

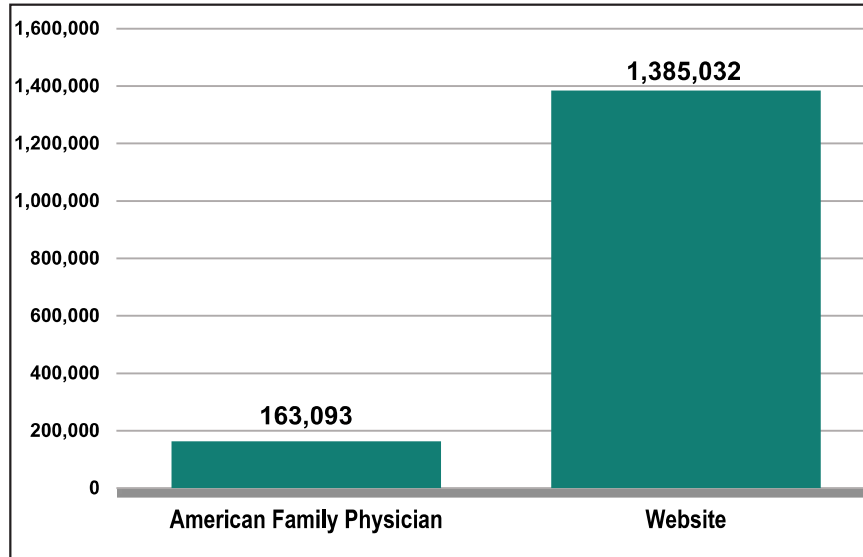
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended January 31, 2026

[Learn more about this media property at auditedmedia.com](https://www.auditedmedia.com)

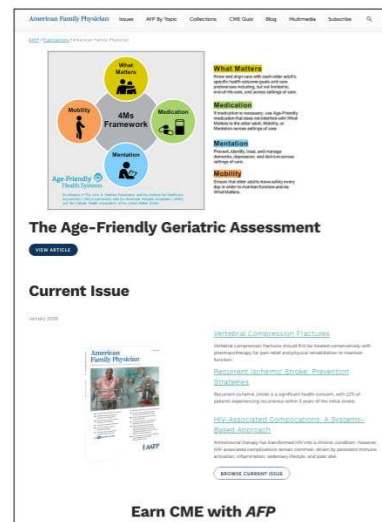
TOTAL AVERAGE GROSS CONTACTS **1,548,125**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
American Family Physician Total Qualified Circulation	163,093	6 months ended January 31, 2026
Website Activity Page Views Sessions/Visits Users/Visitors	2,402,027 1,985,751 1,385,032	6 months ended January 31, 2026

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.

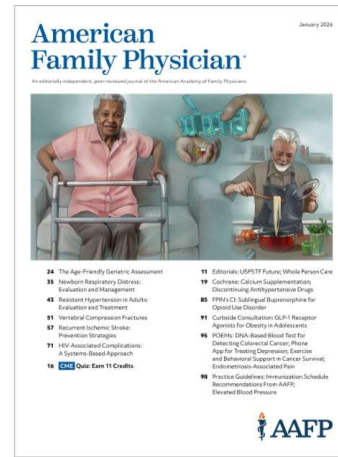


American Family Physician®

6 months ended January 31, 2026
Subject to Audit

Field Served:

American Family Physician serves the medical profession.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	163,093
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	163,093
Total Average Qualified Nonpaid Circulation	163,093

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	9,435
Total Average Nonqualified Circulation	9,435

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Aug		161,231
Sep		162,829
Oct		163,391
Nov		162,900
Dec		164,223
Jan		163,984

