

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. 903/07-17  
 Comparable

## CHANNELS

**AMERICAN FAMILY PHYSICIAN MAGAZINE**



12 Issues in the period  
 179,982 average circulation

**AMERICAN FAMILY PHYSICIAN WEBSITE**



2,620,912 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>AMERICAN FAMILY PHYSICIAN MAGAZINE</b> (12 issues in the period)	179,982	-	179,982
<b>AMERICAN FAMILY PHYSICIAN WEBSITE</b> (Monthly Users with 4,081,732 average Pageviews)	2,620,912	-	2,620,912

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

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> – Direct Request:	<b>5,353</b>	<b>2,838</b>	<b>7,236</b>	<b>15,427</b>	<b>8.6</b>
a. Written	4,769	2,647	6,193	13,609	7.6
b. Telecommunication	-	-	-	-	-
c. Electronic	584	191	1,043	1,818	1.0
II. <b>TOTAL</b> – Request from recipient’s company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. <b>TOTAL</b> – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>163,083</b>	-	-	<b>163,083</b>	<b>91.4</b>
*Association rosters and directories	163,083	-	-	163,083	91.4
Business directories	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>168,436</b>	<b>2,838</b>	<b>7,236</b>	<b>178,510</b>	<b>100.0</b>
<b>PERCENT</b>	<b>94.3</b>	<b>1.6</b>	<b>4.1</b>	<b>100.0</b>	

\*See Additional Data

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

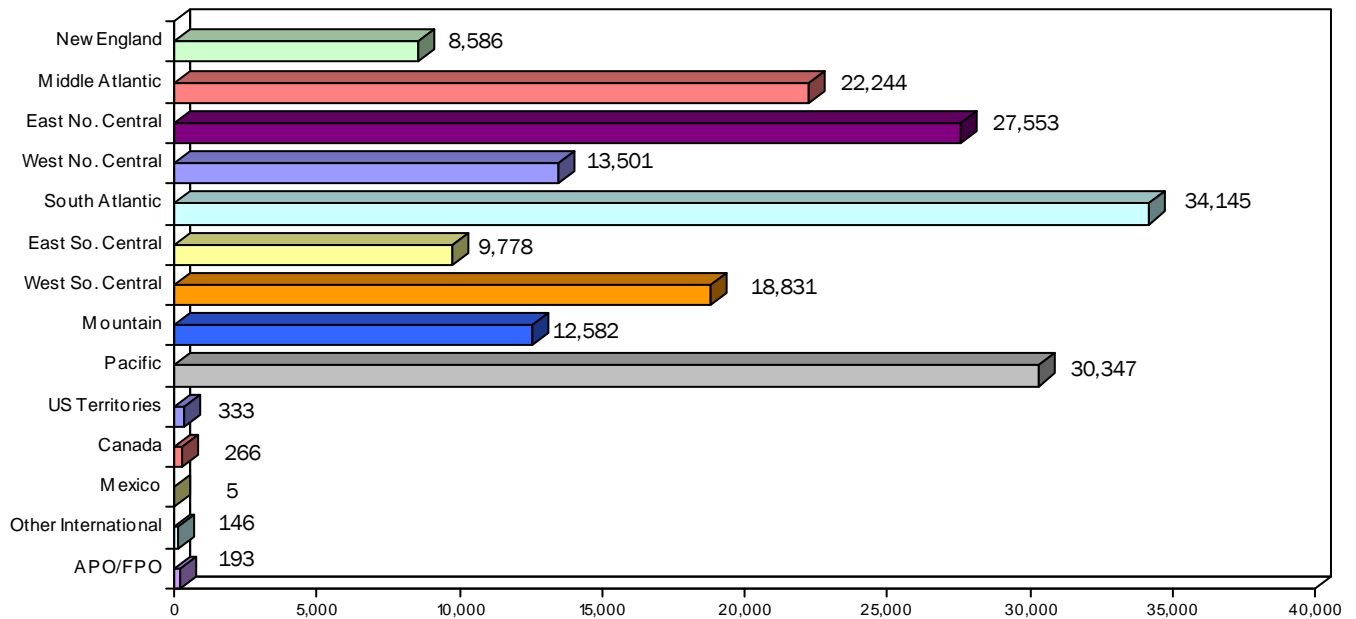
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	178,510	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>178,510</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,171		Kentucky	2,237	
New Hampshire	845		Tennessee	3,776	
Vermont	483		Alabama	2,499	
Massachusetts	3,751		Mississippi	1,266	
Rhode Island	632		<b>EAST SO. CENTRAL</b>	<b>9,778</b>	<b>5.5</b>
Connecticut	1,704		Arkansas	1,787	
<b>NEW ENGLAND</b>	<b>8,586</b>	<b>4.8</b>	Louisiana	2,343	
New York	9,754		Oklahoma	2,057	
New Jersey	4,542		Texas	12,644	
Pennsylvania	7,948		<b>WEST SO. CENTRAL</b>	<b>18,831</b>	<b>10.6</b>
<b>MIDDLE ATLANTIC</b>	<b>22,244</b>	<b>12.5</b>	Montana	717	
Ohio	6,517		Idaho	955	
Indiana	3,771		Wyoming	363	
Illinois	7,570		Colorado	3,443	
Michigan	5,984		New Mexico	1,178	
Wisconsin	3,711		Arizona	3,273	
<b>EAST NO. CENTRAL</b>	<b>27,553</b>	<b>15.4</b>	Utah	1,310	
Minnesota	4,127		Nevada	1,343	
Iowa	2,057		<b>MOUNTAIN</b>	<b>12,582</b>	<b>7.0</b>
Missouri	3,003		Alaska	560	
North Dakota	533		Washington	4,983	
South Dakota	590		Oregon	2,718	
Nebraska	1,260		California	21,154	
Kansas	1,931		Hawaii	932	
<b>WEST NO. CENTRAL</b>	<b>13,501</b>	<b>7.6</b>	<b>PACIFIC</b>	<b>30,347</b>	<b>17.0</b>
Delaware	496		<b>UNITED STATES</b>	<b>177,567</b>	<b>99.5</b>
Maryland	3,291		U.S. Territories	333	
Washington, DC	397		Canada	266	
Virginia	4,911		Mexico	5	
West Virginia	1,228		Other International	146	
North Carolina	5,408		APO/FPO	193	
South Carolina	2,632				
Georgia	4,762				
Florida	11,020				
<b>SOUTH ATLANTIC</b>	<b>34,145</b>	<b>19.1</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>178,510</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## WEBSITE CHANNEL

