

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 beginning with the July 2021 issue (previously 24 issues), 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

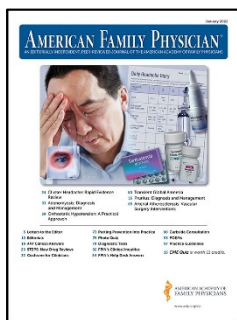
AMERICAN FAMILY PHYSICIAN is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

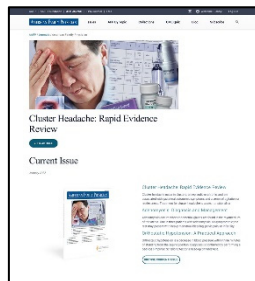
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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
AMERICAN FAMILY PHYSICIAN PRINT MAGAZINE (6 issues in the period)	190,094	-	190,094
(See Paragraph 3b for Source)			
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Users with 5,145,489 average Pageviews)	3,385,046	-	3,385,046

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

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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. 903/01-22
Comparable

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6,213
Advertiser and Agency	90
Allocated for Trade Shows and Conventions	-
All Other	2,705
TOTAL	9,008

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	190,094	100.0	190,094	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	190,094	100.0	190,094	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

	2021/2022 Issue	Total Qualified
August		190,122
September		191,670
October		191,430
November		191,056
December		188,713
January		187,575

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

This issue is 1.6% or 3,023 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)	
3	AM Aerospace Medicine	47	-	47	-	6	-	-	5	5	11	-	5	-	28	33	3	-	-	
4	A Allergy	7	-	7	-	1	-	-	-	-	1	-	-	-	6	6	-	-	-	
7	AN Anaesthesiology	58	-	58	-	23	-	-	4	4	27	-	-	-	22	22	7	1	1	
9	CD Cardiovascular Diseases	12	-	12	-	1	-	2	1	3	4	-	-	2	6	8	-	-	-	
11	D Dermatology	33	-	33	-	19	-	2	4	6	25	-	-	-	6	6	2	-	-	
15	EM Emergency Medicine	872	0.5	872	-	319	-	6	293	299	618	4	10	1	147	162	51	36	5	
18	FM Family Medicine	116,840	62.3	74,314	42,526	74,037	67	7,438	7,279	14,784	88,821	1,299	803	99	11,869	14,070	11,919	1,698	332	
19	FPG Family Practice, Geriatric Medicine	507	0.3	507	-	343	3	14	51	68	411	8	8	1	67	84	5	1	6	
	Family Practice, Sports Medicine (Note 1)	1,062	0.6	1,062	-	775	6	57	61	124	899	4	1	-	84	89	61	8	5	
21	GP General Practice	2,070	1.1	632	1,438	1,656	-	-	18	18	1,674	-	3	1	375	379	9	3	5	
27	IM Internal Medicine	49,338	26.3	321	49,017	48,851	-	4	342	346	49,197	2	3	1	101	107	24	9	1	
30	IMG Internal Medicine, Geriatrics	414	0.2	414	-	283	-	15	33	48	331	3	1	1	55	60	10	5	8	
43	OBG Obstetrics & Gynecology	138	0.1	138	-	74	1	3	9	13	87	2	-	-	37	39	8	4	-	
45	OM Occupational Medicine	228	0.1	228	-	100	-	-	14	14	114	1	19	1	79	100	11	2	1	
56	PTH Pathology, Anatomic/Clinical	14	-	14	-	4	-	1	1	2	6	1	-	-	3	4	3	1	-	
66	PD Pediatrics	77	0.1	77	-	31	-	2	7	9	40	1	1	1	25	28	6	3	-	
76	PM Physical Medicine and Rehabilitation	22	-	22	-	6	-	1	3	4	10	-	-	-	9	9	3	-	-	
78	GPM Preventative Medicine, General	249	0.1	249	-	157	-	12	12	24	181	2	5	4	48	59	3	2	4	
79	P Psychiatry	75	-	75	-	23	2	5	4	11	34	-	2	-	28	30	7	4	-	
	PHP Public Health and General Preventive Medicine (Note 1)	43	-	43	-	11	-	-	4	4	15	-	8	2	18	28	-	-	-	
86	DR Radiology, Diagnostic	13	-	13	-	7	1	2	-	3	10	-	-	-	1	1	-	2	-	
94	GS Surgery, General	112	0.1	112	-	46	-	8	3	11	57	-	1	-	33	34	7	14	-	
97	ORS Surgery, Orthopedic	19	-	19	-	11	-	-	1	1	12	-	-	-	6	6	1	-	-	
104	OS Other Specialty	1,512	0.8	1,510	2	751	17	131	209	357	1,108	10	51	4	247	312	58	27	7	
105	US Other Unspecified	12,193	6.5	12,193	-	220	-	426	15	441	661	1	1	-	9,658	9,660	49	1,659	164	
TOTAL QUALIFIED COPIES TO PHYSICIANS		185,955	99.1	92,972	92,983	127,755	97	8,129	8,373	16,599	144,354	1,338	922	118	22,958	25,336	12,247	3,479	539	
PERCENT TO PHYSICIANS		99.1	-	49.5	49.6	68.1	0.1	4.3	4.5	8.9	77.0	0.7	0.5	0.1	12.2	13.5	6.5	1.8	0.3	
Medical Students		1,620	0.9																	
TOTAL QUALIFIED CIRCULATION		187,575	100.0																	

