

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 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
189,189 average circulation

AMERICAN FAMILY PHYSICIAN WEBSITE



2,824,425 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)	189,189	-	189,189
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Users with 4,378,336 average Pageviews)	2,824,425	-	2,824,425

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	2,480	7,983	3,813	14,276	7.5
a. Written	1,650	6,915	3,204	11,769	6.2
b. Telecommunication	-	-	-	-	-
c. Electronic	830	1,068	609	2,507	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):	-	-	6	6	-
a. Written	-	-	6	6	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	174,850	-	-	174,850	92.5
*Association rosters and directories	174,850	-	-	174,850	92.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	177,330	7,983	3,819	189,132	100.0
PERCENT	93.8	4.2	2.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2021

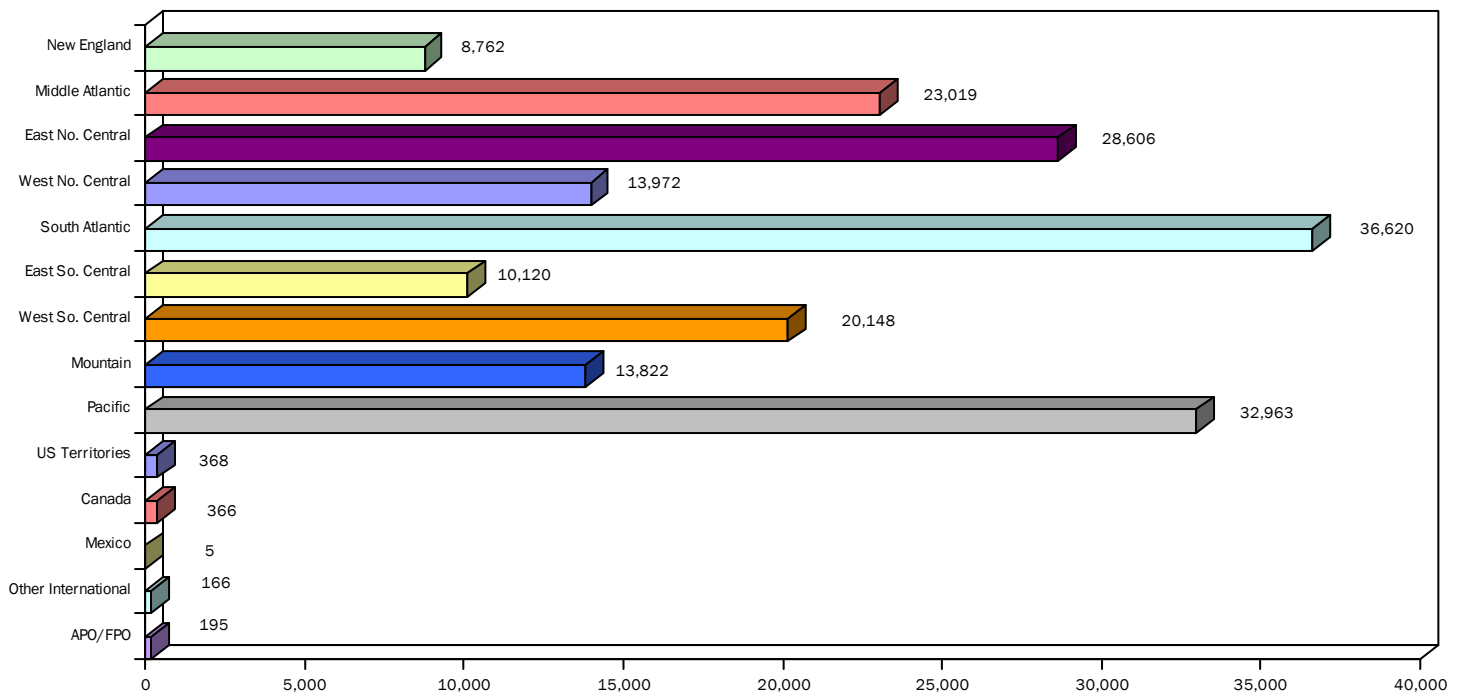
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	189,132	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	189,132	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,203		Kentucky	2,313	
New Hampshire	858		Tennessee	3,820	
Vermont	516		Alabama	2,661	
Massachusetts	3,862		Mississippi	1,326	
Rhode Island	644		EAST SO. CENTRAL	10,120	5.3
Connecticut	1,679		Arkansas	1,911	
NEW ENGLAND	8,762	4.6	Louisiana	2,434	
New York	10,129		Oklahoma	2,067	
New Jersey	4,673		Texas	13,736	
Pennsylvania	8,217		WEST SO. CENTRAL	20,148	10.7
MIDDLE ATLANTIC	23,019	12.2	Montana	797	
Ohio	6,638		Idaho	1,096	
Indiana	3,941		Wyoming	381	
Illinois	7,739		Colorado	3,763	
Michigan	6,320		New Mexico	1,275	
Wisconsin	3,968		Arizona	3,507	
EAST NO. CENTRAL	28,606	15.1	Utah	1,456	
Minnesota	4,302		Nevada	1,547	
Iowa	2,124		MOUNTAIN	13,822	7.3
Missouri	3,066		Alaska	610	
North Dakota	576		Washington	5,548	
South Dakota	623		Oregon	2,934	
Nebraska	1,306		California	22,875	
Kansas	1,975		Hawaii	996	
WEST NO. CENTRAL	13,972	7.4	PACIFIC	32,963	17.4
Delaware	533		UNITED STATES	188,032	99.4
Maryland	3,414		U.S. Territories	368	
Washington, DC	448		Canada	366	
Virginia	5,118		Mexico	5	
West Virginia	1,252		Other International	166	
North Carolina	5,868		APO/FPO	195	
South Carolina	2,917				
Georgia	5,173				
Florida	11,897				
SOUTH ATLANTIC	36,620	19.4			
			TOTAL QUALIFIED CIRCULATION	189,132	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	3,491,629	2,830,279	2,301,111	0:53
September	4,401,139	3,566,438	2,810,051	0:58
October	4,667,462	3,797,660	2,955,264	0:58
November	4,566,703	3,731,352	2,911,407	0:58
December	4,344,447	3,569,113	2,853,268	0:56
January	4,798,640	3,935,707	3,115,452	0:56
AVERAGE:	4,378,336	3,571,758	2,824,425	0:56