WWW.AAFP.ORG

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
February	4,072,209	3,293,153	2,622,905	0:56
March	4,538,492	3,654,379	2,880,771	0:57
April	4,117,919	3,318,395	2,632,229	0:57
May	3,976,834	3,236,984	2,578,099	0:53
June	3,728,474	3,048,633	2,435,055	0:52
July	4,056,465	3,261,558	2,576,414	0:55
<b>AVERAGE:</b>	<b>4,081,732</b>	<b>3,302,183</b>	<b>2,620,912</b>	<b>0:55</b>

February – July 2017 data was provided by Omniture. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**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.

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

**Average Session Duration:** The 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](http://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 85,722 copies or 48.0%, the American Medical Association Directory for a quantity of 70,135 copies or 39.3% and the American Osteopathic Association Directory for a quantity of 7,226 or 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, Director of Journal Media

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 14, 2017

State Kansas

County Johnson

Received by BPA Worldwide August 14, 2017

Type BD

ID Number A060B0J7

#### 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](http://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	6,256
Advertiser and Agency	234
Allocated for Trade Shows and Conventions	-
All Other	3,606
<b>TOTAL</b>	<b>10,096</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	179,982	100.0	179,982	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>179,982</b>	<b>100.0</b>	<b>179,982</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Total Qualified
February 1	180,629
February 15	180,507
March 1	180,355
March 15	180,349
April 1	180,926
April 15	180,610
May 1	180,416
May 15	180,392
June 1	180,244
June 15	178,357
<b>*July 1</b>	<b>178,510</b>
July 15	178,488

