

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.

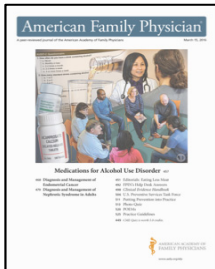
BRAND REPORT PURPOSE

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
 182,097 average circulation

AMERICAN FAMILY PHYSICIAN WEBSITE



2,748,053 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)	182,097	-	182,097
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Unique Browsers with 4,104,758 average Page Impressions)	2,748,053	-	2,748,053

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	6,550	8,185	3,069	17,804	10.0
a. Written	6,051	7,044	2,687	15,782	8.9
b. Telecommunication	-	-	-	-	-
c. Electronic	499	1,141	382	2,022	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):	160,533	-	-	160,533	90.0
*Association rosters and directories	160,533	-	-	160,533	90.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	167,083	8,185	3,070	178,338	100.0
PERCENT	93.7	4.6	1.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2016

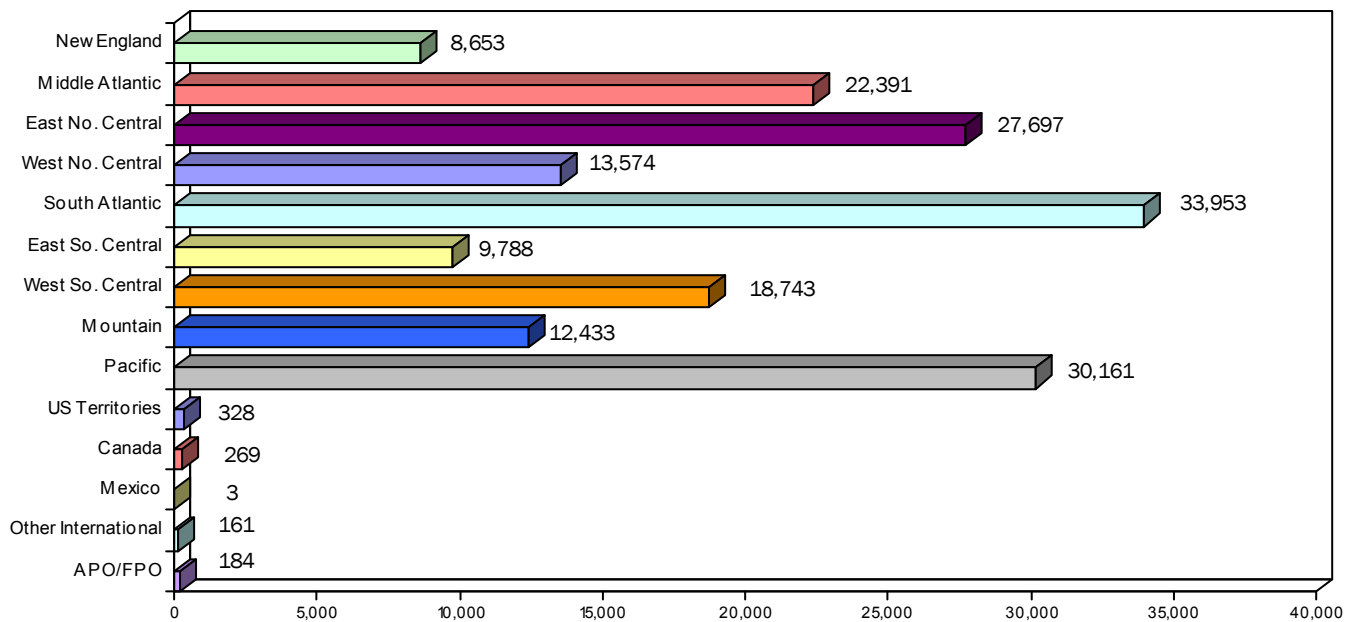
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	178,338	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	178,338	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2016*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,165		Kentucky	2,263	
New Hampshire	863		Tennessee	3,743	
Vermont	469		Alabama	2,514	
Massachusetts	3,783		Mississippi	1,268	
Rhode Island	641		EAST SO. CENTRAL	9,788	5.5
Connecticut	1,732		Arkansas	1,784	
NEW ENGLAND	8,653	4.9	Louisiana	2,333	
New York	9,787		Oklahoma	2,125	
New Jersey	4,568		Texas	12,501	
Pennsylvania	8,036		WEST SO. CENTRAL	18,743	10.5
MIDDLE ATLANTIC	22,391	12.6	Montana	712	
Ohio	6,605		Idaho	959	
Indiana	3,746		Wyoming	362	
Illinois	7,563		Colorado	3,369	
Michigan	6,061		New Mexico	1,169	
Wisconsin	3,722		Arizona	3,252	
EAST NO. CENTRAL	27,697	15.5	Utah	1,288	
Minnesota	4,123		Nevada	1,322	
Iowa	2,086		MOUNTAIN	12,433	7.0
Missouri	3,045		Alaska	559	
North Dakota	513		Washington	4,900	
South Dakota	594		Oregon	2,701	
Nebraska	1,271		California	21,079	
Kansas	1,942		Hawaii	922	
WEST NO. CENTRAL	13,574	7.6	PACIFIC	30,161	16.9
Delaware	503		UNITED STATES	177,393	99.5
Maryland	3,274		U.S. Territories	328	
Washington, DC	397		Canada	269	
Virginia	4,871		Mexico	3	
West Virginia	1,234		Other International	161	
North Carolina	5,395		APO/FPO	184	
South Carolina	2,592				
Georgia	4,758				
Florida	10,929				
SOUTH ATLANTIC	33,953	19.0			
			TOTAL QUALIFIED CIRCULATION	178,338	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
February	4,193,827	3,413,036	2,748,224	1.24	00:43	00:52
March	4,490,113	3,702,627	2,997,190	1.24	00:42	00:51
April	4,223,513	3,518,601	2,865,754	1.23	00:41	00:49
May	3,969,279	3,307,167	2,703,284	1.22	00:40	00:48
June	3,823,045	3,173,245	2,571,588	1.23	00:40	00:49
July	3,928,774	3,234,877	2,602,279	1.24	00:41	00:50
AVERAGE:	4,104,758	3,391,592	2,748,053	1.23	00:41	00:49

