

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.

American Academy of Family Physicians
11400 Tomahawk Creek Pkwy
Leawood, KS 66211-2672
Tel.: (913) 906-6000
Fax: (913) 906-6080
www.aafp.org
afpcirc@aafp.org

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 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 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
186,978 average circulation

AMERICAN FAMILY PHYSICIAN WEBSITE



2,545,389 average users

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)	186,978	-	186,978
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Users with 3,889,970 average Pageviews)	2,545,389	-	2,545,389

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	4,350	6,856	3,381	14,587	7.8
a. Written	3,438	5,922	2,906	12,266	6.6
b. Telecommunication	-	-	-	-	-
c. Electronic	912	934	475	2,321	1.2
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication (other than request):	-	-	8	8	-
a. Written	-	-	8	8	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	171,931	-	-	171,931	92.2
*Association rosters and directories	171,931	-	-	171,931	92.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	176,281	6,856	3,389	186,526	100.0
PERCENT	94.5	3.7	1.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2020

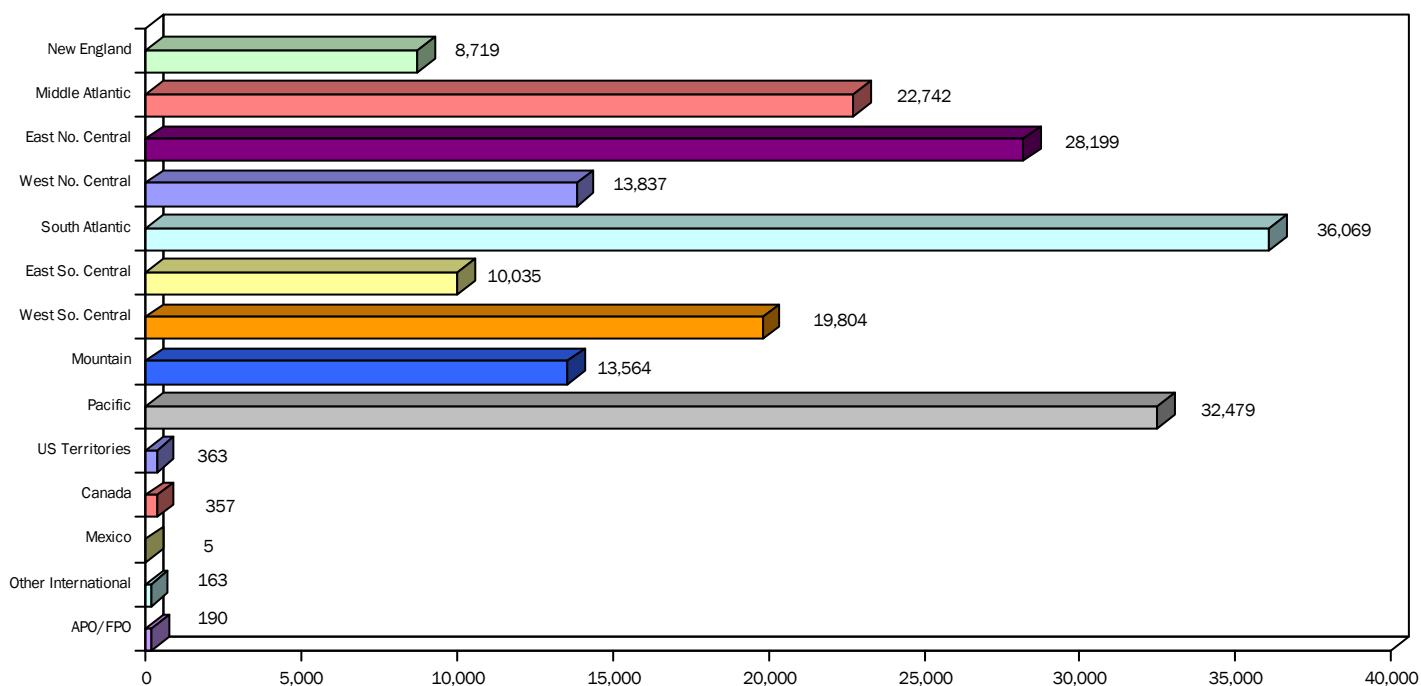
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	186,526	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	186,526	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,190		Kentucky	2,312	
New Hampshire	842		Tennessee	3,800	
