

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 12 times a year and provides more than 130 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 two years after publication.

## MAGAZINE CHANNEL FORMAT – PRINT ISSUES

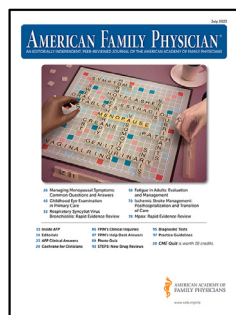
**AMERICAN FAMILY PHYSICIAN** is produced in a print format. The editorial for the print copy is the same for all recipients.

## BRAND REPORT PURPOSE

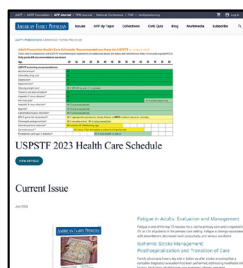
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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 PRINT MAGAZINE



### AMERICAN FAMILY PHYSICIAN WEBSITE



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>AMERICAN FAMILY PHYSICIAN PRINT MAGAZINE</b> (6 issues in the period)	168,464	-	168,464
(See Paragraph 3b for Source)			
<b>AMERICAN FAMILY PHYSICIAN WEBSITE</b> (Monthly Users with 3,581,612 average Pageviews)	2,490,171	-	2,490,171

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.**

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**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.

No. 903/07-23  
Comparable

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5,361
Advertiser and Agency	48
Allocated for Trade Shows and Conventions	-
All Other	2,353
<b>TOTAL</b>	<b>7,762</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	168,464	100.0	168,464	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>168,464</b>	<b>100.0</b>	<b>168,464</b>	<b>100.0</b>	-	-

