

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 the 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  
35,660 average circulation

**U.S. MEDICINE  
WEBSITE**



18,499 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)	35,660	-	35,660
<b>U.S. MEDICINE WEBSITE</b> (Monthly Users with 32,824 average Pageviews)	18,499	-	18,499

**FIELD SERVED**

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

**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	500
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>500</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,660	100.0	35,660	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,660</b>	<b>100.0</b>	<b>35,660</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2019 Issue	Total Qualified
January	34,834
February	34,813
March	34,801
April	36,536
May	36,510
June	36,469

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

**This issue is 2.9% or 1,019 copies above the average of the other 5 issues reported in Paragraph 2.**

Business and Industry	Total Qualified	Percent of Total	Physicians	Pharmacists	Medical Center Administrators	Nurse Practitioners	Physician Assistants
Department of Veterans Affairs	27,128	74.3	18,760	5,041	228	2,179	920
Department of Defense:	8,779	24.0	7,307	569	589	160	154
Army	3,797	10.4	3,318	204	223	20	32
Navy	2,424	6.6	2,131	121	158	13	1
Air Force	2,558	7.0	1,858	244	208	127	121
U.S. Public Health Service (Note 1)	603	1.7	196	303	5	88	11
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,510</b>	<b>100.0</b>	<b>26,263</b>	<b>5,913</b>	<b>822</b>	<b>2,427</b>	<b>1,085</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 MAY 2019**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	<b>36,510</b>	-	-	<b>36,510</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>36,510</b>	-	-	<b>36,510</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,523	4.2	UNITED STATES	36,422	99.8
Middle Atlantic	2,655	7.3	U.S. Territories	70	0.2
East No. Central	4,302	11.8	Canada	-	-
West No. Central	2,583	7.1	Mexico	-	-
South Atlantic	9,827	26.9	Other International	-	-
East So. Central	2,563	7.0	APO/FPO	18	-
West So. Central	4,854	13.3			
Mountain	2,660	7.3	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,510</b>	<b>100.0</b>
Pacific	5,455	14.9			

\*See Additional Data

## WEBSITE CHANNEL

WWW.USMEDICINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	34,857	25,445	19,246	1:11
February	33,624	25,689	19,327	1:04
March	36,522	27,938	21,661	1:01
April	31,883	23,662	17,954	1:04
May	33,835	25,622	19,482	0:59
June	26,225	18,937	13,324	1:14
<b>AVERAGE:</b>	<b>32,824</b>	<b>24,548</b>	<b>18,499</b>	<b>1:05</b>

January – June 2019 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.

## 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 F. Breuning, Publisher

(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 August 26, 2019

State New Jersey

County Hunterdon

Received by BPA Worldwide August 26, 2019

Type BD

ID Number U005B0J9

#### 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.