

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
36,107 average circulation

**U.S. MEDICINE
WEBSITE**



12,994 average users

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| U.S. MEDICINE MAGAZINE (6 issues in the period) | 36,107 | - | 36,107 |
| U.S. MEDICINE WEBSITE (Monthly Users with 25,871 average Pageviews) | 12,994 | - | 12,994 |

FIELD SERVED

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

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

| Non-qualified Not Included Elsewhere | Copies |
|--|------------|
| Other Paid Circulation | - |
| Advertiser and Agency | - |
| Allocated for Trade Shows and Conventions | - |
| All Other | 921 |
| TOTAL | 921 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|--|--------------------|--------------|-----------------------|--------------|-------------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 36,107 | 100.0 | 36,107 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 36,107 | 100.0 | 36,107 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2019 Issue | Total Qualified |
|------------|--------------------|
| July | 36,119 |
| August | 35,842 |
| September | 36,528 |
| October | 37,593 |
| November | 35,100 |
| December | 35,459 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019
 This issue is 3.3% or 1,208 copies below 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 | 25,884 | 73.8 | 17,156 | 5,975 | 101 | 1,934 | 718 |
| Department of Defense: | 8,614 | 24.5 | 7,193 | 554 | 580 | 157 | 130 |
| Army | 3,728 | 10.6 | 3,282 | 198 | 221 | 19 | 8 |
| Navy | 2,347 | 6.7 | 2,059 | 118 | 156 | 13 | 1 |
| Air Force | 2,539 | 7.2 | 1,852 | 238 | 203 | 125 | 121 |
| U.S. Public Health Service (Note 1) | 602 | 1.7 | 195 | 303 | 5 | 88 | 11 |
| TOTAL QUALIFIED CIRCULATION | 35,100 | 100.0 | 24,544 | 6,832 | 686 | 2,179 | 859 |

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 2019

| Qualification Source | Qualified Within | | | Total Qualified | Percent |
|---|------------------|---------|---------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | - | - | - | - | - |
| II. Request from recipient's company: | 35,100 | - | - | 35,100 | 100.0 |
| III. Membership Benefit: | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - |
| V. TOTAL – 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: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 35,100 | - | - | 35,100 | 100.0 |
| PERCENT | 100.0 | - | - | 100.0 | |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019*

| Region | Total Qualified | Percent | Region | Total Qualified | Percent |
|------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| New England | 1,285 | 3.7 | UNITED STATES | 34,811 | 99.2 |
| Middle Atlantic | 2,681 | 7.6 | U.S. Territories | 280 | 0.8 |
| East No. Central | 3,663 | 10.4 | Canada | - | - |
| West No. Central | 2,418 | 6.9 | Mexico | - | - |
| South Atlantic | 9,733 | 27.8 | Other International | - | - |
| East So. Central | 2,219 | 6.3 | APO/FPO | 9 | - |
| West So. Central | 4,797 | 13.7 | | | |
| Mountain | 2,754 | 7.8 | TOTAL QUALIFIED CIRCULATION | 35,100 | 100.0 |
| Pacific | 5,261 | 15.0 | | | |

*See Additional Data

WEBSITE CHANNEL

WWW.USMEDICINE.COM

| 2019 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| July | 24,023 | 17,035 | 11,913 | 1:12 |
| August | 25,297 | 17,916 | 12,455 | 1:16 |
| September | 27,369 | 19,614 | 13,527 | 1:24 |
| October | 31,833 | 22,249 | 16,832 | 1:06 |
| November | 23,853 | 17,104 | 11,946 | 1:24 |
| December | 22,852 | 16,838 | 11,293 | 1:20 |
| AVERAGE: | 25,871 | 18,459 | 12,994 | 1:17 |

July – December 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 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

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 | February 24, 2020 |
| State | New Jersey |
| County | Hunterdon |
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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.