Vermont	503		Alabama	2,618	
Massachusetts	3,859		Mississippi	1,305	
Rhode Island	637		EAST SO. CENTRAL	10,035	5.4
Connecticut	1,688		Arkansas	1,868	
NEW ENGLAND	8,719	4.7	Louisiana	2,415	
New York	10,049		Oklahoma	2,045	
New Jersey	4,623		Texas	13,476	
Pennsylvania	8,070		WEST SO. CENTRAL	19,804	10.6
MIDDLE ATLANTIC	22,742	12.2	Montana	792	
Ohio	6,579		Idaho	1,071	
Indiana	3,868		Wyoming	377	
Illinois	7,630		Colorado	3,703	
Michigan	6,196		New Mexico	1,233	
Wisconsin	3,926		Arizona	3,462	
EAST NO. CENTRAL	28,199	15.1	Utah	1,432	
Minnesota	4,261		Nevada	1,494	
Iowa	2,112		MOUNTAIN	13,564	7.3
Missouri	3,026		Alaska	598	
North Dakota	569		Washington	5,474	
South Dakota	613		Oregon	2,874	
Nebraska	1,291		California	22,551	
Kansas	1,965		Hawaii	982	
WEST NO. CENTRAL	13,837	7.4	PACIFIC	32,479	17.4
Delaware	528		UNITED STATES	185,448	99.4
Maryland	3,378		U.S. Territories	363	
Washington, DC	428		Canada	357	
Virginia	5,069		Mexico	5	
West Virginia	1,237		Other International	163	
North Carolina	5,743		APO/FPO	190	
South Carolina	2,873				
Georgia	5,093				
Florida	11,720				
SOUTH ATLANTIC	36,069	19.3			
			TOTAL QUALIFIED CIRCULATION	186,526	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2020	Pageviews	Sessions	Users	Average Session Duration
February	4,117,683	3,364,190	2,734,677	0:53
March	3,885,548	3,136,517	2,543,524	0:56
April	3,640,909	2,907,632	2,337,623	0:59
May	3,876,095	3,140,631	2,506,536	0:56
June	3,821,936	3,121,073	2,503,094	0:56
July	3,997,652	3,291,429	2,646,883	0:52
AVERAGE:	3,889,970	3,160,245	2,545,389	0:55

