

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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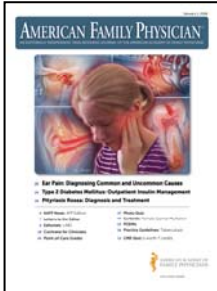
AMERICAN FAMILY PHYSICIAN is the American Academy of Family Physicians' (AAFP's) concise, clinical review journal for physicians and others in primary care. Articles detail the latest diagnostic and therapeutic techniques, with an emphasis on evidence-based medicine and continuing medical education (CME). 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
 182,287 average circulation

AMERICAN FAMILY PHYSICIAN WEBSITE



2,448,274 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)	182,287	-	182,287
AMERICAN FAMILY PHYSICIAN WEBSITE (Monthly Users with 3,911,284 average Pageviews)	2,448,274	-	2,448,274

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2018

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. TOTAL - Direct Request:	5,043	3,361	2,048	10,452	5.7
a. Written	4,503	3,058	1,766	9,327	5.1
b. Telecommunication	-	-	-	-	-
c. Electronic	540	303	282	1,125	0.6
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	172,978	-	-	172,978	94.3
*Association rosters and directories	172,978	-	-	172,978	94.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	178,021	3,361	2,048	183,430	100.0
PERCENT	97.1	1.8	1.1	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2018

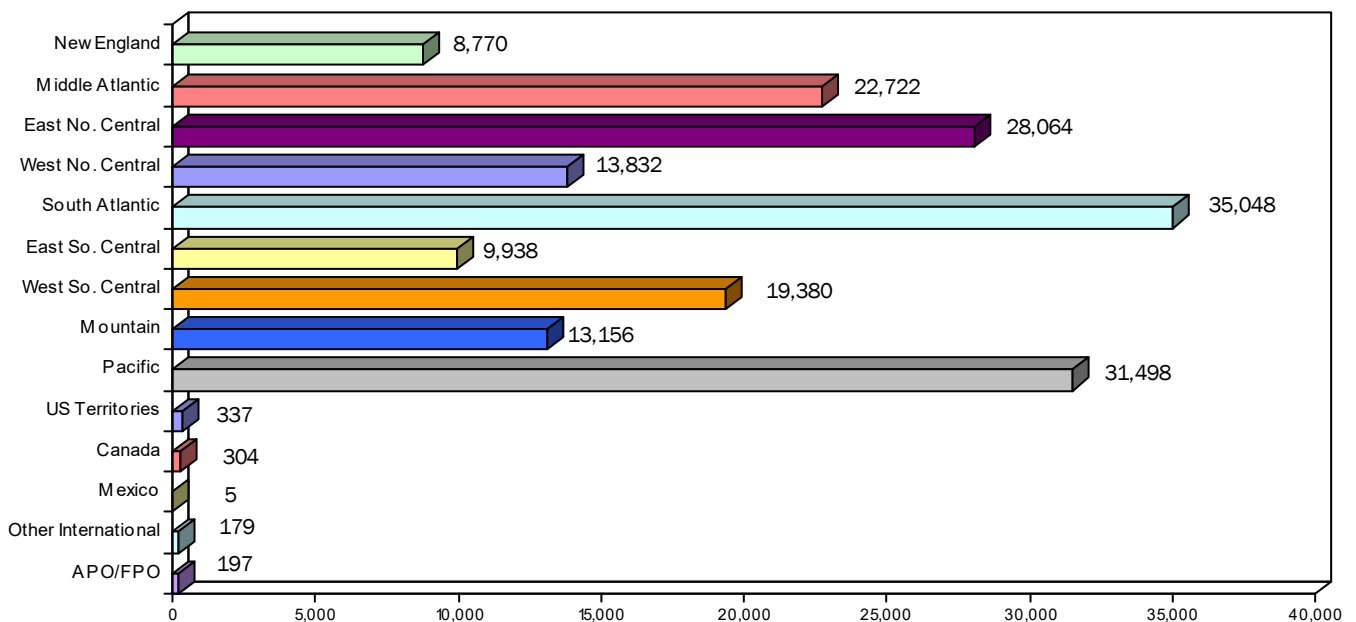
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	183,430	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	183,430	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,193		Kentucky	2,272	
New Hampshire	845		Tennessee	3,764	
Vermont	508		Alabama	2,564	
Massachusetts	3,852		Mississippi	1,338	
Rhode Island	638		EAST SO. CENTRAL	9,938	5.4
Connecticut	1,734		Arkansas	1,832	
NEW ENGLAND	8,770	4.8	Louisiana	2,414	
New York	9,994		Oklahoma	2,064	
New Jersey	4,620		Texas	13,070	
Pennsylvania	8,108		WEST SO. CENTRAL	19,380	10.5
MIDDLE ATLANTIC	22,722	12.4	Montana	765	
Ohio	6,608		Idaho	1,030	
Indiana	3,819		Wyoming	372	
Illinois	7,685		Colorado	3,569	
Michigan	6,149		New Mexico	1,221	
Wisconsin	3,803		Arizona	3,408	
EAST NO. CENTRAL	28,064	15.3	Utah	1,391	
Minnesota	4,171		Nevada	1,400	
Iowa	2,105		MOUNTAIN	13,156	7.2
Missouri	3,042		Alaska	579	
North Dakota	545		Washington	5,197	
South Dakota	649		Oregon	2,807	
Nebraska	1,361		California	21,969	
Kansas	1,959		Hawaii	946	
WEST NO. CENTRAL	13,832	7.5	PACIFIC	31,498	17.2
Delaware	507		UNITED STATES	182,408	99.4
Maryland	3,332		U.S. Territories	337	
Washington, DC	417		Canada	304	
Virginia	4,969		Mexico	5	
West Virginia	1,265		Other International	179	
North Carolina	5,626		APO/FPO	197	
South Carolina	2,762				
Georgia	4,901				
Florida	11,269				
SOUTH ATLANTIC	35,048	19.1			
			TOTAL QUALIFIED CIRCULATION	183,430	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.AAFP.ORG