BUSINESS ANALYSIS

Professional Classification	Total	%	Qualified Nonpaid - Print	Total - AAFP Members	Other Physicians	Major Professional Activity for United States										Canada & Other International (P, Q)				
						Patient Care					Other Professional Activity						Osteopathic Physicians			
						Hospital Based Practice			Total (Patient Care)		Medical Teaching (G)	Administration (H)	Research (I)	Other (J, K, O)	Total (Other Professional Activity) (L)		Office Based Practice (M)	Hospital Based Practice (N)		
						Office Based (A)	Residents (B)	Residents (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)									Total (Patient Care) (F)	
3 AM Aerospace Medicine	36	0.0	36	36		2			2	4			5		25	30	1	1		
4 A Allergy	11	0.0	11	11		3			1	4					6	6	1			
7 AN Anesthesiology	52	0.0	52	52		20		3	2	5					16	16	10		1	
9 CD Cardiovascular Diseases	13	0.0	13	13		4			4	4				2	6	8	1			
11 D Dermatology	36	0.0	36	36		19	1	2	3	6	25				9	9	2			
15 EM Emergency Medicine	739	0.5	739	739		253		2	244	246	499	3	5		157	165	48	23	4	
18 FM Family Medicine	120,849	73.7	120,849	76,195	44,654	78,769	4	10,379	7,293	17,676	96,445	1,231	677	88	11,823	13,819	7,385	2,882	318	
19 FPG Family Practice, Geriatric Medicine	494	0.3	494	494		346		17	48	65	411	6	7	1	61	75	6		2	
Family Practice, Sports Medicine	1,319	0.8	1,319	1,319		945		68	62	130	1,075	4	1		124	129	69	41	5	
21 GP General Practice	912	0.6	912	451	461	599			10	10	609	2	2		284	286	9	3	5	
27 IM Internal Medicine	22,509	13.7	22,509	302	22,207	22,301		5	59	64	22,365	2	3		88	93	37	13	1	
30 IMG Internal Medicine, Geriatrics	453	0.3	453	453		325		28	36	64	389	2		1	34	37	12	7	8	
43 OBG Obstetrics & Gynecology	125	0.1	125	125		61		6	7	13	74	1			35	36	10	5		
45 OM Occupational Medicine	192	0.1	192	192		82			12	12	94	1	14	2	69	86	7	4	1	
56 PTH Pathology, Anatomic/Clinical	9	0.0	9	9		4					4	1			4	5				
66 PD Pediatrics	76	0.0	76	76		35		3	5	8	43		1	1	23	25	7	1		
76 PM Physical Medicine and Rehabilitation	20	0.0	20	20		3		1	3	4	7				8	8	5			
78 GPM Preventative Medicine, General	282	0.2	282	282		173		12	15	27	200	2	9	4	60	75	4	3		
79 P Psychiatry	70	0.0	70	70		21		6	6	12	33		2		25	27	6	4		
PHP Public Health and General Preventive Medicine	4	0.0	4	4											3	3	1			
86 DR Radiology, Diagnostic	3	0.0	3	3				4	3	7	50		2		31	33	2	1		
94 GS Surgery, General	97	0.1	97	97		43														
97 ORS Surgery, Orthopedic	22	0.0	22	22		12		1	1	2	14				5	5	3			
104 OS Other Specialty	1,564	1.0	1,564	1,564		750	1	177	173	351	1,101	8	32	2	274	316	84	58	5	
105 US Other Unspecified	12,535	7.6	12,535	12,535		366		146	17	163	529	1	5		10,864	10,870	96	831	209	
Total Qualified to Physicians	162,422	99.0	162,422	95,100	67,322	105,136	6	10,860	8,002	18,868	124,004	1,262	765	101	24,034	26,162	7,813	3,884	559	
Percent to Physicians	99.0		99.0	58.0	41.1	64.1	0.0	6.6	4.9	11.5	75.6	0.8	0.5	0.1	14.7	16.0	4.8	2.4	0.3	
Medical Students	1,562	1.0	1,562																	
Total Qualified Circulation	163,984	100.0	163,984																	

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	1,800	641	1,815	4,256	2.6
Written	1,008	444	1,096	2,548	1.6
Telecommunication					
Internet and Email	792	197	719	1,708	1.0
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	159,728			159,728	97.4
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	161,528	641	1,815	163,984	100.0
Percent	98.5	0.4	1.1	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	163,984	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	163,984	100.0
Total Qualified Circulation	163,984	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	2,430
Arizona	2,843
Arkansas	1,960
California	19,382
Colorado	3,299
Connecticut	1,259
Delaware	533
District of Columbia	318
Florida	9,904
Georgia	4,716
Idaho	1,109
Illinois	6,590
Indiana	3,546
Iowa	1,972
Kansas	1,825
Kentucky	2,053
Louisiana	2,244
Maine	1,056
Maryland	2,574
Massachusetts	2,979
Michigan	5,424
Minnesota	3,999
Mississippi	1,337
Missouri	2,712
Montana	775
Nebraska	1,293
Nevada	1,305
New Hampshire	763
New Jersey	3,490
New Mexico	1,153
New York	7,579
North Carolina	5,503
North Dakota	550
Ohio	5,600
Oklahoma	1,728
Oregon	2,576
Pennsylvania	6,937
Rhode Island	498
South Carolina	2,936
South Dakota	618
Tennessee	3,165
Texas	12,579
Utah	1,372
Vermont	449
Virginia	4,421
Washington	5,041
West Virginia	1,080
Wisconsin	3,729
Wyoming	359
TOTAL 48 CONTERMINOUS STATES	161,563
Alaska	576
Hawaii	818
TOTAL ALASKA & HAWAII	1,394
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	162,957
Poss. & Other Areas	329
U.S. & POSS., etc.	163,286
Canada	401
International	158
Military or Civilian Personnel Overseas	139
Total International	698
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	163,984

CHANNEL PROFILES**WEBSITE ACTIVITY - www.aafp.org/pubs/afp.html**

2025/2026	Page Views	Sessions/Visits	Users/Visitors
August	2,441,558	2,305,639	1,600,953
September	2,834,347	2,292,943	1,617,287
October	2,541,716	2,242,281	1,607,503
November	2,388,282	1,929,301	1,293,773
December	2,006,291	1,452,228	1,022,178
January	2,199,967	1,692,114	1,168,495

NOTES

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Lists: Represent copies served to subscribers obtained from American Academy of Family Physicians, American Medical Association Directory and American Osteopathic Association Directory.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Jan issue.

Total Average Gross Contacts Include: Qualified Circulation and Users/Visitors.

Website Data Source: Google Analytics.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.aafp.org/pubs/afp.html

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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