

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 an average of 90 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  
 179,284 average circulation

**AMERICAN FAMILY PHYSICIAN WEBSITE**

2,135,239 average unique browsers

## 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)	179,284	-	179,284
<b>AMERICAN FAMILY PHYSICIAN WEBSITE</b> (Monthly Unique Browsers with 3,299,956 average Page Impressions)	2,135,239	-	2,135,239

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2015**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>11,004</b>	<b>3,783</b>	<b>64</b>	<b>14,851</b>	<b>8.2</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	<b>1</b>	-	-	<b>1</b>	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>166,775</b>	-	-	<b>166,775</b>	<b>91.8</b>
*Association rosters and directories	166,775	-	-	166,775	91.8
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>177,780</b>	<b>3,783</b>	<b>64</b>	<b>181,627</b>	<b>100.0</b>
<b>PERCENT</b>	<b>97.9</b>	<b>2.1</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2015**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	181,627	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>181,627</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2015\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,181		Kentucky	2,366	
New Hampshire	870		Tennessee	3,787	
Vermont	481		Alabama	2,550	
Massachusetts	3,785		Mississippi	1,290	
Rhode Island	664		EAST SO. CENTRAL	9,993	5.5
Connecticut	1,751		Arkansas	1,838	
NEW ENGLAND	8,732	4.8	Louisiana	2,368	
New York	10,042		Oklahoma	2,158	
New Jersey	4,688		Texas	12,584	
Pennsylvania	8,348		WEST SO. CENTRAL	18,948	10.4
MIDDLE ATLANTIC	23,078	12.7	Montana	733	
Ohio	6,888		Idaho	969	
Indiana	3,831		Wyoming	371	
Illinois	7,963		Colorado	3,365	
Michigan	6,326		New Mexico	1,201	
Wisconsin	3,980		Arizona	3,292	
EAST NO. CENTRAL	28,988	16.0	Utah	1,287	
Minnesota	4,228		Nevada	1,316	
Iowa	2,160		MOUNTAIN	12,534	6.9
Missouri	3,134		Alaska	573	
North Dakota	549		Washington	4,973	
South Dakota	619		Oregon	2,675	
Nebraska	1,322		California	21,087	
Kansas	1,982		Hawaii	938	
WEST NO. CENTRAL	13,994	7.7	PACIFIC	30,246	16.7
Delaware	533		UNITED STATES	180,631	99.5
Maryland	3,299		U.S. Territories	362	
Washington, DC	375		Canada	262	
Virginia	4,957		Mexico	4	
West Virginia	1,269		Other International	179	
North Carolina	5,483		APO/FPO	189	
South Carolina	2,662				
Georgia	4,795				
Florida	10,745				
SOUTH ATLANTIC	34,118	18.8			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>181,627</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2014/2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
August	3,059,155	2,452,525	2,004,283	1.22	00:44	00:55
September	3,289,817	2,625,461	2,130,496	1.23	00:46	00:58
October	3,596,144	2,854,519	2,301,636	1.24	00:47	00:59
November	3,348,904	2,658,647	2,150,106	1.24	00:45	00:57
December	3,035,920	2,408,520	1,971,924	1.22	00:39	00:50
January	3,469,799	2,772,647	2,252,986	1.23	00:40	00:50
<b>AVERAGE:</b>	<b>3,299,956</b>	<b>2,628,719</b>	<b>2,135,239</b>	<b>1.23</b>	<b>00:43</b>	<b>00:54</b>

August 2014 – January 2015 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](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 quantities of 87,579 copies or 48.2%, the American Medical Association Directory for a quantity of 71,620 copies or 39.4% and the American Osteopathic Association Directory for a quantity of 7,576 or 4.2%.

### 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 16, 2015

State

Kansas

County

Johnson

Received by BPA Worldwide

February 16, 2015

Type

BD

ID Number

A060B0D4

#### 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	5,075
Advertiser and Agency	328
Allocated for Trade Shows and Conventions	-
All Other	820
<b>TOTAL</b>	<b>6,223</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	179,284	100.0	179,284	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>179,284</b>	<b>100.0</b>	<b>179,284</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2014/2015 Issue	Total Qualified
August 1	175,275
August 15	176,693
September 1	177,285
September 15	177,613
October 1	178,750
October 15	179,915
November 1	180,385
November 15	180,689
December 1	180,530
December 15	181,408
<b>*January 1</b>	<b>181,627</b>
January 15	181,240

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2015**

This issue is 1.4% or 2,556 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.