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

2023 Issues	Total Qualified
February	171,294
March	171,159
April	165,964
May	166,827
June	167,506
July	168,032

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023**

This issue is 0.3% or 518 copies below the average of the other 5 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																			
		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)
Business Industry (See Note 3 & 4)																			
3 AM	Aerospace Medicine	43	-	43	-	4	-	-	5	5	9	-	5	-	26	31	3	-	-
4 A	Allergy	6	-	6	-	1	-	-	-	-	1	-	-	-	5	5	-	-	-
7 AN	Anaesthesiology	53	-	53	-	18	-	2	4	6	24	-	-	-	20	20	8	-	1
9 CD	Cardiovascular Diseases	10	-	10	-	2	-	1	-	1	3	-	-	2	5	7	-	-	-
11 D	Dermatology	34	-	34	-	18	1	2	3	6	24	-	-	-	7	7	3	-	-
15 EM	Emergency Medicine	781	0.5	781	-	263	-	8	266	274	537	3	8	1	150	162	51	27	4
18 FM	Family Medicine	114,634	68.2	72,267	42,367	74,294	30	9,220	7,329	16,579	90,873	1,269	726	94	11,549	13,638	7,465	2,368	290
19 FPG	Family Practice, Geriatric Medicine	469	0.3	469	-	324	1	6	46	53	377	8	8	1	67	84	5	-	3
	Family Practice, Sports Medicine (Note 1)	1,070	0.6	1,070	-	786	2	46	63	111	897	4	1	-	104	109	50	10	4
21 GP	General Practice	1,168	0.7	536	632	804	-	-	15	15	819	-	3	1	329	333	7	3	6
27 IM	Internal Medicine	35,199	21.0	304	34,895	34,737	-	9	305	314	35,051	2	3	1	93	99	24	24	1
30 IMG	Internal Medicine, Geriatrics	402	0.2	402	-	270	-	15	34	49	319	2	1	1	60	64	9	4	6
43 OBG	Obstetrics & Gynecology	123	0.1	123	-	64	1	5	5	11	75	1	-	-	34	35	8	5	-
45 OM	Occupational Medicine	209	0.1	209	-	94	-	1	11	12	106	1	15	1	74	91	10	1	1
56 PTH	Pathology, Anatomic/Clinical	13	-	13	-	4	1	-	-	1	5	1	-	-	3	4	3	1	-
66 PD	Pediatrics	75	0.1	75	-	25	-	1	6	7	32	-	1	1	27	29	10	4	-
76 PM	Physical Medicine and Rehabilitation	20	-	20	-	5	-	-	3	3	8	-	-	-	9	9	3	-	-
78 GPM	Preventative Medicine, General	233	0.1	233	-	147	2	7	10	19	166	2	6	4	46	58	4	2	3
79 P	Psychiatry	68	0.1	68	-	18	-	6	5	11	29	-	3	-	26	29	6	4	-
	Public Health and General Preventive Medicine (Note 1)	36	-	36	-	8	-	-	4	4	12	-	8	1	15	24	-	-	-
86 DR	Radiology, Diagnostic	15	-	15	-	4	1	2	-	3	7	-	-	-	6	6	-	2	-
94 GS	Surgery, General	114	0.1	114	-	42	-	16	4	20	62	-	1	-	32	33	7	12	-
97 ORS	Surgery, Orthopedic	22	-	22	-	10	-	-	1	1	11	-	-	-	6	6	4	1	-
104 OS	Other Specialty	1,480	0.9	1,478	2	768	10	93	208	311	1,079	9	42	4	267	322	51	23	5
105 US	Other Unspecified	9,779	5.8	9,779	-	216	-	309	15	324	540	1	2	-	7,634	7,637	37	1,383	182
<b>TOTAL QUALIFIED COPIES TO PHYSICIANS</b>		<b>166,056</b>	<b>98.8</b>	<b>88,160</b>	<b>77,896</b>	<b>112,926</b>	<b>49</b>	<b>9,749</b>	<b>8,342</b>	<b>18,140</b>	<b>131,066</b>	<b>1,303</b>	<b>833</b>	<b>112</b>	<b>20,594</b>	<b>22,842</b>	<b>7,768</b>	<b>3,874</b>	<b>506</b>
<b>PERCENT TO PHYSICIANS</b>		<b>98.8</b>		<b>52.5</b>	<b>46.4</b>	<b>67.2</b>	<b>-</b>	<b>5.8</b>	<b>5.0</b>	<b>10.8</b>	<b>78.0</b>	<b>0.8</b>	<b>0.5</b>	<b>0.1</b>	<b>12.2</b>	<b>13.6</b>	<b>4.6</b>	<b>2.3</b>	<b>0.3</b>
Medical Students		1,976	1.2																
<b>TOTAL QUALIFIED CIRCULATION</b>		<b>168,032</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 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.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> – Direct Request:	<b>2,955</b>	<b>6,236</b>	<b>1,911</b>	<b>11,102</b>	<b>6.6</b>
a. Written	2,239	4,969	1,544	8,752	5.2
b. Telecommunication	-	-	-	-	-
c. Electronic	716	1,267	367	2,350	1.4
II. <b>TOTAL</b> – Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. <b>TOTAL</b> – Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. <b>TOTAL</b> – Communication (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>156,930</b>	-	-	<b>156,930</b>	<b>93.4</b>
*Association rosters and directories	156,930	-	-	156,930	93.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. <b>TOTAL</b> – Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>159,885</b>	<b>6,236</b>	<b>1,911</b>	<b>168,032</b>	<b>100.0</b>
<b>PERCENT</b>	<b>95.2</b>	<b>3.7</b>	<b>1.1</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	168,032	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>168,032</b>	<b>100.0</b>

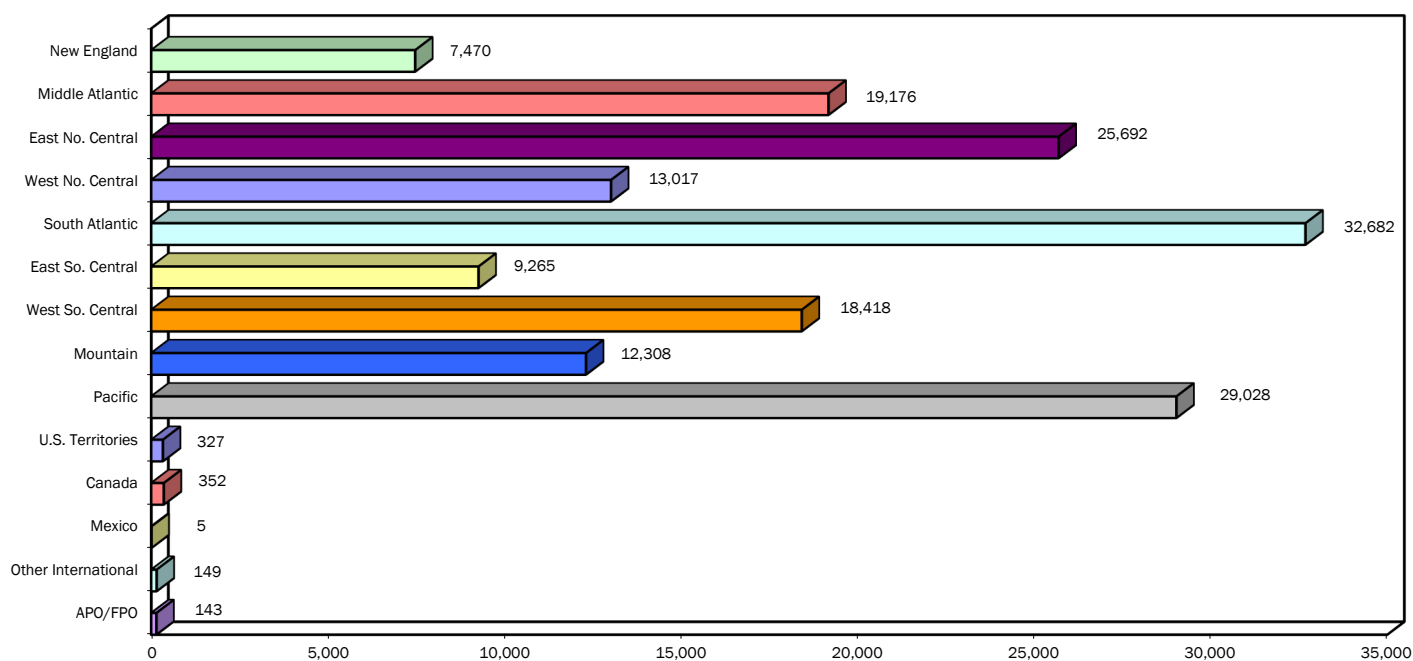
**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023\***

