

## CONSOLIDATED MEDIA REPORT

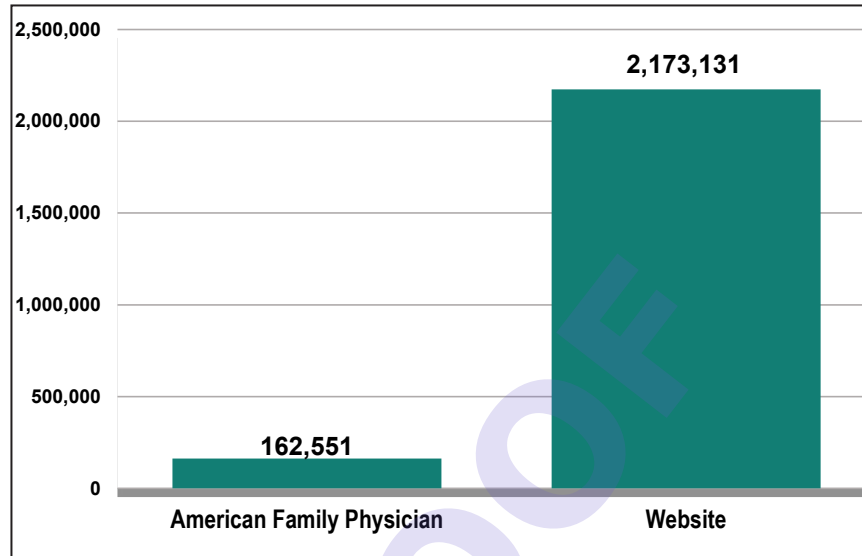
### B2B Media

6 months ended January 31, 2025

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## TOTAL AVERAGE GROSS CONTACTS

2,335,682

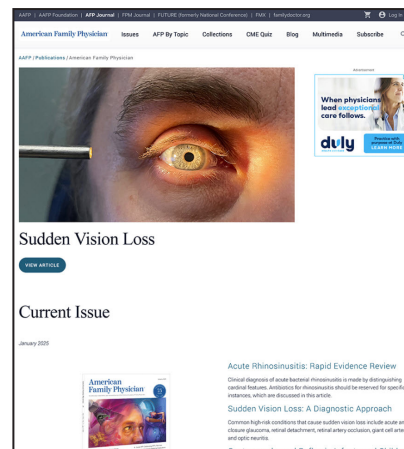


## EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>American Family Physician</b> Total Qualified Circulation	162,551	6 months ended January 31, 2025
<b>Website Activity</b>		6 months ended January 31, 2025
Page Views	3,390,771	
Sessions/Visits	3,110,149	
Users/Visitors	2,173,131	

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.





6 months ended January 31, 2025  
Subject to Audit

Field Served:  
American Family Physician serves the medical profession.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		162,551
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		162,551
Total Average Qualified Nonpaid Circulation		162,551

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		6,300
Total Average Nonqualified Circulation		6,300

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Aug		161,836
Sep		163,928
Oct		164,292
Nov		162,596
Dec		161,481
Jan		161,174

