American Family Physician

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2016

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.

BPA WORLDWIDE℠ BRAND REPORT

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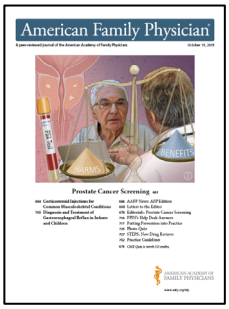
AMERICAN FAMILY PHYSICIAN is the American Academy of Family Physicians' (AAFP's) concise, clinical review journal for physicians and others in primary care. Articles detail the latest diagnostic and therapeutic techniques, with an emphasis on evidence-based medicine and continuing medical education (CME). AFP is published 24 times a year and provides an average of 99.5 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.

CHANNELS

AMERICAN FAMILY PHYSICIAN MAGAZINE



12 Issues in the period
183,940 average circulation

AMERICAN FAMILY PHYSICIAN WEBSITE

2,599,454 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)	183,940	-	183,940
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Unique Browsers with 4,000,636 average Page Impressions)	2,599,454	-	2,599,454

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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

QUALIFICATION SOURCE	Qualified Within 1 year	2 year	3 year	Total Qualified	Percent
I. **TOTAL** – Direct Request:	**6,946**	**10,304**	**2,123**	**19,373**	**10.4**
a. Written	6,251	8,867	1,863	16,981	9.1
b. Telecommunication	-	-	-	-	-
c. Electronic	695	1,437	260	2,392	1.3
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):	**166,238**	**-**	**-**	**166,238**	**89.6**
*Association rosters and directories	166,238	-	-	166,238	89.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. **TOTAL** – Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**173,184**	**10,305**	**2,123**	**185,612**	**100.0**
PERCENT	**93.3**	**5.6**	**1.1**	**100.0**	

***See Additional Data**

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	185,612	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**185,612**	**100.0**

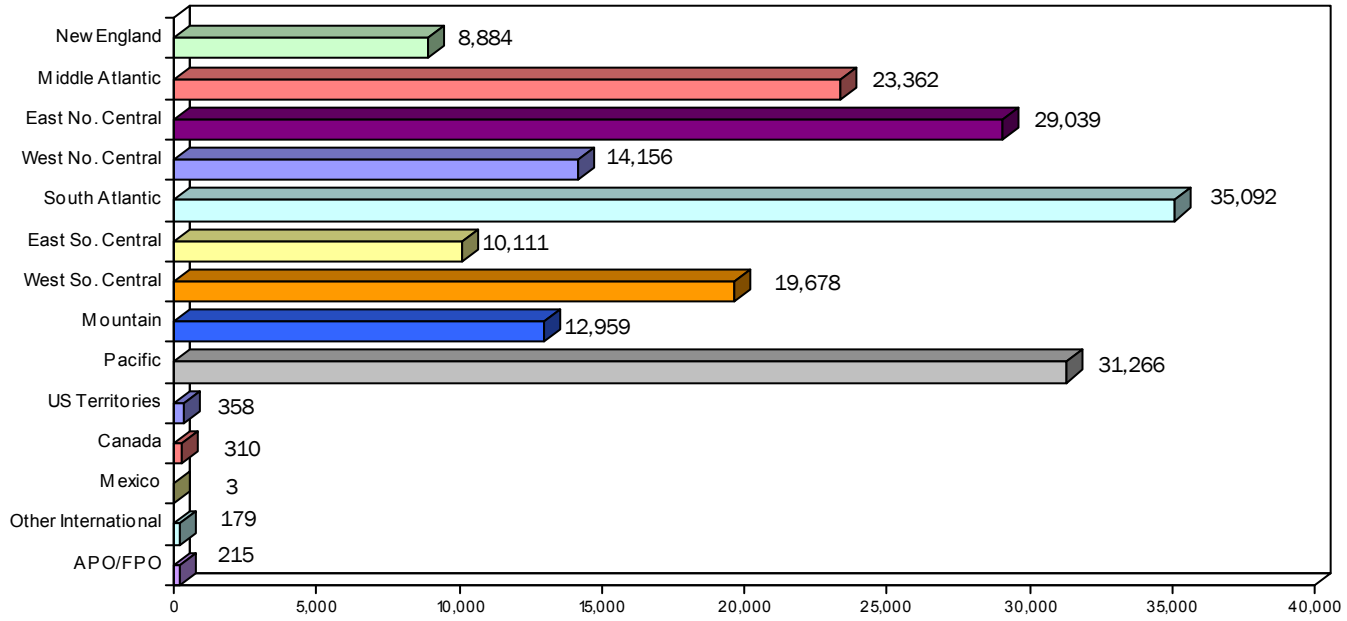
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2016*