State	Total Qualified	Percent
Maine	1,037	
New Hampshire	791	
Vermont	471	
Massachusetts	3,223	
Rhode Island	537	
Connecticut	1,411	
NEW ENGLAND	7,470	4.5
New York	8,241	
New Jersey	3,851	
Pennsylvania	7,084	
MIDDLE ATLANTIC	19,176	11.4
Ohio	5,891	
Indiana	3,587	
Illinois	6,900	
Michigan	5,611	
Wisconsin	3,703	
EAST NO. CENTRAL	25,692	15.3
Minnesota	3,987	
Iowa	1,975	
Missouri	2,726	
North Dakota	561	
South Dakota	614	
Nebraska	1,301	
Kansas	1,853	
WEST NO. CENTRAL	13,017	7.7
Delaware	516	
Maryland	2,821	
Washington, DC	344	
Virginia	4,565	
West Virginia	1,076	
North Carolina	5,394	
South Carolina	2,844	
Georgia	4,721	
Florida	10,401	
SOUTH ATLANTIC	32,682	19.4

State	Total Qualified	Percent
Kentucky	2,100	
Tennessee	3,446	
Alabama	2,483	
Mississippi	1,236	
EAST SO. CENTRAL	9,265	5.5
Arkansas	1,868	
Louisiana	2,280	
Oklahoma	1,735	
Texas	12,535	
WEST SO. CENTRAL	18,418	11.0
Montana	755	
Idaho	1,044	
Wyoming	355	
Colorado	3,336	
New Mexico	1,126	
Arizona	2,993	
Utah	1,334	
Nevada	1,365	
MOUNTAIN	12,308	7.3
Alaska	562	
Washington	5,008	
Oregon	2,612	
California	19,979	
Hawaii	867	
PACIFIC	29,028	17.3
UNITED STATES	167,056	99.4
U.S. Territories	327	
Canada	352	
Mexico	5	
Other International	149	
APO/FPO	143	
TOTAL QUALIFIED CIRCULATION	168,032	100.0

**\*See Additional Data**

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



## WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2023	Pageviews	Sessions	Users	Average Session Duration
February	3,643,696	3,033,778	2,545,303	0:47
March	4,000,093	3,312,332	2,745,072	0:50
April	3,633,570	3,018,690	2,524,308	0:49
May	3,653,869	3,078,749	2,567,711	0:46
June	3,331,660	2,778,726	2,320,842	0:48
July	3,226,786	2,690,792	2,237,793	0:47
<b>AVERAGE:</b>	<b>3,581,612</b>	<b>2,985,511</b>	<b>2,490,171</b>	<b>0:47</b>

February – July 2023 data was provided by Adobe Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**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.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## 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 90,136 copies or 53.6%, the American Medical Association Directory for a quantity of 65,181 copies or 38.8% and the American Osteopathic Association Directory for a quantity of 1,613 copies, or 1.0%.

### 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.

Rebecca Harp, Senior Circulation Strategist  
Darren Sextro, Director of Journal Media

(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 14, 2023
State	Kansas
County	Johnson
Received by BPA Worldwide	August 14, 2023
Type	BD
ID Number	A060BRJ23

### About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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