BUSINESS ANALYSIS																					
Classification by Business & Industry		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			
							Office Based (A)	Hospital Based Practice				Total (Patient Care) (F)	Medical Teaching (G)	Administration (H)	Research (I)	Other (J, K, O)	Total (Other Professional Activity) (L)	Office Based Practice (M)	Hospital Based Practice (N)		
								Interns and/or 1st Year Residents (B)	Residents (C)	Full Time Hospital Staff (D)	Total (Hospital Based) (E)										
3	AM	Aerospace Medicine	40	0.0	40	40	3			3	3	6		5		26	31	3			
4	A	Allergy	5	0.0	5	5	1					1				4	4				
7	AN	Anaesthesiology	57	0.0	57	57	18		5	3	8	26				21	21	8	1	1	
9	CD	Cardiovascular Diseases	12	0.0	12	12	4	1			1	5			2	5	7				
11	D	Dermatology	33	0.0	33	33	18	1	1	3	5	23				9	9	1			
15	EM	Emergency Medicine	758	0.5	758	758	258		5	255	260	518	3	6		156	165	47	24	4	
18	FM	Family Medicine	116,652	72.4	116,652	75,247	41,405	76,422	9	8,283	7,375	15,667	92,089	1,251	695	91	12,250	14,287	7,114	2,853	309
19	FPG	Family Practice, Geriatric Medicine	506	0.3	506	506	347		9	48	57	404	8	8	1	72	89	8	2	3	
		Family Practice, Sports Medicine	1,221	0.8	1,221	1,221	865		75	70	145	1,010	4	1		125	130	52	26	3	
21	GP	General Practice	980	0.6	980	481	499	649			13	13	662		2	1	300	303	7	2	6
27	IM	Internal Medicine	23,490	14.6	23,490	316	23,174	23,096		6	241	247	23,343	2	4		99	105	23	18	1
30	IMG	Internal Medicine, Geriatrics	440	0.3	440	440	298		22	36	58	356	3	1	1	60	65	7	6	6	
43	OBG	Obstetrics & Gynecology	123	0.1	123	123	63		6	6	12	75	1			35	36	6	6		
45	OM	Occupational Medicine	207	0.1	207	207	89		1	12	13	102	1	16	1	73	91	12	1	1	
56	PTH	Pathology, Anatomic/Clinical	12	0.0	12	12	4		1		1	5	1			3	4	2	1		
66	PD	Pediatrics	85	0.1	85	85	36		2	5	7	43		1	1	26	28	10	4		
76	PM	Physical Medicine and Rehabilitation	21	0.0	21	21	3		1	3	4	7				9	9	5			
78	GPM	Preventative Medicine, General	257	0.2	257	257	160		16	11	27	187	2	5	4	51	62	4	2	2	
79	P	Psychiatry	71	0.0	71	71	22		8	5	13	35		2		23	25	6	5		
	PHP	Public Health and General Preventive Medicine	34	0.0	34	34	7			2	2	9		7	1	17	25				
86	DR	Radiology, Diagnostic	16	0.0	16	16	5		1		1	6				8	8		2		
94	GS	Surgery, General	104	0.1	104	104	42		5	3	8	50		2		37	39	6	9		
97	ORS	Surgery, Orthopedic	23	0.0	23	23	12		1	1	2	14				7	7	2			
104	OS	Other Specialty	1,493	0.9	1,493	1,493	723	3	157	191	351	1,074	8	36	3	273	320	55	38	6	
105	US	Other Unspecified	13,130	8.1	13,130	13,130	293		146	12	158	451	1	1		11,105	11,107	89	1,274	209	
		Total Qualified to Physicians	159,770	99.1	159,770	94,692	65,078	103,438	14	8,751	8,298	17,063	120,501	1,285	792	106	24,794	26,977	7,467	4,274	551
		Percent to Physicians	99.1		99.1	58.8	40.4	64.2	0.0	5.4	5.1	10.6	74.8	0.8	0.5	0.1	15.4	16.7	4.6	2.7	0.3
		Medical Students	1,404	0.9	1,404																
		Total Qualified Circulation	161,174	100.0	161,174																

SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Year	3 Year	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>674</b>	<b>1,949</b>	<b>4,816</b>	<b>7,439</b>	<b>4.6</b>
Written	465	1,166	3,852	5,483	3.4
Telecommunication					
Internet and Email	209	783	964	1,956	1.2
<b>Total Direct Request From Recipient's Company</b>					
Written					
Telecommunication					
Internet and Email					
<b>Total Communication Other Than Request</b>					
Written					
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	153,735			153,735	95.4
Acquired Circulation					
Other Sources					
<b>Total Qualified Subscriptions</b>	<b>154,409</b>	<b>1,949</b>	<b>4,816</b>	<b>161,174</b>	<b>100.0</b>
<b>Percent</b>	<b>95.8</b>	<b>1.2</b>	<b>3.0</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	161,174	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
<b>Total Qualified Subscriptions</b>	<b>161,174</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>161,174</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	2,393
Arizona	2,787
Arkansas	1,881
California	18,898
Colorado	3,277
Connecticut	1,249
Delaware	521
District of Columbia	294
Florida	9,898
Georgia	4,589
Idaho	1,062
Illinois	6,525
Indiana	3,484
Iowa	1,911
Kansas	1,803
Kentucky	2,027
Louisiana	2,183
Maine	1,024
Maryland	2,576
Massachusetts	2,910
Michigan	5,365
Minnesota	3,904
Mississippi	1,241
Missouri	2,667
Montana	743
Nebraska	1,286
Nevada	1,290
New Hampshire	744
New Jersey	3,499
New Mexico	1,117
New York	7,466
North Carolina	5,315
North Dakota	545
Ohio	5,592
Oklahoma	1,757
Oregon	2,520
Pennsylvania	6,839
Rhode Island	523
South Carolina	2,830
South Dakota	596
Tennessee	3,191
Texas	12,260
Utah	1,377
Vermont	464
Virginia	4,340
Washington	4,917
West Virginia	1,062
Wisconsin	3,673
Wyoming	365
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>158,780</b>
Alaska	559
Hawaii	821
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1,380</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>160,160</b>
Poss. & Other Areas	336
<b>U.S. &amp; POSS., etc.</b>	<b>160,496</b>
Canada	402
International	149
Military or Civilian Personnel Overseas	127
<b>Total International</b>	<b>678</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>161,174</b>

## CHANNEL PROFILES

### WEBSITE ACTIVITY - [www.aafp.org/pubs/afp.html](http://www.aafp.org/pubs/afp.html)

2024/2025	Page Views	Sessions/Visits	Users/Visitors
August	3,358,493	3,218,404	2,173,367
September	3,466,663	3,088,306	2,182,697
October	3,653,263	3,308,468	2,342,378
November	3,296,217	3,022,955	2,130,958
December	3,101,706	2,711,358	1,989,649
January	3,468,284	3,311,404	2,219,737

## 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](http://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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