February - July 2020 data was provided by Omniture. 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 96,037 copies or 51.5%, the American Medical Association Directory for a quantity of 70,119 copies or 37.6% and the American Osteopathic Association Directory for a quantity of 5,775 copies or 3.1%

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, Director of Journal Media

Susi Cordill, Subscription 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 10, 2020

State Kansas

County Johnson

Received by BPA Worldwide August 10, 2020

Type BD

ID Number A060B0JO

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

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. 903/07-20
Comparable

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6,545
Advertiser and Agency	177
Allocated for Trade Shows and Conventions	-
All Other	3,743
TOTAL	10,465

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	186,978	100.0	186,978	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	186,978	100.0	186,978	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
February 1	186,405
February 15	186,984
March 1	187,332
March 15	187,392
April 1	187,704
April 15	187,392
May 1	187,109
May 15	186,704
June 1	186,756
June 15	186,514
*July 1	186,526
July 15	186,922

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 1, 2020

This issue is 0.3% or 493 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.

Business Industry (See Note 3 & 4)	Total Qualified	Percent of Total	Total-AAFP Members (See Note 1)	Major Professional Activity for United States (See Note 2)													Canada & Other International (P, Q) (See Note 2)	
				Patient Care						Other Professional Activity					Osteopathic Physicians			
				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)
3 AM Aerospace Medicine	54	-	54	-	7	-	-	5	5	12	-	6	-	35	41	1	-	-
4 A Allergy	9	-	9	-	3	-	-	-	-	3	-	-	-	6	6	-	-	-
7 AN Anaesthesiology	65	-	65	-	27	-	2	5	7	34	-	-	-	19	19	6	5	1
9 CD Cardiovascular Diseases	13	-	13	-	1	-	2	1	3	4	-	-	2	6	8	-	1	-
11 D Dermatology	37	-	37	-	22	-	1	4	5	27	-	-	-	7	7	3	-	-
15 EM Emergency Medicine	941	0.5	941	-	351	-	9	324	333	684	4	12	1	158	175	47	29	6
18 FM Family Medicine	116,882	62.7	77,604	39,278	73,653	1,583	5,497	7,184	14,264	87,917	1,314	867	103	12,090	14,374	11,464	2,753	374
19 FPG Family Practice, Geriatric Medicine	534	0.3	534	-	370	-	18	57	75	445	11	9	3	59	82	3	1	3
Family Practice, Sports Medicine (Note 1)	1,108	0.6	1,108	-	785	-	90	72	162	947	4	2	-	87	93	53	14	1
21 GP General Practice	2,406	1.3	749	1,657	1,909	-	-	27	27	1,936	-	3	2	452	457	8	1	4
27 IM Internal Medicine	49,885	26.8	333	49,552	49,346	1	3	403	407	49,753	2	3	-	92	97	10	23	2
30 IMG Internal Medicine, Geriatrics	436	0.2	436	-	293	-	32	28	60	353	2	1	2	59	64	10	2	7
43 OBG Obstetrics & Gynecology	143	0.1	143	-	80	-	2	13	15	95	3	-	-	34	37	5	6	-
45 OM Occupational Medicine	251	0.1	251	-	117	-	-	17	17	134	1	20	1	82	104	11	1	1
56 PTH Pathology, Anatomic/Clinical	15	-	15	-	3	-	1	2	3	6	1	-	-	5	6	2	1	-
66 PD Pediatrics	78	0.1	78	-	31	-	3	5	8	39	1	1	1	27	30	5	4	-
76 PM Physical Medicine and Rehabilitation	29	-	29	-	7	-	-	4	4	11	-	-	-	11	11	3	4	-
78 GPM Preventative Medicine, General	258	0.1	258	-	159	-	11	11	22	181	2	5	4	58	69	1	5	2
79 P Psychiatry	69	-	69	-	20	-	-	5	5	25	1	3	-	32	36	3	5	-
PHP Public Health and General Preventive Medicine (Note 1)	49	-	49	-	12	-	-	4	4	16	1	9	2	20	32	-	1	-
86 DR Radiology, Diagnostic	14	-	14	-	6	1	3	-	4	10	-	-	-	2	2	1	1	-
94 GS Surgery, General	107	0.1	107	-	52	-	5	4	9	61	-	1	-	28	29	6	11	-
97 ORS Surgery, Orthopedic	23	-	23	-	12	-	1	1	2	14	-	-	-	8	8	-	1	-
104 OS Other Specialty	1,551	0.9	1,549	2	784	9	132	221	362	1,146	13	53	5	257	328	43	29	5
105 US Other Unspecified	9,826	5.3	9,826	-	225	-	101	14	115	340	1	1	-	8,839	8,841	68	460	117
TOTAL QUALIFIED COPIES TO PHYSICIANS	184,783	99.1	94,294	90,489	128,275	1,594	5,913	8,411	15,918	144,193	1,361	996	126	22,473	24,956	11,753	3,358	523
PERCENT TO PHYSICIANS	99.1	-	50.6	48.5	68.8	0.8	3.2	4.5	8.5	77.3	0.7	0.5	0.1	12.1	13.4	6.3	1.8	0.3
Medical Students	1,743	0.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	186,526	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note 1 - Non-comparable additional data reported at the publisher's option.

Note 2 - Classifications J, K, O, 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.