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 JANUARY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL – Direct Request:	4,705	2,834	5,241	12,780	6.8
a. Written	3,516	2,306	4,575	10,397	5.5
b. Telecommunication	-	-	-	-	-
c. Electronic	1,189	528	666	2,383	1.3
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):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	174,795	-	-	174,795	93.2
*Association rosters and directories	174,795	-	-	174,795	93.2
Business directories	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	179,500	2,834	5,241	187,575	100.0
PERCENT	95.7	1.5	2.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

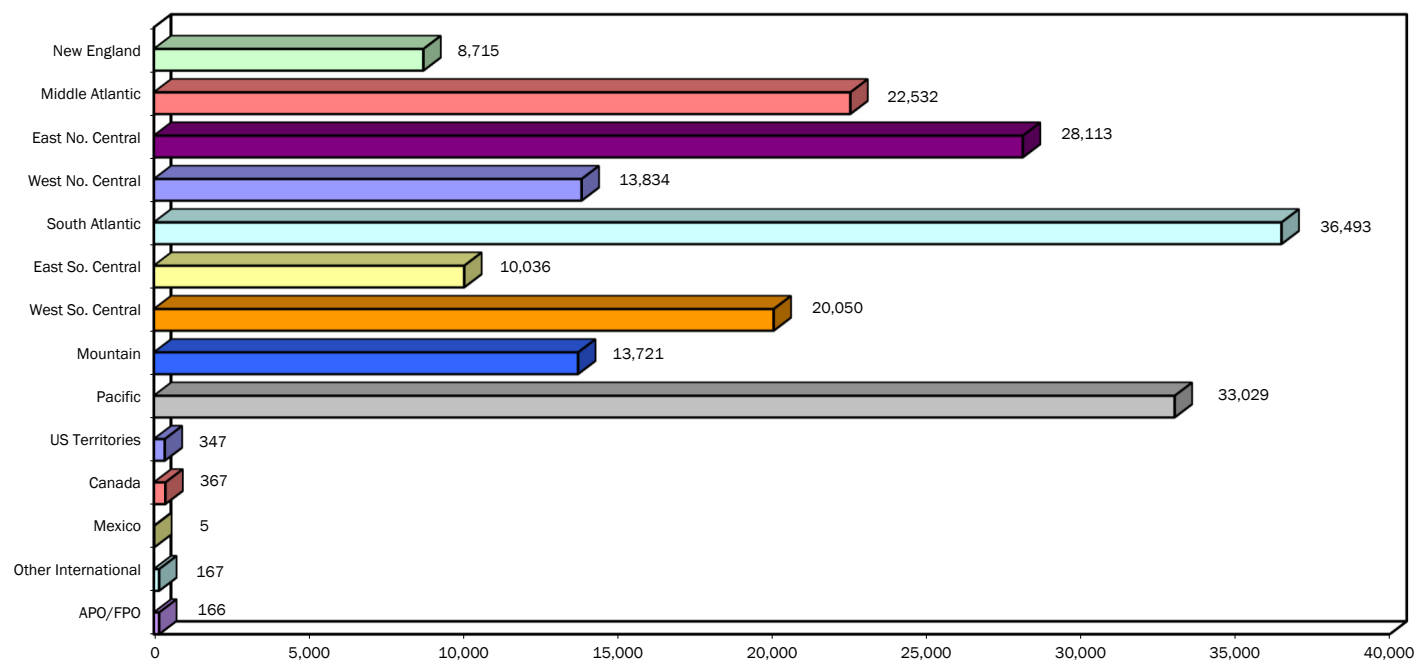
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	187,575	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	187,575	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,178		Kentucky	2,271	
New Hampshire	838		Tennessee	3,813	
Vermont	512		Alabama	2,644	
Massachusetts	3,874		Mississippi	1,308	
Rhode Island	631		EAST SO. CENTRAL	10,036	5.3
Connecticut	1,682		Arkansas	1,933	
NEW ENGLAND	8,715	4.6	Louisiana	2,378	
New York	9,862		Oklahoma	2,003	
New Jersey	4,589		Texas	13,736	
Pennsylvania	8,081		WEST SO. CENTRAL	20,050	10.7
MIDDLE ATLANTIC	22,532	12.0	Montana	813	
Ohio	6,505		Idaho	1,117	
Indiana	3,910		Wyoming	369	
Illinois	7,560		Colorado	3,731	
Michigan	6,150		New Mexico	1,252	
Wisconsin	3,988		Arizona	3,437	
EAST NO. CENTRAL	28,113	15.0	Utah	1,448	
Minnesota	4,243		Nevada	1,554	
Iowa	2,069		MOUNTAIN	13,721	7.3
Missouri	3,058		Alaska	590	
North Dakota	565		Washington	5,571	
South Dakota	644		Oregon	2,916	
Nebraska	1,307		California	22,966	
Kansas	1,948		Hawaii	986	