State	Total Qualified	Percent
Maine	1,210	
New Hampshire	867	
Vermont	481	
Massachusetts	3,894	
Rhode Island	668	
Connecticut	1,764	
NEW ENGLAND	8,884	4.8
New York	10,241	
New Jersey	4,708	
Pennsylvania	8,413	
MIDDLE ATLANTIC	23,362	12.6
Ohio	6,854	
Indiana	3,911	
Illinois	7,936	
Michigan	6,419	
Wisconsin	3,919	
EAST NO. CENTRAL	29,039	15.7
Minnesota	4,225	
Iowa	2,238	
Missouri	3,164	
North Dakota	574	
South Dakota	622	
Nebraska	1,341	
Kansas	1,992	
WEST NO. CENTRAL	14,156	7.6
Delaware	521	
Maryland	3,352	
Washington, DC	391	
Virginia	5,055	
West Virginia	1,305	
North Carolina	5,613	
South Carolina	2,743	
Georgia	4,966	
Florida	11,146	
SOUTH ATLANTIC	35,092	18.9

State	Total Qualified	Percent
Kentucky	2,349	
Tennessee	3,851	
Alabama	2,614	
Mississippi	1,297	
EAST SO. CENTRAL	10,111	5.4
Arkansas	1,877	
Louisiana	2,470	
Oklahoma	2,290	
Texas	13,041	
WEST SO. CENTRAL	19,678	10.6
Montana	751	
Idaho	1,018	
Wyoming	380	
Colorado	3,548	
New Mexico	1,212	
Arizona	3,348	
Utah	1,357	
Nevada	1,345	
MOUNTAIN	12,959	7.0
Alaska	580	
Washington	5,150	
Oregon	2,744	
California	21,853	
Hawaii	939	
PACIFIC	31,266	16.8
UNITED STATES	184,547	99.4
U.S. Territories	358	
Canada	310	
Mexico	3	
Other International	179	
APO/FPO	215	
TOTAL QUALIFIED CIRCULATION	**185,612**	**100.0**

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2015/2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
August	3,811,700	3,094,837	2,500,401	1.24	00:42	00:52
September	4,084,224	3,303,861	2,656,521	1.24	00:43	00:53
October	4,349,151	3,504,683	2,801,022	1.25	00:43	00:54
November	4,080,753	3,303,423	2,648,555	1.25	00:44	00:56
December	3,614,379	2,899,646	2,359,356	1.23	00:41	00:51
January	4,063,613	3,260,910	2,630,869	1.24	00:42	00:52
AVERAGE:	**4,000,636**	**3,227,893**	**2,599,454**	**1.24**	**00:42**	**00:53**

August 2015 – January 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 cookied 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 Cookied 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 88,845 copies or 47.9%, the American Medical Association Directory for a quantity of 70,496 copies or 38.0% and the American Osteopathic Association Directory for a quantity of 6,897 of 3.7%.

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, Content Sales & Distribution 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 15, 2016
State	Kansas
County	Johnson
Received by BPA Worldwide	February 15, 2016
Type	BD
ID Number	A060B0D5

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.

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MAGAZINE CHANNEL

Official Publication of: American Academy of Family Physicians
Established: 1970/Issues Per Year: 24

Comparable/903/01-16

FIELD SERVED
AMERICAN FAMILY PHSICIAN 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	6,003
Advertiser and Agency	280
Allocated for Trade Shows and Conventions	-
All Other	3,527
TOTAL	**9,810**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	183,940	100.0	183,940	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**183,940**	**100.0**	**183,940**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015/2016 Issue	Total Qualified
August 1	180,178
August 15	181,575
September 1	181,983
September 15	182,932
October 1	184,158
October 15	184,307
November 1	184,959
November 15	185,462
December 1	184,944
December 15	185,807
***January 1**	**185,612**
January 15	185,361

***Analyzed Issue**

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2016
This issue is 1.0% or 1,824 copies above 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.

							MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES (See Note 2)												
							PATIENT CARE						OTHER PROFESSIONAL ACTIVITY					OSTEOPATHIC PHYSICIANS	
								Hospital Based Practice											
		BUSINESS INDUSTRY (See Note 3 & 4)	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	55	-	55	-	9	-	-	4	4	13	-	5	-	35	40	1	1	-
4	A	Allergy	10	-	10	-	3	-	-	-	-	3	-	-	-	7	7	-	-	-
7	AN	Anaesthesiology	62	-	62	-	28	-	2	7	9	37	-	-	-	18	18	4	2	1
9	CD	Cardiovascular Diseases	14	-	14	-	6	-	-	1	1	7	-	-	-	7	7	-	-	-
11	D	Dermatology	32	-	32	-	19	-	2	-	2	21	-	-	-	8	8	3	-	-
15	EM	Emergency Medicine	948	0.5	948	-	396	-	5	300	305	701	5	15	1	131	152	54	35	6
18	FM	Family Medicine	112,291	60.5	68,747	43,544	70,522	1,796	5,835	6,732	14,363	84,885	1,397	939	114	9,053	11,503	14,091	1,476	336
19	FPG	Family Practice, Geriatric Medicine	473	0.3	473	-	316	-	22	41	63	379	12	12	2	59	85	4	3	2
		Family Practice, Sports Medicine (Note 1)	901	0.5	901	-	645	-	76	47	123	768	4	1	-	54	59	59	12	3
21	GP	General Practice	3,253	1.8	970	2,283	2,613	-	-	52	52	2,665	-	5	2	564	571	11	3	3
27	IM	Internal Medicine	51,213	27.6	278	50,935	50,562	1	4	555	560	51,122	1	6	-	64	71	10	8	2
30	IMG	Internal Medicine, Geriatrics	372	0.2	372	-	226	-	44	23	67	293	3	-	2	50	55	13	4	7
43	OBG	Obstetrics & Gynecology	129	0.2	129	-	79	-	3	10	13	92	2	-	-	29	31	3	2	1
45	OM	Occupational Medicine	278	0.1	278	-	124	-	-	19	19	143	1	25	1	90	117	13	4	1
56	PTH	Pathology, Anatomic/Clinical	18	-	18	-	9	-	-	-	-	9	1	-	-	7	8	-	1	-
66	PD	Pediatrics	93	0.1	93	-	45	-	-	11	11	56	2	1	1	29	33	4	-	-
76	PM	Physical Medicine and Rehabilitation	20	-	20	-	8	-	1	2	3	11	-	-	-	7	7	2	-	-
78	GPM	Preventative Medicine, General	243	0.1	243	-	129	-	29	10	39	168	2	8	4	50	64	3	5	3
79	P	Psychiatry	72	-	72	-	30	-	1	7	8	38	1	3	-	24	28	3	2	1
	PHP	Public Health and General Preventive Medicine (Note 1)	54	-	54	-	13	-	-	4	4	17	1	11	2	21	35	-	2	-
86	DR	Radiology, Diagnostic	17	-	17	-	13	-	2	-	2	15	-	-	-	1	1	-	1	-
94	GS	Surgery, General	104	0.1	104	-	50	-	1	3	4	54	1	1	-	37	39	6	5	-
97	ORS	Surgery, Orthopedic	10	-	10	-	4	-	-	1	1	5	-	-	-	3	3	-	2	-
104	OS	Other Specialty	87	0.1	87	-	27	-	-	5	5	32	4	8	2	36	50	4	1	-
105	US	Other Unspecified	12,246	6.6	12,241	5	613	-	110	134	244	857	7	48	5	10,817	10,877	80	351	81
		TOTAL QUALIFIED COPIES TO PHYSICIANS	182,995	98.6	86,228	96,767	126,489	1,797	6,137	7,968	15,902	142,391	1,444	1,088	136	21,201	23,869	14,368	1,920	447
		PERCENT TO PHYSICIANS	98.6	-	46.5	52.1	68.1	1.0	3.3	4.3	8.6	76.7	0.8	0.6	0.1	11.4	12.9	7.8	1.0	0.2
		Medical Students	2,617	1.4																
		TOTAL QUALIFIED CIRCULATION	**185,612**	**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, 104 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.