PROFESSIONAL CLASSIFICATION (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	58	-	58	-	12	-	-	4	4	16	-	5	-	34	39	2	1	-	
4 A Allergy	10	-	10	-	3	-	-	-	3	-	-	-	7	7	-	-	-		
7 AN Anesthesiology	54	-	54	-	25	-	4	5	34	1	-	-	14	15	3	1	1		
9 CD Cardiovascular Diseases	16	-	16	-	7	-	1	-	8	-	-	-	8	8	-	-	-		
11 D Dermatology	36	-	36	-	22	-	1	-	23	-	-	-	8	8	4	1	-		
15 EM Emergency Medicine	975	0.5	975	-	441	-	4	276	721	5	16	1	134	156	53	38	7		
18 FM Family Medicine	111,377	61.4	70,464	40,913	70,342	2,277	5,928	6,070	84,617	1,408	954	123	8,507	10,992	14,159	1,287	322		
19 FPG Family Practice, Geriatric Medicine	469	0.3	469	-	314	-	27	35	376	16	12	2	55	85	2	4	2		
Family Practice, Sports Medicine (Note 1)	856	0.5	856	-	607	1	85	32	725	4	-	-	54	58	60	11	2		
21 GP General Practice	3,445	1.9	1,024	2,421	2,803	-	-	44	2,847	-	6	2	573	581	9	4	4		
27 IM Internal Medicine	50,991	28.1	281	50,710	50,490	-	8	404	50,902	2	6	-	63	71	10	5	3		
30 IMG Internal Medicine, Geriatrics	349	0.2	349	-	201	-	60	20	281	3	-	1	44	48	12	1	7		
43 OBG Obstetrics & Gynecology	132	0.1	132	-	85	-	6	7	98	2	-	-	27	29	3	2	-		
45 OM Occupational Medicine	286	0.2	286	-	130	-	-	22	152	1	25	1	89	116	13	4	1		
56 PTH Pathology, Anatomic/Clinical	17	-	17	-	8	-	-	1	9	1	-	-	7	8	-	-	-		
66 PD Pediatrics	90	-	90	-	46	-	3	7	56	3	1	1	26	31	3	-	-		
76 PM Physical Medicine and Rehabilitation	19	-	19	-	8	-	-	2	10	-	-	-	7	7	2	-	-		
78 GPM Preventative Medicine, General	232	0.1	232	-	120	-	22	14	156	2	8	4	53	67	3	3	3		
79 P Psychiatry	77	-	77	-	33	-	3	8	44	1	3	-	23	27	3	2	1		
PHP Public Health and General Preventive Medicine (Note 1)	56	-	56	-	12	-	-	3	15	1	13	1	25	40	-	1	-		
86 DR Radiology, Diagnostic	17	-	17	-	9	-	4	1	14	-	-	-	2	2	-	1	-		
94 GS Surgery, General	106	0.1	106	-	51	-	3	3	57	1	1	-	36	38	7	4	-		
97 ORS Surgery, Orthopedic	10	-	10	-	3	-	-	1	4	-	-	-	4	4	-	2	-		
104 OS Other Specialty	108	0.1	108	-	26	-	-	7	33	4	11	1	45	61	8	6	-		
105 US Other Unspecified	9,113	5.0	9,109	4	582	-	170	116	868	8	51	5	7,166	7,230	85	859	71		
<b>TOTAL QUALIFIED COPIES TO PHYSICIANS</b>	<b>178,899</b>	<b>98.5</b>	<b>84,851</b>	<b>94,048</b>	<b>126,380</b>	<b>2,278</b>	<b>6,329</b>	<b>7,082</b>	<b>142,069</b>	<b>1,463</b>	<b>1,112</b>	<b>142</b>	<b>17,011</b>	<b>19,728</b>	<b>14,441</b>	<b>2,237</b>	<b>424</b>		
<b>PERCENT TO PHYSICIANS</b>	<b>98.5</b>		<b>46.7</b>	<b>51.8</b>	<b>69.6</b>	<b>1.3</b>	<b>3.5</b>	<b>3.9</b>	<b>78.2</b>	<b>0.8</b>	<b>0.6</b>	<b>0.1</b>	<b>9.4</b>	<b>10.9</b>	<b>8.0</b>	<b>1.2</b>	<b>0.2</b>		
Medical Students	2,728	1.5																	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>181,627</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, 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.