August 2020 – January 2021 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 Cookied 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 96,625 copies or 51.1%, the American Medical Association Directory for a quantity of 72,450 copies or 38.3% 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.

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 5, 2021
State	Kansas
County	Johnson
Received by BPA Worldwide	February 5, 2021
Type	BD
ID Number	A060B0D0

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. 903/01-21
Comparable

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6,332
Advertiser and Agency	162
Allocated for Trade Shows and Conventions	-
All Other	4,020
TOTAL	10,514

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	189,189	100.0	189,189	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	189,189	100.0	189,189	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August 1	187,711
August 15	188,823
September 1	188,257
September 15	189,310
October 1	189,217
October 15	190,072
November 1	189,966
November 15	189,608
December 1	189,657
December 15	189,385
*January 1	189,132
January 15	189,126

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2021

This issue is -% or 62 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	55	-	55	-	7	-	-	5	5	12	-	6	-	34	40	2	1	-
4 A Allergy	9	-	9	-	3	-	-	-	-	3	-	-	-	6	6	-	-	-
7 AN Anaesthesiology	67	-	67	-	27	-	3	5	8	35	-	-	-	19	19	6	6	1
9 CD Cardiovascular Diseases	13	-	13	-	1	-	3	1	4	5	-	-	2	6	8	-	-	-
11 D Dermatology	35	-	35	-	21	-	2	3	5	26	-	-	-	7	7	2	-	-
15 EM Emergency Medicine	911	0.5	911	-	337	-	8	309	317	654	4	12	1	156	173	48	31	5
18 FM Family Medicine	116,164	61.4	74,897	41,267	74,597	1,572	4,298	7,148	13,018	87,615	1,311	843	102	11,885	14,141	11,484	2,565	359
19 FPG Family Practice, Geriatric Medicine	521	0.3	521	-	359	-	16	52	68	427	10	9	2	64	85	4	1	4
Family Practice, Sports Medicine (Note 1)	1,100	0.6	1,100	-	794	-	74	67	141	935	4	2	-	95	101	54	8	2
21 GP General Practice	2,325	1.2	734	1,591	1,832	-	-	27	27	1,859	-	3	2	448	453	7	2	4
27 IM Internal Medicine	49,962	26.4	315	49,647	49,463	-	2	372	374	49,837	1	3	-	86	90	11	22	2
30 IMG Internal Medicine, Geriatrics	436	0.3	436	-	293	-	29	30	59	352	2	1	2	62	67	8	1	8
43 OBG Obstetrics & Gynecology	134	0.1	134	-	77	-	-	12	12	89	2	-	-	33	35	4	6	-
45 OM Occupational Medicine	248	0.1	248	-	114	-	-	15	15	129	1	20	1	84	106	11	1	1
56 PTH Pathology, Anatomic/Clinical	13	-	13	-	4	-	-	1	1	5	1	-	-	4	5	2	1	-
66 PD Pediatrics	82	0.1	82	-	33	-	2	6	8	41	1	1	1	28	31	5	5	-
76 PM Physical Medicine and Rehabilitation	29	-	29	-	7	-	-	3	3	10	-	-	-	10	10	4	4	1
78 GPM Preventative Medicine, General	258	0.2	258	-	160	-	13	12	25	185	2	5	4	55	66	1	4	2
79 P Psychiatry	72	-	72	-	21	-	3	5	8	29	-	3	-	31	34	5	4	-
PHP Public Health and General Preventive Medicine (Note 1)	47	-	47	-	12	-	-	4	4	16	-	9	2	19	30	-	1	-
86 DR Radiology, Diagnostic	13	-	13	-	5	1	4	-	5	10	-	-	-	1	1	1	1	-
94 GS Surgery, General	107	0.1	107	-	50	-	9	3	12	62	-	1	-	25	26	8	11	-
97 ORS Surgery, Orthopedic	22	-	22	-	12	-	1	1	2	14	-	-	-	7	7	-	1	-
104 OS Other Specialty	1,534	0.8	1,532	2	778	10	135	209	354	1,132	11	53	5	262	331	42	25	4
105 US Other Unspecified	13,467	7.1	13,467	-	291	-	661	19	680	971	1	1	-	11,526	11,528	1	825	142
TOTAL QUALIFIED COPIES TO PHYSICIANS	187,624	99.2	95,117	92,507	129,298	1,583	5,263	8,309	15,155	144,453	1,351	972	124	24,953	27,400	11,710	3,526	535
PERCENT TO PHYSICIANS	99.2		50.3	48.9	68.4	0.8	2.8	4.4	8.0	76.4	0.7	0.5	0.1	13.2	14.5	6.2	1.8	0.3
Medical Students	1,508	0.8																
TOTAL QUALIFIED CIRCULATION	189,132	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.