2017/2018	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
August	4,050,041	3,251,697	2,569,709	0:54
September	3,831,012	3,038,217	2,391,318	0:57
October	4,239,055	3,337,226	2,598,738	1:00
November	4,200,889	3,358,002	2,632,269	0:58
December	3,387,591	2,689,134	2,152,550	0:55
January	3,759,120	2,971,220	2,345,064	0:56
AVERAGE:	3,911,284	3,107,582	2,448,274	0:56

August 2017 – January 2018 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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 91,763 copies or 50.0%, the American Medical Association Directory for a quantity of 72,791 copies or 39.7% and the American Osteopathic Association Directory for a quantity of 8,524 or 4.6%.

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 13, 2018

State Kansas

County Johnson

Received by BPA Worldwide February 13, 2018

Type BD

ID Number A060B0D7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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/O-1-18
Comparable

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6,529
Advertiser and Agency	234
Allocated for Trade Shows and Conventions	-
All Other	3,038
TOTAL	9,801

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	182,287	100.0	182,287	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	182,287	100.0	182,287	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017/2018 Issue	Total Qualified
August 1	179,131
August 15	180,375
September 1	180,798
September 15	181,623
October 1	182,681
October 15	183,418
November 1	183,867
November 15	183,390
December 1	183,089
December 15	182,563
*January 1	183,430
January 15	183,077

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 1, 2018

This issue is 0.7% or 1,247 copies above 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					TOTAL (OTHER PROFESSIONAL ACTIVITY) (L)	Office Based Practice (M)	Hospital Based Practice (N)		
				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)	
3 AM Aerospace Medicine	53	-	53	-	9	-	1	3	4	13	-	7	-	32	39	1	-	-
4 A Allergy	9	-	9	-	3	-	-	-	-	3	-	-	-	6	6	-	-	-
7 AN Anaesthesiology	70	-	70	-	22	-	3	10	13	35	-	-	-	19	19	6	9	1
9 CD Cardiovascular Diseases	12	-	12	-	1	-	-	2	2	3	-	1	1	6	8	1	-	-
11 D Dermatology	36	-	36	-	24	-	1	2	3	27	-	-	-	4	4	3	2	-
15 EM Emergency Medicine	978	0.6	978	-	377	2	4	327	333	710	4	15	2	146	167	59	37	5
18 FM Family Medicine	115,919	63.2	76,783	39,136	72,438	2,326	5,970	6,472	14,768	87,206	1,357	896	107	10,394	12,754	12,915	2,732	312
19 FPG Family Practice, Geriatric Medicine	511	0.3	511	-	355	-	22	51	73	428	13	11	3	51	78	2	-	3
Family Practice, Sports Medicine (Note 1)	987	0.5	987	-	717	-	79	51	130	847	4	2	-	67	73	54	12	1
21 GP General Practice	2,769	1.5	874	1,895	2,211	-	1	25	26	2,237	-	3	2	514	519	9	1	3
27 IM Internal Medicine	51,043	27.8	320	50,723	50,430	1	7	471	479	50,909	1	4	-	89	94	11	27	2
30 IMG Internal Medicine, Geriatrics	407	0.2	407	-	270	2	39	24	65	335	2	1	2	50	55	8	3	6
43 OBG Obstetrics & Gynecology	147	0.1	147	-	84	-	4	10	14	98	2	-	-	28	30	7	11	1
45 OM Occupational Medicine	263	0.2	263	-	118	-	-	21	21	139	1	25	1	80	107	13	3	1
56 PTH Pathology, Anatomic/Clinical	15	-	15	-	7	-	-	-	-	7	1	-	-	6	7	1	-	-
66 PD Pediatrics	89	0.1	89	-	36	-	1	4	5	41	1	1	1	30	33	9	6	-
76 PM Physical Medicine and Rehabilitation	32	-	32	-	8	-	1	2	3	11	-	-	-	9	9	6	6	-
78 GPM Preventative Medicine, General	259	0.2	259	-	146	1	23	11	35	181	2	5	4	60	71	2	3	2
79 P Psychiatry	72	-	72	-	23	-	-	5	5	28	-	3	-	29	32	2	9	1
PHP Public Health and General Preventive Medicine (Note 1)	54	-	54	-	12	-	-	7	7	19	1	10	3	20	34	-	1	-
86 DR Radiology, Diagnostic	16	-	16	-	6	-	5	-	5	11	-	-	-	2	2	1	2	-
94 GS Surgery, General	118	0.1	118	-	54	-	2	3	5	59	-	1	-	37	38	9	12	-
97 ORS Surgery, Orthopedic	22	-	22	-	12	-	-	1	1	13	-	-	-	8	8	-	1	-
104 OS Other Specialty	145	0.1	145	-	60	-	-	9	9	69	4	9	1	42	56	6	14	-
105 US Other Unspecified	6,778	3.7	6,775	3	820	28	275	206	509	1,329	11	50	3	4,128	4,192	84	1,073	100
TOTAL QUALIFIED COPIES TO PHYSICIANS	180,804	98.6	89,047	91,757	128,243	2,360	6,438	7,717	16,515	144,758	1,404	1,044	130	15,857	18,435	13,209	3,964	438
PERCENT TO PHYSICIANS	98.6	-	48.6	50.0	69.9	1.3	3.5	4.2	9.0	78.9	0.8	0.6	0.1	8.6	10.1	7.2	2.2	0.2
Medical Students	2,626	1.4																
TOTAL QUALIFIED CIRCULATION	183,430	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.