

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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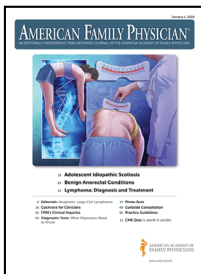
**AMERICAN FAMILY PHYSICIAN** is the American Academy of Family Physicians' (AAFP's) concise, clinical review journal for physicians and others in primary care. Articles detail the latest diagnostic and therapeutic techniques, with an emphasis on evidence-based medicine and continuing medical education (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  
187,680 average circulation

### AMERICAN FAMILY PHYSICIAN WEBSITE



2,658,658 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>AMERICAN FAMILY PHYSICIAN MAGAZINE</b> (12 issues in the period)	187,680	-	187,680
<b>AMERICAN FAMILY PHYSICIAN WEBSITE</b> (Monthly Users with 4,071,188 average Pageviews)	2,658,685	-	2,658,685

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> – Direct Request:	<b>7,925</b>	<b>5,499</b>	<b>1,956</b>	<b>15,380</b>	<b>8.2</b>
a. Written	6,556	4,656	1,744	12,956	6.9
b. Telecommunication	-	-	-	-	-
c. Electronic	1,369	843	212	2,424	1.3
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 from recipient or recipient’s company (other than request):	-	<b>7</b>	<b>1</b>	<b>8</b>	-
a. Written	-	7	1	8	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>171,798</b>	-	-	<b>171,798</b>	<b>91.8</b>
*Association rosters and directories	171,798	-	-	171,798	91.8
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>179,723</b>	<b>5,506</b>	<b>1,957</b>	<b>187,186</b>	<b>100.0</b>
<b>PERCENT</b>	<b>96.0</b>	<b>3.0</b>	<b>1.0</b>	<b>100.0</b>	

\*See Additional Data

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

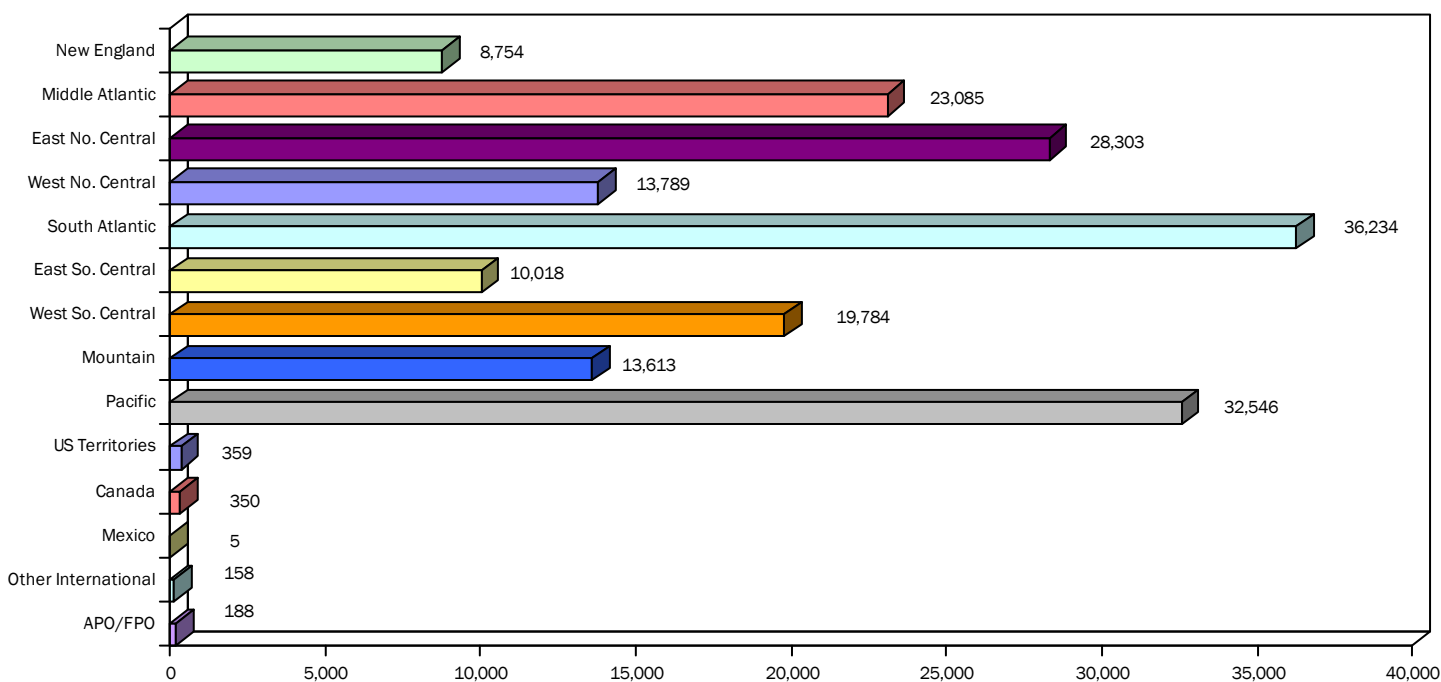
Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	187,186	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>187,186</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2020\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,200		Kentucky	2,288	
New Hampshire	840		Tennessee	3,809	
Vermont	502		Alabama	2,596	
Massachusetts	3,864		Mississippi	1,325	
Rhode Island	635		<b>EAST SO. CENTRAL</b>	<b>10,018</b>	<b>5.3</b>
Connecticut	1,713		Arkansas	1,871	
<b>NEW ENGLAND</b>	<b>8,754</b>	<b>4.7</b>	Louisiana	2,379	
New York	10,148		Oklahoma	2,065	
New Jersey	4,709		Texas	13,469	
Pennsylvania	8,228		<b>WEST SO. CENTRAL</b>	<b>19,784</b>	<b>10.6</b>
<b>MIDDLE ATLANTIC</b>	<b>23,085</b>	<b>12.3</b>	Montana	786	
Ohio	6,617		Idaho	1,072	
Indiana	3,876		Wyoming	369	
Illinois	7,674		Colorado	3,733	
Michigan	6,247		New Mexico	1,235	
Wisconsin	3,889		Arizona	3,499	
<b>EAST NO. CENTRAL</b>	<b>28,303</b>	<b>15.1</b>	Utah	1,438	
Minnesota	4,209		Nevada	1,481	
Iowa	2,096		<b>MOUNTAIN</b>	<b>13,613</b>	<b>7.3</b>
Missouri	3,067		Alaska	597	
North Dakota	547		Washington	5,428	
South Dakota	622		Oregon	2,860	
Nebraska	1,295		California	22,675	
Kansas	1,953		Hawaii	986	
<b>WEST NO. CENTRAL</b>	<b>13,789</b>	<b>7.4</b>	<b>PACIFIC</b>	<b>32,546</b>	<b>17.4</b>
Delaware	527		<b>UNITED STATES</b>	<b>186,126</b>	<b>99.4</b>
Maryland	3,369		U.S. Territories	359	
Washington, DC	427		Canada	350	
Virginia	5,065		Mexico	5	
West Virginia	1,263		Other International	158	
North Carolina	5,795		APO/FPO	188	
South Carolina	2,881				
Georgia	5,142				
Florida	11,765				
<b>SOUTH ATLANTIC</b>	<b>36,234</b>	<b>19.3</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>187,186</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