WEST NO. CENTRAL	13,834	7.4	PACIFIC	33,029	17.6
Delaware	534		UNITED STATES	186,523	99.4
Maryland	3,349		U.S. Territories	347	
Washington, DC	426		Canada	367	
Virginia	5,089		Mexico	5	
West Virginia	1,231		Other International	167	
North Carolina	5,891		APO/FPO	166	
South Carolina	2,950				
Georgia	5,153				
Florida	11,870				
SOUTH ATLANTIC	36,493	19.5			
			TOTAL QUALIFIED CIRCULATION	187,575	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	5,070,264	4,244,808	3,393,090	0:50
September	5,415,516	4,484,251	3,536,073	0:56
October	5,657,155	4,699,297	3,684,932	0:55
November	5,401,436	4,490,963	3,526,029	0:56
December	4,407,390	3,635,820	2,926,749	0:54
January	4,921,174	4,083,231	3,243,404	0:53
AVERAGE:	5,145,489	4,273,061	3,385,046	0:54

August 2021 – January 2022 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:

CHANGE IN FREQUENCY:

Effective with the July 2021 issue, American Family Physician changed its frequency from 24 to 12 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation. Members of the American Academy of Family Physicians for a quantity of 94,592 copies or 50.4%, the American Medical Association Directory for a quantity of 74,914 copies or 39.9% and the American Osteopathic Association Directory for a quantity of 5,289 copies, or 2.8%.

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.

Darren Sextro, Director of Journal Media

Susi Cordill, Circulation 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 February 8, 2022

State Kansas

County Johnson

Received by BPA Worldwide February 8, 2022

Type BD

ID Number A060B0D1

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.

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