



Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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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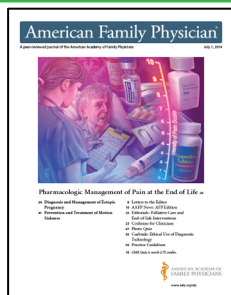
AMERICAN FAMILY PHYSICIAN is the American Academy of Family Physicians' (AAFP's) concise, clinical review journal for physicians and others in primary care. Articles detail the latest diagnostic and therapeutic techniques, with an emphasis on evidence-based medicine and continuing medical education (CME). 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
 175,598 average circulation

AMERICAN FAMILY PHYSICIAN WEBSITE



2,329,935 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)	175,598	-	175,598
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Unique Browsers with 3,545,075 average Page Impressions)	2,329,935	-	2,329,935

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	10,461	4,119	1,727	16,307	9.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	158,656	-	-	158,656	90.7
*Association rosters and directories	158,656	-	-	158,656	90.7
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	169,117	4,119	1,727	174,963	100.0
PERCENT	96.7	2.3	1.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	174,963	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	174,963	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2014*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,140		Kentucky	2,271	
New Hampshire	862		Tennessee	3,697	
Vermont	472		Alabama	2,444	
Massachusetts	3,692		Mississippi	1,254	
Rhode Island	638		EAST SO. CENTRAL	9,666	5.5
Connecticut	1,709		Arkansas	1,783	
NEW ENGLAND	8,513	4.9	Louisiana	2,253	
New York	9,731		Oklahoma	2,088	
New Jersey	4,536		Texas	11,958	
Pennsylvania	8,013		WEST SO. CENTRAL	18,082	10.3
MIDDLE ATLANTIC	22,280	12.7	Montana	687	
Ohio	6,697		Idaho	892	
Indiana	3,709		Wyoming	357	
Illinois	7,626		Colorado	3,237	
Michigan	6,040		New Mexico	1,189	
Wisconsin	3,776		Arizona	3,167	
EAST NO. CENTRAL	27,848	15.9	Utah	1,249	
Minnesota	4,181		Nevada	1,266	
Iowa	2,066		MOUNTAIN	12,044	6.9
Missouri	3,065		Alaska	546	
North Dakota	521		Washington	4,779	
South Dakota	590		Oregon	2,560	
Nebraska	1,260		California	20,328	
Kansas	1,943		Hawaii	875	
WEST NO. CENTRAL	13,626	7.8	PACIFIC	29,088	16.6
Delaware	499		UNITED STATES	174,045	99.4
Maryland	3,169		U.S. Territories	330	
Washington, DC	358		Canada	217	
Virginia	4,771		Mexico	3	
West Virginia	1,254		Other International	179	
North Carolina	5,262		APO/FPO	189	
South Carolina	2,540				
Georgia	4,654				
Florida	10,391				
SOUTH ATLANTIC	32,898	18.8			
			TOTAL QUALIFIED CIRCULATION	174,963	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
February	3,183,081	2,507,421	2,062,795	1.22	00:45	00:57
March	3,800,418	3,007,874	2,460,390	1.22	00:46	00:58
April	3,770,470	2,998,578	2,447,020	1.23	00:46	00:58
May	3,480,664	2,831,307	2,340,000	1.21	00:42	00:52
June	3,296,411	2,661,434	2,202,111	1.21	00:42	00:52
July	3,739,403	3,019,613	2,467,291	1.22	00:43	00:54
AVERAGE:	3,545,075	2,837,705	2,329,935	1.22	00:44	00:55

February - July 2014 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 81,689 copies or 46.7%, the American Medical Association Directory for a quantity of 69,065 copies or 39.5% and the American Osteopathic Association Directory for a quantity of 7,902 or 4.5%.

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	August 15, 2014
State	Kansas
County	Johnson
Received by BPA Worldwide	August 15, 2014
Type	BD
ID Number	A060B0J4

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	4,798
Advertiser and Agency	366
Allocated for Trade Shows and Conventions	-
All Other	1,000
TOTAL	6,164

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	175,598	100.0	175,598	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	175,598	100.0	175,598	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
February 1	176,005
February 15	175,755
March 1	175,800
March 15	175,857
April 1	175,984
April 15	176,035
May 1	175,849
May 15	175,684
June 1	175,792
June 15	174,282
*July 1	174,963
July 15	175,167

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2014

This issue is 0.4% or 692 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.

