

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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AMERICAN FAMILY PHYSICIAN is the American Academy of Family Physicians' (AAFP's) concise, clinical review journal for physicians and others in primary care. Articles detail the latest diagnostic and therapeutic techniques, with an emphasis on evidence-based medicine and continuing medical education (CME). AFP is published 24 times a year and provides more than 130 free CME credits per year. AAFP Members and paid subscribers also have unlimited access to the newest content of AFP online; other website visitors may freely access archived content about one year after publication.

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.

No. 903/07-16
 Comparable

CHANNELS

AMERICAN FAMILY PHYSICIAN MAGAZINE



12 Issues in the period
 181,717 average circulation

AMERICAN FAMILY PHYSICIAN WEBSITE



2,681,548 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AMERICAN FAMILY PHYSICIAN MAGAZINE (12 issues in the period)	181,717	-	181,717
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Unique Browsers with 4,135,329 average Page Impressions)	2,681,548	-	2,681,548

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	6,167	2,839	8,632	17,638	9.7
a. Written	5,529	2,490	7,502	15,521	8.6
b. Telecommunication	-	-	-	-	-
c. Electronic	638	349	1,130	2,117	1.1
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):	-	-	1	1	-
a. Written	-	-	1	1	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	163,636	-	-	163,636	90.3
*Association rosters and directories	163,636	-	-	163,636	90.3
Business directories	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	169,803	2,839	8,633	181,275	100.0
PERCENT	93.7	1.5	4.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2017

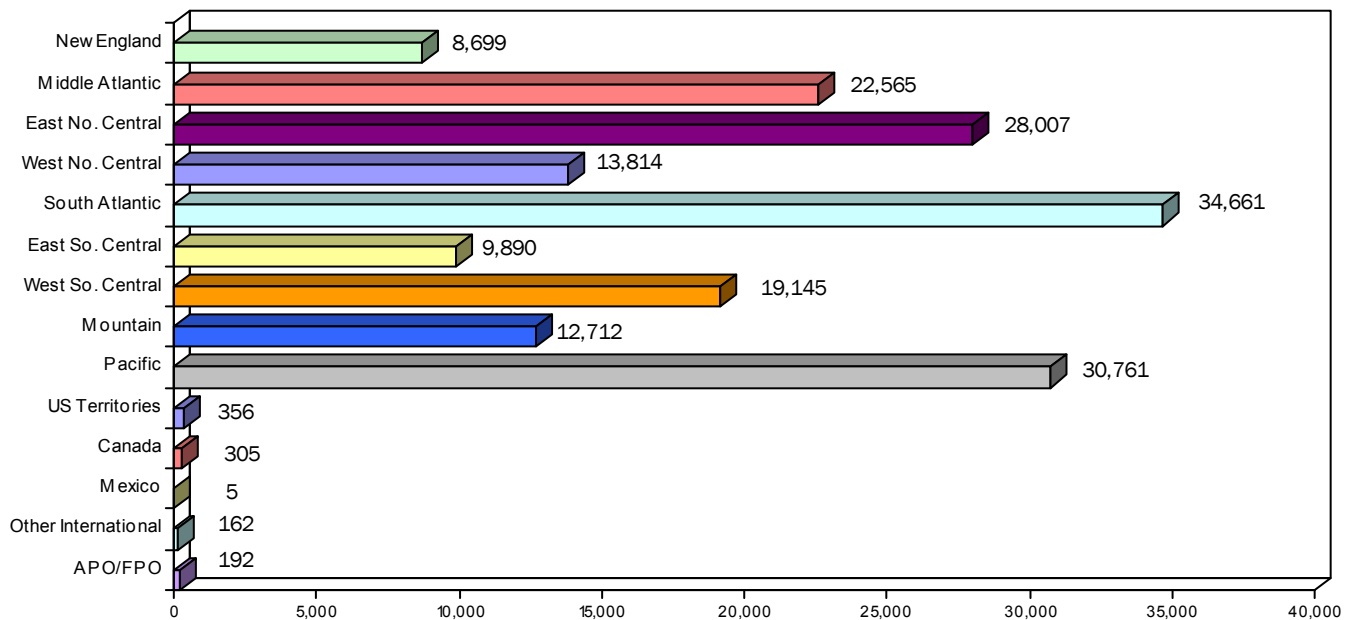
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	181,275	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	181,275	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,189		Kentucky	2,289	
New Hampshire	859		Tennessee	3,792	
Vermont	484		Alabama	2,514	
Massachusetts	3,798		Mississippi	1,295	
Rhode Island	638		EAST SO. CENTRAL	9,890	5.5
Connecticut	1,731		Arkansas	1,818	
NEW ENGLAND	8,699	4.8	Louisiana	2,386	
New York	9,878		Oklahoma	2,100	
New Jersey	4,602		Texas	12,841	
Pennsylvania	8,085		WEST SO. CENTRAL	19,145	10.6
MIDDLE ATLANTIC	22,565	12.4	Montana	725	
Ohio	6,607		Idaho	984	
Indiana	3,792		Wyoming	368	
Illinois	7,698		Colorado	3,486	
Michigan	6,103		New Mexico	1,177	
Wisconsin	3,807		Arizona	3,305	
EAST NO. CENTRAL	28,007	15.4	Utah	1,335	
Minnesota	4,169		Nevada	1,332	
Iowa	2,098		MOUNTAIN	12,712	7.0
Missouri	3,092		Alaska	574	
North Dakota	552		Washington	5,063	
South Dakota	610		Oregon	2,752	
Nebraska	1,342		California	21,427	
Kansas	1,951		Hawaii	945	
WEST NO. CENTRAL	13,814	7.6	PACIFIC	30,761	17.0
Delaware	507		UNITED STATES	180,254	99.4
Maryland	3,326		U.S. Territories	356	
Washington, DC	402		Canada	305	
Virginia	4,975		Mexico	5	
West Virginia	1,254		Other International	162	
North Carolina	5,549		APO/FPO	193	
South Carolina	2,704				
Georgia	4,854				
Florida	11,090				
SOUTH ATLANTIC	34,661	19.1			
			TOTAL QUALIFIED CIRCULATION	181,275	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2016/2017	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
August	4,186,602	3,441,459	2,757,406	1.25	00:41	00:50
September	4,261,617	3,478,160	2,770,969	1.26	00:43	00:53
October	4,424,200	3,582,256	2,830,114	1.27	00:44	00:54
November	4,268,565	3,452,243	2,735,809	1.26	00:45	00:55
December	3,428,607	2,782,109	2,268,089	1.23	00:43	00:53
January	4,242,387	3,422,114	2,726,906	1.25	00:45	00:55
AVERAGE:	4,135,329	3,359,723	2,681,548	1.25	00:43	00:53