\*Analyzed Issue

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

This issue is 0.9% or 1,606 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)		MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES (See Note 2)																
		PATIENT CARE							OTHER PROFESSIONAL ACTIVITY							OSTEOPATHIC PHYSICIANS		
		Hospital Based Practice																
TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL-AAFP MEMBERS (See Note 1)	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)	TOTAL (OTHER PROFESSIONAL ACTIVITY) (L)	Office Based Practice (M)	Hospital Based Practice (N)	CANADA & OTHER INTERNATIONAL (P, Q) (See Note 2)	
3 AM Aerospace Medicine	53	-	53	-	9	-	-	3	3	12	-	7	33	40	1	-	-	
4 A Allergy	9	-	9	-	3	-	-	-	3	-	-	-	6	6	-	-	-	
7 AN Anaesthesiology	63	-	63	-	26	1	9	10	36	-	-	-	18	18	4	4	1	
9 CD Cardiovascular Diseases	18	-	18	-	4	1	2	3	7	-	1	1	9	11	-	-	-	
11 D Dermatology	38	-	38	-	27	1	1	2	29	-	-	-	6	6	3	-	-	
15 EM Emergency Medicine	934	0.5	934	-	373	5	303	308	681	4	15	2	143	164	52	32	5	
18 FM Family Medicine	112,504	63.0	71,778	40,726	71,004	2,533	5,913	6,418	14,864	85,868	1,369	880	106	9,234	11,589	12,624	2,143	280
19 FPG Family Practice, Geriatric Medicine	451	0.3	451	-	313	-	16	39	55	368	13	12	3	49	77	2	1	3
Family Practice, Sports Medicine (Note 1)	878	0.5	878	-	650	-	57	44	101	751	4	2	-	61	67	12	1	
21 GP General Practice	2,958	1.7	883	2,075	2,374	-	-	39	39	2,413	-	4	2	526	532	8	1	4
27 IM Internal Medicine	50,305	28.2	322	49,983	49,711	2	10	467	479	50,190	1	5	-	79	85	9	19	2
30 IMG Internal Medicine, Geriatrics	333	0.2	333	-	225	-	23	22	45	270	2	-	2	45	49	6	2	6
43 OBG Obstetrics & Gynecology	142	0.1	142	-	79	-	3	11	14	93	3	-	-	27	30	7	11	1
45 OM Occupational Medicine	264	0.1	264	-	116	-	-	20	20	136	1	26	1	84	112	12	3	1
56 PTH Pathology, Anatomic/Clinical	21	-	21	-	11	-	-	-	11	1	-	-	9	10	-	-	-	
66 PD Pediatrics	98	0.1	98	-	47	-	2	6	8	55	2	1	1	27	31	6	6	-
76 PM Physical Medicine and Rehabilitation	32	-	32	-	10	-	2	2	4	14	-	-	-	9	9	6	3	-
78 GPM Preventative Medicine, General	233	0.1	233	-	128	2	22	8	32	160	2	5	4	55	66	2	2	3
79 P Psychiatry	83	0.1	83	-	29	1	4	7	12	41	-	3	-	27	30	3	8	1
PHP Public Health and General Preventive Medicine (Note 1)	52	-	52	-	11	-	-	7	7	18	1	10	2	20	33	-	1	-
86 DR Radiology, Diagnostic	16	-	16	-	8	-	4	-	4	12	-	-	-	1	1	1	2	-
94 GS Surgery, General	119	0.1	119	-	55	1	6	2	9	64	-	1	-	34	35	8	12	-
97 ORS Surgery, Orthopedic	23	-	23	-	11	-	2	2	4	15	-	-	-	5	5	-	3	-
104 OS Other Specialty	120	0.1	120	-	52	-	-	6	6	58	4	9	1	37	51	5	6	-
105 US Other Unspecified	6,356	3.6	6,352	3	738	19	314	165	498	1,236	10	51	4	3,717	3,782	64	1,197	77
<b>TOTAL QUALIFIED COPIES TO PHYSICIANS</b>	<b>176,103</b>	<b>98.7</b>	<b>83,315</b>	<b>92,787</b>	<b>126,014</b>	<b>2,558</b>	<b>6,386</b>	<b>7,583</b>	<b>16,527</b>	<b>142,541</b>	<b>1,417</b>	<b>1,032</b>	<b>129</b>	<b>14,261</b>	<b>16,839</b>	<b>12,870</b>	<b>3,468</b>	<b>385</b>
<b>PERCENT TO PHYSICIANS</b>	<b>98.7</b>		<b>46.7</b>	<b>52.0</b>	<b>70.6</b>	<b>1.4</b>	<b>3.6</b>	<b>4.3</b>	<b>9.3</b>	<b>79.9</b>	<b>0.8</b>	<b>0.6</b>	<b>0.1</b>	<b>8.0</b>	<b>9.5</b>	<b>7.2</b>	<b>1.9</b>	<b>0.2</b>
Medical Students	2,407	1.3																
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>178,510</b>	<b>100.0</b>																

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.