# WEBSITE CHANNEL

WWW.AAFP.ORG/AFP

2019/2020	Pageviews	Sessions	Users	Average Session Duration
August	3,804,192	3,134,020	2,506,983	0:49
September	4,045,798	3,288,515	2,610,495	0:53
October	4,389,893	3,559,670	2,815,172	0:54
November	4,178,871	3,367,043	2,691,145	0:43
December	3,839,073	3,150,416	2,566,469	0:51
January	4,169,301	3,422,994	2,761,846	0:50
<b>AVERAGE:</b>	<b>4,071,188</b>	<b>3,320,443</b>	<b>2,658,685</b>	<b>0:50</b>

August 2019 – January 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 95,794 copies or 51.2%, the American Medical Association Directory for a quantity of 69,269 copies or 37.0% and the American Osteopathic Association Directory for a quantity of 6,735 copies, or 3.6%.

### 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	February 4, 2020
State	Kansas
County	Johnson
Received by BPA Worldwide	February 4, 2020
Type	BD
ID Number	A060B0D9

#### 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. 903/01-20  
Comparable

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6,581
Advertiser and Agency	182
Allocated for Trade Shows and Conventions	-
All Other	3,646
<b>TOTAL</b>	<b>10,409</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	187,680	100.0	187,680	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>187,680</b>	<b>100.0</b>	<b>187,680</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2019/2020 Issue	Total Qualified
August 1	185,920
August 15	187,056
September 1	187,329
September 15	187,843
October 1	188,175
October 15	188,668
November 1	188,806
November 15	188,338
December 1	187,987
December 15	187,907
<b>*January 1</b>	<b>187,186</b>
January 15	186,941