August 2016 – January 2017 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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 3 sources of circulation: Members of the American Academy of Family Physicians for a quantity of 90,344 copies or 49.8%, the American Medical Association Directory for a quantity of 66,830 copies or 36.9% and the American Osteopathic Association Directory for a quantity of 6,462 or 3.6%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for 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.

Stephanie Hanaway, Publisher
Susi Cordill, Subscription Manager

(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 14, 2017
State	Kansas
County	Johnson
Received by BPA Worldwide	February 14, 2017
Type	BD
ID Number	A060B0D6

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.

FIELD SERVED
AMERICAN FAMILY PHYSICIAN serves the medical profession.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are family physicians, including medical teachers; selected office-based general practitioners; selected direct patient care office and hospital-based general internists or family medicine osteopaths; Academy members in FM/GP/IM and other specialties, Canadian and other international physician members, student affiliate members and physician members with medical teaching, administration, research and other activity as their major professional activity, as reported in Paragraph 3a herein.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6,425
Advertiser and Agency	234
Allocated for Trade Shows and Conventions	-
All Other	3,833
TOTAL	10,492

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	181,717	100.0	181,717	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	181,717	100.0	181,717	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016/2017 Issue	Total Qualified
August 1	179,054
August 15	179,896
September 1	180,801
September 15	181,315
October 1	182,472
October 15	182,756
November 1	184,057
November 15	183,977
December 1	182,101
December 15	181,953
*January 1	181,275
January 15	180,946