PROFESSIONAL CLASSIFICATION (See Note 4 & 5)	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES (See Note 3)																	
	PATIENT CARE									OTHER PROFESSIONAL ACTIVITY					OSTEOPATHIC PHYSICIANS			
	Hospital Based Practice									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)	
	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)
3 AM Aerospace Medicine	57	-	57	-	13	-	-	3	3	16	-	5	-	33	38	2	1	-
4 A Allergy	10	-	10	-	3	-	-	-	3	3	-	-	-	7	7	-	-	-
7 AN Anesthesiology	60	-	60	-	26	-	5	6	11	37	1	-	-	16	17	3	1	2
9 CD Cardiovascular Diseases	15	-	15	-	5	-	-	2	2	7	-	-	-	8	8	-	-	-
11 D Dermatology	34	-	34	-	24	-	-	-	-	24	-	-	-	7	7	3	-	-
15 EM Emergency Medicine	958	0.5	958	-	454	-	4	262	266	720	4	13	1	127	145	53	34	6
18 FM Family Medicine	109,309	62.5	69,134	40,175	69,339	2,373	5,756	5,613	13,742	83,081	1,412	923	118	8,042	10,495	14,223	1,220	290
19 FPG Family Practice, Geriatric Medicine	429	0.2	429	-	285	-	29	32	61	346	16	12	2	48	78	1	3	1
Family Practice, Sports Medicine (Note 1)	740	0.4	740	-	541	-	62	26	88	629	4	-	-	39	43	52	14	2
21 GP General Practice	3,590	2.1	1,041	2,549	2,934	-	-	41	41	2,975	-	7	2	588	597	9	5	4
27 IM Internal Medicine	50,826	29.0	280	50,546	50,301	1	8	425	434	50,735	4	6	-	64	74	10	5	2
30 IMG Internal Medicine, Geriatrics	283	0.2	283	-	183	-	36	14	50	233	3	-	1	31	35	10	2	3
43 OBG Obstetrics & Gynecology	125	0.1	125	-	82	-	6	7	13	95	1	-	-	24	25	3	2	-
45 OM Occupational Medicine	283	0.2	283	-	128	-	-	20	20	148	1	25	1	91	118	13	3	1
56 PTH Pathology, Anatomic/Clinical	18	-	18	-	8	-	1	1	2	10	1	-	-	7	8	-	-	-
66 PD Pediatrics	88	0.1	88	-	44	-	5	6	11	55	3	2	1	23	29	4	-	-
76 PM Physical Medicine and Rehabilitation	20	-	20	-	9	-	-	2	2	11	-	-	-	8	8	1	-	-
78 GPM Preventative Medicine, General	203	0.1	203	-	106	-	19	13	32	138	1	8	4	43	56	3	3	3
79 P Psychiatry	76	0.1	76	-	33	-	3	8	11	44	1	3	-	23	27	4	-	1
Public Health and General Preventive Medicine (Note 1)	56	-	56	-	10	-	-	4	4	14	1	13	2	26	42	-	-	-
86 DR Radiology, Diagnostic	14	-	14	-	9	-	1	1	2	11	-	-	-	2	2	-	1	-
94 GS Surgery, General	110	0.1	110	-	51	-	6	3	9	60	1	1	-	37	39	8	3	-
97 ORS Surgery, Orthopedic	10	-	10	-	3	-	-	-	-	3	-	-	-	4	4	1	2	-
104 OS Other Specialty	111	0.1	111	-	26	-	-	7	7	33	4	11	1	49	65	7	6	-
105 US Other Unspecified	5,546	3.2	5,542	4	524	14	226	99	339	863	6	53	5	3,693	3,757	69	789	68
TOTAL QUALIFIED COPIES TO PHYSICIANS	172,971	98.9	79,697	93,274	125,141	2,388	6,167	6,595	15,150	140,291	1,464	1,082	138	13,040	15,724	14,479	2,094	383
PERCENT TO PHYSICIANS	98.9	-	45.6	53.3	71.5	1.4	3.5	3.8	8.7	80.2	0.8	0.6	0.1	7.5	9.0	8.3	1.2	0.2
Medical Students	1,992	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	174,963	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note 1 - Non-comparable additional data reported at the publisher's option.
 Note 2 - Classifications J, K, and O, and Classifications P, Canada and Other International, have been combined at the publisher's option.
 Note 3 - Classification R, U.S. Territories, has been omitted at the publisher's option.
 Note 4 - 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 5 - 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.