February – July 2016 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 84,885 copies or 47.6%, the American Medical Association Directory for a quantity of 68,344 copies or 38.3% and the American Osteopathic Association Directory for a quantity of 7,304 of 4.1%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

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	August 15, 2016
State	Kansas
County	Johnson
Received by BPA Worldwide	August 15, 2016
Type	BD
ID Number	A060B0J6

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.

Comparable/903/07-16

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	6,264
Advertiser and Agency	283
Allocated for Trade Shows and Conventions	-
All Other	4,632
TOTAL	11,179

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	182,097	100.0	182,097	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	182,097	100.0	182,097	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
February 1	184,861
February 15	184,785
March 1	184,637
March 15	184,546
April 1	185,050
April 15	185,269
May 1	180,353
May 15	180,589
June 1	180,518
June 15	177,945
*July 1	178,338
July 15	178,275

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2016

This issue is 2.2% or 4,101 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)											OSTEOPATHIC PHYSICIANS			CANADA & OTHER INTERNATIONAL (P, Q) (See Note 2)	
				PATIENT CARE					OTHER PROFESSIONAL ACTIVITY					TOTAL (OTHER PROFESSIONAL ACTIVITY) (L)	Office Based Practice (M)	Hospital Based Practice (N)			
				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	52	-	52	-	10	-	-	-	3	3	13	-	6	-	31	37	1	1	-
4 A Allergy	10	-	10	-	3	-	-	-	-	3	-	-	-	-	7	7	-	-	-
7 AN Anaesthesiology	80	0.1	80	-	37	-	-	11	11	48	-	-	1	23	24	5	2	1	
9 CD Cardiovascular Diseases	21	-	21	-	11	-	1	1	2	13	1	-	-	7	8	-	-	-	
11 D Dermatology	38	-	38	-	25	-	2	-	2	27	-	-	-	7	7	4	-	-	
15 EM Emergency Medicine	936	0.5	936	-	393	3	5	284	292	685	5	15	1	139	160	53	33	5	
18 FM Family Medicine	112,701	63.2	72,060	40,641	69,894	2,469	5,924	6,786	15,179	85,073	1,392	914	109	9,095	11,510	14,075	1,755	288	
19 FPG Family Practice, Geriatric Medicine	443	0.2	443	-	296	-	18	41	59	355	12	12	3	51	78	5	3	2	
Family Practice, Sports Medicine (Note 1)	868	0.5	868	-	622	-	63	48	111	733	4	1	-	57	62	59	13	1	
21 GP General Practice	3,155	1.8	929	2,226	2,530	-	-	54	54	2,584	-	5	2	545	552	12	4	3	
27 IM Internal Medicine	50,923	28.6	340	50,583	50,255	5	18	545	568	50,823	1	7	-	70	78	11	9	2	
30 IMG Internal Medicine, Geriatrics	329	0.2	329	-	202	-	32	22	54	256	2	-	3	50	55	9	4	5	
43 OBG Obstetrics & Gynecology	140	0.1	140	-	83	-	4	11	15	98	3	-	-	33	36	4	1	1	
45 OM Occupational Medicine	265	0.1	265	-	110	-	-	21	21	131	1	26	1	90	118	12	3	1	
56 PTH Pathology, Anatomic/Clinical	25	-	25	-	12	-	-	-	-	12	1	-	-	11	12	-	1	-	
66 PD Pediatrics	109	0.1	109	-	54	1	-	11	12	66	2	1	1	31	35	7	1	-	
76 PM Physical Medicine and Rehabilitation	28	-	28	-	10	-	2	2	4	14	-	-	-	7	7	7	-	-	
78 GPM Preventative Medicine, General	243	0.1	243	-	131	-	29	8	37	168	2	6	4	53	65	3	4	3	
79 P Psychiatry	64	-	64	-	24	6	24	3	33	57	-	-	-	4	4	1	2	-	
PHP Public Health and General Preventive Medicine (Note 1)	53	-	53	-	11	-	-	7	7	18	1	11	2	20	34	-	1	-	
86 DR Radiology, Diagnostic	22	-	22	-	13	-	4	1	5	18	-	-	-	1	1	-	3	-	
94 GS Surgery, General	116	0.1	116	-	51	2	7	2	11	62	1	1	-	38	40	7	7	-	
97 ORS Surgery, Orthopedic	12	-	12	-	6	-	2	1	3	9	-	-	-	2	2	-	1	-	
104 OS Other Specialty	96	0.1	96	-	33	-	-	6	6	39	4	8	1	36	49	5	3	-	
105 US Other Unspecified	5,392	3.1	5,389	3	672	16	357	152	525	1,197	8	48	6	2,823	2,885	109	1,118	83	
TOTAL QUALIFIED COPIES TO PHYSICIANS	176,121	98.8	82,668	93,453	125,488	2,502	6,492	8,020	17,014	142,502	1,440	1,061	134	13,231	15,866	14,389	2,969	395	
PERCENT TO PHYSICIANS	98.8	-	46.4	52.4	70.4	1.4	3.6	4.5	9.5	79.9	0.8	0.6	0.1	7.4	8.9	8.1	1.7	0.2	
Medical Students	2,217	1.2																	
TOTAL QUALIFIED CIRCULATION	178,338	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.