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2017

This issue is 0.3% or 482 copies below the average of the other 11 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, and August 1993, requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS INDUSTRY (See Note 3 & 4)	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL-AAFP MEMBERS (See Note 1)	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES (See Note 2)											TOTAL (OTHER PROFESSIONAL ACTIVITY) (L)	Office Based Practice (M)	Hospital Based Practice (N)	CANADA & OTHER INTERNATIONAL (P, Q) (See Note 2)	
				PATIENT CARE					OTHER PROFESSIONAL ACTIVITY					OSTEOPATHIC PHYSICIANS					
				Other Physicians (See Note 1)	Office Based (A)	Interns and/or 1st Year Residents (B)	Residents (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)	TOTAL (PATIENT CARE) (F)	Medical Teaching (G)	Administration (H)	Research (I)	Other (J, K, O) (See Note 2)					
3 AM Aerospace Medicine	55	-	55	-	10	-	-	-	3	3	13	-	6	-	35	41	1	-	-
4 A Allergy	10	-	10	-	3	-	-	-	-	3	-	-	-	7	7	-	-	-	-
7 AN Anaesthesiology	76	0.1	76	-	29	-	2	10	12	41	-	-	1	21	22	5	7	1	
9 CD Cardiovascular Diseases	17	-	17	-	4	-	1	2	3	7	-	1	-	9	10	-	-	-	
11 D Dermatology	39	-	39	-	26	-	1	-	1	27	-	-	-	8	8	4	-	-	
15 EM Emergency Medicine	957	0.5	957	-	391	-	7	303	310	701	5	15	1	147	168	49	34	5	
18 FM Family Medicine	113,789	62.8	75,622	38,167	71,460	2,368	5,922	6,548	14,838	86,298	1,379	910	111	9,797	12,197	12,670	2,291	333	
19 FPG Family Practice, Geriatric Medicine	483	0.3	483	-	322	-	23	47	70	392	13	12	3	56	84	3	1	3	
Family Practice, Sports Medicine (Note 1)	951	0.5	951	-	694	-	87	46	133	827	4	1	-	58	63	48	12	1	
21 GP General Practice	3,018	1.7	920	2,098	2,404	-	-	51	51	2,455	-	5	2	540	547	9	3	4	
27 IM Internal Medicine	51,008	28.1	346	50,662	50,359	2	17	518	537	50,896	1	6	-	79	86	8	16	2	
30 IMG Internal Medicine, Geriatrics	371	0.2	371	-	232	-	36	22	58	290	2	-	3	57	62	11	3	5	
43 OBG Obstetrics & Gynecology	151	0.1	151	-	83	1	5	12	18	101	3	-	-	30	33	7	9	1	
45 OM Occupational Medicine	269	0.1	269	-	115	-	-	22	22	137	1	26	1	88	116	12	3	1	
56 PTH Pathology, Anatomic/Clinical	24	-	24	-	12	-	-	-	-	12	1	-	-	10	11	1	-	-	
66 PD Pediatrics	106	0.1	106	-	52	-	2	7	9	61	2	1	1	29	33	6	6	-	
76 PM Physical Medicine and Rehabilitation	29	-	29	-	10	-	-	2	2	12	-	-	-	9	9	6	2	-	
78 GPM Preventative Medicine, General	247	0.1	247	-	142	2	26	7	35	177	2	6	4	51	63	2	2	3	
79 P Psychiatry	84	0.1	84	-	33	1	3	7	11	44	1	3	-	25	29	4	6	1	
PHP Public Health and General Preventive Medicine (Note 1)	53	-	53	-	12	-	-	7	7	19	1	11	2	19	33	-	1	-	
86 DR Radiology, Diagnostic	19	-	19	-	9	-	4	1	5	14	-	-	-	2	2	1	2	-	
94 GS Surgery, General	120	0.1	120	-	53	1	5	3	9	62	1	1	-	36	38	7	13	-	
97 ORS Surgery, Orthopedic	18	-	18	-	9	-	2	2	4	13	-	-	-	3	3	-	2	-	
104 OS Other Specialty	123	0.1	123	-	47	-	-	9	9	56	5	9	2	39	55	5	7	-	
105 US Other Unspecified	6,647	3.7	6,643	4	744	16	312	158	486	1,230	11	49	5	4,098	4,163	67	1,100	87	
TOTAL QUALIFIED COPIES TO PHYSICIANS	178,664	98.6	87,733	90,931	127,255	2,391	6,455	7,787	16,633	143,888	1,432	1,062	136	15,253	17,883	12,926	3,520	447	
PERCENT TO PHYSICIANS	98.6	-	48.4	50.2	70.2	1.3	3.6	4.3	9.2	79.4	0.8	0.6	0.1	8.4	9.9	7.1	2.0	0.2	
Medical Students	2,611	1.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	181,275	100.0																	

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

Note 2 - Classifications J, K, O, and Classifications P, Canada, and Q, Other International and R, U.S. Territories have been combined at the publisher's option.

Note 3 - Comparable professional classifications 1-2, 5-6, 8, 10, 12-14, 16-17, 20, 22-26, 28-29, 31-42, 44, 46-55, 57-65, 67-75, 77, 80-85, 87-93, 95-96, 98-103 and 106 have been combined at the publisher's option.

Note 4 - Comparable professional classifications Hospitals, Nursing Homes, Medical Libraries, Schools and Associations, and Others Allied to the Field have been omitted at the publisher's option.