\*Analyzed Issue

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

This issue is 0.3% or 539 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)												Osteopathic Physicians			Canada & Other International (P, Q) (See Note 2)
				Patient Care						Other Professional Activity						Office Based Practice (M)	Hospital Based Practice (N)		
				Hospital Based Practice			Intensives and/or 1st Year Residents			Medical Teaching			Administration					Research	
				Other Physicians (See Note 1)	Office Based (A)	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)					
3 AM Aerospace Medicine	56	-	56	-	7	-	-	4	4	11	-	6	-	37	43	2	-	-	
4 A Allergy	9	-	9	-	3	-	-	-	-	3	-	-	-	6	6	-	-	-	
7 AN Anaesthesiology	60	-	60	-	25	-	1	5	6	31	-	-	-	16	16	7	5	1	
9 CD Cardiovascular Diseases	16	-	16	-	1	-	2	3	5	6	-	-	3	6	9	-	1	-	
11 D Dermatology	38	-	38	-	23	-	1	3	4	27	-	-	-	7	7	4	-	-	
15 EM Emergency Medicine	936	0.5	936	-	351	1	8	323	332	683	4	12	2	140	158	51	39	5	
18 FM Family Medicine	116,294	62.1	76,647	39,647	74,079	1,582	3,574	7,077	12,233	86,312	1,325	871	101	11,104	13,401	13,037	3,172	372	
19 FPG Family Practice, Geriatric Medicine	531	0.3	531	-	366	-	19	56	75	441	11	9	3	61	84	2	1	3	
Family Practice, Sports Medicine (Note 1)	1,094	0.6	1,094	-	775	-	92	66	158	933	4	2	-	79	85	59	16	1	
21 GP General Practice	2,460	1.3	772	1,688	1,949	-	-	28	28	1,977	-	3	2	462	467	10	2	4	
27 IM Internal Medicine	50,395	26.9	340	50,055	49,819	2	5	431	438	50,257	2	3	-	89	94	13	29	2	
30 IMG Internal Medicine, Geriatrics	443	0.3	443	-	298	-	36	27	63	361	2	1	2	53	58	12	4	8	
43 OBG Obstetrics & Gynecology	151	0.1	151	-	87	-	2	12	14	101	3	-	-	34	37	5	8	-	
45 OM Occupational Medicine	254	0.2	254	-	115	-	-	18	18	133	1	22	1	82	106	12	2	1	
56 PTH Pathology, Anatomic/Clinical	13	-	13	-	5	-	1	-	1	6	1	-	-	5	6	1	-	-	
66 PD Pediatrics	87	-	87	-	39	-	3	5	8	47	1	1	1	31	34	4	2	-	
76 PM Physical Medicine and Rehabilitation	32	-	32	-	9	-	-	3	3	12	-	-	-	10	10	6	4	-	
78 GPM Preventative Medicine, General	260	0.2	260	-	160	-	10	11	21	181	2	5	4	60	71	1	5	2	
79 P Psychiatry	69	-	69	-	20	-	-	6	6	26	1	3	-	30	34	3	6	-	
PHP Public Health and General Preventive Medicine (Note 1)	50	-	50	-	12	-	-	4	4	16	1	10	2	19	32	1	1	-	
86 DR Radiology, Diagnostic	15	-	15	-	6	-	4	1	5	11	-	-	-	2	2	1	1	-	
94 GS Surgery, General	112	0.1	112	-	55	-	3	4	7	62	-	1	-	30	31	8	11	-	
97 ORS Surgery, Orthopedic	22	-	22	-	11	-	-	1	1	12	-	-	-	8	8	1	1	-	
104 OS Other Specialty	1,538	0.8	1,536	2	778	9	125	215	349	1,127	13	54	6	224	297	61	48	5	
105 US Other Unspecified	9,592	5.1	9,592	-	232	-	936	15	951	1,183	1	1	-	7,411	7,413	71	816	109	
<b>TOTAL QUALIFIED COPIES TO PHYSICIANS</b>	<b>184,527</b>	<b>98.6</b>	<b>93,135</b>	<b>91,392</b>	<b>129,225</b>	<b>1,594</b>	<b>4,822</b>	<b>8,318</b>	<b>14,734</b>	<b>143,959</b>	<b>1,372</b>	<b>1,004</b>	<b>127</b>	<b>20,006</b>	<b>22,509</b>	<b>13,372</b>	<b>4,174</b>	<b>513</b>	
<b>PERCENT TO PHYSICIANS</b>	<b>98.6</b>	<b>-</b>	<b>49.8</b>	<b>48.8</b>	<b>69.0</b>	<b>0.9</b>	<b>2.6</b>	<b>4.4</b>	<b>7.9</b>	<b>76.9</b>	<b>0.7</b>	<b>0.5</b>	<b>0.1</b>	<b>10.7</b>	<b>12.0</b>	<b>7.2</b>	<b>2.2</b>	<b>0.3</b>	
Medical Students	2,659	1.4																	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>187,186</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.