

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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**U.S. MEDICINE** is a B2B brand intended for individuals with broad-based interests in Federal Healthcare field. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

#### 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

### U.S. MEDICINE MAGAZINE



6 issues in the period  
35,763 average circulation

### U.S. MEDICINE WEBSITE



17,852 average users

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>U.S. MEDICINE MAGAZINE</b> (6 issues in the period)	35,763	-	35,763
<b>U.S. MEDICINE WEBSITE</b> (Monthly Users with 34,250 average Pageviews)	17,852	-	17,852

**FIELD SERVED**

**U.S. MEDICINE** serves medical professionals of the Department of Veterans Affairs, Department of Defense, U.S. Public Health Service and Others Allied to the Field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are physicians, pharmacists, medical center administrators, nurse practitioners, physician assistants, and medical residents.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>-</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,763	100.0	35,763	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,763</b>	<b>100.0</b>	<b>35,763</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2017 Issue	Total Qualified
July	35,833
August	35,831
September	35,788
October	35,732
November	35,717
December	35,675

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017**

This issue is 0.2% or 55 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Physicians	Medical Residents	Pharmacists	Medical Center Administrators	Nurse Practitioners	Physician Assistants
<b>Department of Veterans Affairs</b>	28,189	78.9	19,621	-	5,183	236	2,208	941
<b>Department of Defense:</b>	6,915	19.4	5,221	196	582	600	161	155
Army	2,546	7.1	1,965	97	207	224	21	32
Navy	1,742	4.9	1,388	52	125	162	13	2
Air Force	2,627	7.4	1,868	47	250	214	127	121
U.S. Public Health Service (Note 1)	613	1.7	201	-	307	5	88	12
Miscellaneous Government Agencies	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,717</b>	<b>100.0</b>	<b>25,043</b>	<b>196</b>	<b>6,072</b>	<b>841</b>	<b>2,457</b>	<b>1,108</b>

Note 1: U.S. Public Health Service includes Federal Bureau of Prisons, U.S. Coast Guard and Indian Health Service.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	<b>35,104</b>	<b>613</b>	-	<b>35,717</b>	<b>100.0</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,104</b>	<b>613</b>	-	<b>35,717</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.3</b>	<b>1.7</b>	-	<b>100.0</b>	

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017\*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
NEW ENGLAND	1,523	4.3	UNITED STATES	35,629	99.8
MIDDLE ATLANTIC	2,887	8.1	U.S. Territories	72	0.2
EAST NO. CENTRAL	4,432	12.4	Canada	-	-
WEST NO. CENTRAL	2,585	7.2	Mexico	-	-
SOUTH ATLANTIC	9,389	26.3	Other International	-	-
EAST SO. CENTRAL	2,522	7.1	APO/FPO	16	-
WEST SO. CENTRAL	4,575	12.8			
MOUNTAIN	2,811	7.9			
PACIFIC	4,905	13.7			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,717</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

WWW.USMEDICINE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	35,187	25,536	20,077	1:00
August	34,858	22,865	17,911	1:12
September	32,367	23,603	18,841	0:57
October	33,675	22,704	17,785	1:05
November	36,080	24,074	18,004	1:33
December	33,336	21,932	14,498	1:53
<b>AVERAGE:</b>	<b>34,250</b>	<b>23,452</b>	<b>17,852</b>	<b>1:16</b>

July – December 2017 data was provided by Google Analytics. 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](http://www.adicompli.com)

## ADDITIONAL DATA

### 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.

James Breuning, Publisher

Jim Nagle, 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

January 19, 2018

State

New Jersey

City

Lambertville

Received by BPA Worldwide

January 19, 2018

Type

BD

ID Number

U005B0D7

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.