	15	-	1	14	-
75	PA	Pharmacology, Clinical	6	-	-	6	-
	PAB	Pathology, Bacteriology (See Note 2)	-	-	-	-	-
	PCC	Pulmonary Critical Care (See Note 2)	10	-	-	10	1
66	PD	Pediatrics	35	-	-	35	2
67	PDA	Pediatrics, Allergy	-	-	-	-	-
68	PDC	Pediatrics, Cardiology	1	-	-	1	-
70	PDE	Pediatrics, Endocrinology	3	-	-	3	-
74	PDP	Pediatrics, Pulmonology	1	-	-	1	-
98	PDS	Surgery, Pediatric	2	-	-	2	-
82	PH	Public Health	5	-	-	5	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	5	-	-	5	1
56	PTH	Pathology, Anatomic/Clinical	18	-	-	18	-
83	PUD	Pulmonary Diseases	19	-	-	19	2
81	PYA	Psychoanalysis	-	-	-	-	-
85	R	Radiology	7	-	-	7	-
88	REN	Reproductive Endocrinology	-	-	-	-	-
	RES	Respiratory Medicine (See Note 2)	23	-	-	23	-
89	RHU	Rheumatology	351	0.3	330	21	1
84	RO	Radiation Oncology	4	-	-	4	-
	TS	Surgery, Thoracic (See Note 2)	4	-	-	4	-
101	U	Surgery, Urological	3	-	-	3	-
104	US	Other Unspecified	44	0.1	10	34	4
102	VS	Surgery, Vascular	1	-	-	1	-
105		Inactive	13	-	-	13	-
		<b>Total Copies to Physicians</b>	<b>3,356</b>	<b>2.7</b>	<b>1,967</b>	<b>1,389</b>	<b>76</b>
		<b>Percent to Physicians</b>	<b>2.7</b>		<b>1.6</b>	<b>1.1</b>	<b>0.1</b>
		Physicians (See Note 1)					
		USA	101,312	81.2	44,119	57,193	5,586
		International	9,441	7.6	40	9,401	883
		Miscellaneous Institutions (See Note 1)					
		USA	178	0.1	-	178	-
		Canada	11	-	-	11	-
		International	169	0.1	-	169	-
		Hospitals					
		USA	181	0.2	-	181	-
		Canada	16	-	-	16	-
		International	97	0.1	-	97	-
111		Medical Libs., Schools & Associations					
		USA	457	0.4	-	457	-
		Canada	15	-	-	15	-
		International	62	0.1	-	62	-
112		Medical Students					
		USA	4,302	3.4	-	4,302	-
		Canada	28	-	-	28	-
		International	552	0.4	-	552	-
113		Others Allied to the Field					
		USA	4,302	3.5	-	4,302	-
		Canada	59	-	-	59	-
		International	232	0.2	-	232	-
		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>124,770</b>	<b>100.0</b>	<b>46,126</b>	<b>78,644</b>	<b>6,545</b>

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 JULY 2, 2020**

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	55,194	11,627	756	334	67,243	67,577	54.2
II. Request from recipient's company:	1,825	76	6	-	1,907	1,907	1.5
III. Membership Benefit:	12,274	155	4	2,939	9,494	12,433	10.0
IV. Communication (other than request):	409	-	-	409	-	409	0.3
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	42,444	-	-	42,444	-	42,444	34.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>112,146</b>	<b>11,858</b>	<b>766</b>	<b>46,126</b>	<b>78,644</b>	<b>124,770</b>	<b>100.0</b>
<b>PERCENT</b>	<b>89.9</b>	<b>9.5</b>	<b>0.6</b>	<b>37.0</b>	<b>63.0</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2, 2020**

Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NEW ENGLAND</b>	4,624	12,084	16,708	13.4	Hungary	-	17	17	
<b>MIDDLE ATLANTIC</b>	7,545	11,585	19,130	15.3	Iceland	-	13	13	
<b>EAST NO. CENTRAL</b>	6,040	7,650	13,690	11.0	Italy	-	816	816	
<b>WEST NO. CENTRAL</b>	2,352	3,399	5,751	4.6	Latvia	-	2	2	
<b>SOUTH ATLANTIC</b>	8,759	11,276	20,035	16.1	Liechtenstein	-	1	1	
<b>EAST SO. CENTRAL</b>	2,160	2,483	4,643	3.7	Lithuania	-	1	1	
<b>WEST SO. CENTRAL</b>	3,862	4,552	8,414	6.7	Luxembourg	-	51	51	
<b>MOUNTAIN</b>	2,374	3,578	5,952	4.8	Malta	-	1	1	
<b>PACIFIC</b>	6,072	9,752	15,824	12.7	Monaco	-	1	1	
<b>U.S. Territories</b>	331	254	585	0.5	Netherlands	-	483	483	
<b>UNITED STATES</b>	<b>44,119</b>	<b>66,613</b>	<b>110,732</b>	<b>88.8</b>	Norway	-	25	25	
<b>CANADA</b>	1,967	1,518	3,485	2.8	Poland	-	33	33	
<b>MEXICO</b>	-	155	155	0.1	Portugal	-	112	112	
<b>NORTH AMERICA</b>	<b>46,086</b>	<b>68,286</b>	<b>114,372</b>	<b>91.7</b>	Republic of Ireland	-	125	125	
<b>CENTRAL AMERICA</b>	1	16	17	-	Romania	-	18	18	
<b>SOUTH AMERICA</b>	1	342	343	0.3	Russian Federation	-	10	10	
<b>EUROPE</b>					San Marino	-	1	1	
Andorra	-	1	1		Serbia	-	5	5	
Austria	-	331	331		Slovakia	-	6	6	
Belgium	-	616	616		Slovenia	-	10	10	
Bosnia-Herzegovina	-	3	3		Spain	1	380	381	
Bulgaria	-	1	1		Sweden	-	62	62	
Croatia	-	11	11		Switzerland	1	971	972	
Cyprus	-	14	14		Turkey	-	22	22	
Czech Republic	-	20	20		Ukraine	-	1	1	
Denmark	-	54	54		United Kingdom	4	1,034	1,038	
Estonia	-	2	2		Vatican	-	1	1	
Faroe Islands	-	2	2		Subtotal	34	8,023	8,057	6.5
Finland	-	47	47		<b>MIDDLE EAST</b>	-	302	302	0.2
France	-	451	451		<b>AFRICA</b>	1	114	115	0.1
Germany	28	2,135	2,163		<b>ASIA</b>	2	732	734	0.6
Greece	-	133	133		<b>ASIA PACIFIC</b>	1	790	791	0.6
					<b>CARIBBEAN</b>	-	39	39	-
					<b>International</b>	40	10,513	10,553	8.4
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,126</b>	<b>78,644</b>	<b>124,770</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 10,025 copies were sold to qualified recipients at below basic subscription prices. Members' yearly subscription price of \$94.50 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 42,444 copies or 34.0%, including DMD lists.

### PAID CIRCULATION:

Average Annual Order Price: 52 issues for \$163.44  
Renewal Rate of Paid Subscribers: 82.6%

### PROMOTIONAL INCENTIVES:

Premiums were offered with 2,628 subscriptions sold during the period. 2,007 were sold with a duffel bag and sport bottle combo, 620 were sold with SafeOpioid/guidelineWatch combo and 1 was sold with Pain Mgmt/Frontiers Med Combo.

### PUBLISHER'S AFFIDAVIT

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

Christopher R. Lynch, Vice President for Publishing

(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 14, 2020
State	Massachusetts
County	Middlesex
Received by BPA Worldwide	August 14, 2020
Type	BD
ID Number	NO19BOJO

#### 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.