

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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CONTEMPORARY OB/GYN is a B2B brand intended for individuals with broad-based interests in obstetrics and/or gynecology. 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.

FIELD SERVED

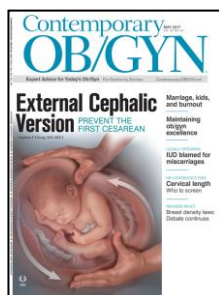
CONTEMPORARY OB/GYN serves physicians (MD's and DO's) who specialize in obstetrics and/or gynecology, neonatal-perinatal medicine, maternal-fetal medicine, gynecological oncology, reproductive endocrinology; physicians who have a primary specialty in family practice, general practice, and endocrinology, with a secondary specialty in obstetrics and/or gynecology and other physician specialties allied to the field. It also serves nurse practitioners, physician assistants and other allied healthcare professionals.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are medical and osteopathic physicians actively engaged in office-based patient care and other professional activities in these specialties as described in Paragraph 3a.

CHANNELS

**CONTEMPORARY
 OB/GYN
 MAGAZINE**



6 Issues in the period
 48,406 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CONTEMPORARY OB/GYN MAGAZINE (6 issues in the period)	48,128	278	48,406
a. Print	46,188	277	46,465
b. Digital	1,940	1	1,941
1. Requested	-	-	-
2. Non-Requested	1,940	1	1,941

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	302
Allocated for Trade Shows and Conventions	67
All Other	288
TOTAL	657

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,406	100.0	48,128	99.4	278	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,406	100.0	48,128	99.4	278	0.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
February	46,726	2,222	48,948
March	46,667	2,218	48,885
April	46,687	2,330	49,017
May	46,531	2,331	48,862
June	46,316	1,257	47,573
July	45,871	1,283	47,154

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

This issue is 3.1% or 1,503 copies below the average of the other 5 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	PRINT	DIGITAL
43 OBG Obstetrics & Gynecology	39,076	82.8	38,291	785
23 GYN Gynecology	4,134	8.8	3,972	162
42 OBS Obstetrics	83	0.2	40	43
32 MFM Maternal & Fetal Medicine	147	0.3	56	91
88 REN Reproductive Endocrinology	66	0.1	15	51
22 GO Gynecological Oncology	40	0.1	21	19
21 GP General Practice	34	0.1	7	27
34 NPM Neonatal-Perinatal Medicine	13	-	4	9
Other Physician Specialty	265	0.6	170	95
TOTAL QUALIFIED COPIES TO PHYSICIANS	43,858	93.0	42,576	1,282
PERCENT TO PHYSICIANS	93.0		90.3	2.7
Nurse Practitioner/Physician Assistant	3,250	6.9	3,250	-
Nurse, Midwife, Other	6	-	5	1
OTHER PAID CIRCULATION	40	0.1	40	-
TOTAL QUALIFIED CIRCULATION	47,154	100.0	45,871	1,283
PERCENT	100.0		97.3	2.7

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

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	43,470	3,191	493	45,871	1,283	47,154	100.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,470	3,191	493	45,871	1,283	47,154	100.0
PERCENT	92.2	6.8	1.0	97.3	2.7	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	2,674	31	2,705	5.7	UNITED STATES	45,278	568	45,846	97.2
MIDDLE ATLANTIC	6,959	92	7,051	15.0	U.S. TERRITORIES	477	13	490	1.0
EAST NO. CENTRAL	6,921	81	7,002	14.8	CANADA	43	-	43	0.1
WEST NO. CENTRAL	2,794	31	2,825	6.0	MEXICO	1	53	54	0.1
SOUTH ATLANTIC	8,892	117	9,009	19.1	OTHER INTERNATIONAL	47	649	696	1.5
EAST SO. CENTRAL	2,320	28	2,348	5.0	APO/FPO	25	-	25	0.1
WEST SO. CENTRAL	4,734	44	4,778	10.1					
MOUNTAIN	3,006	50	3,056	6.5	TOTAL QUALIFIED CIRCULATION	45,871	1,283	47,154	100.0
PACIFIC	6,978	94	7,072	15.0					

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 47,154 copies or 100.0%, including MedData Group Healthcare Professional Database.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Kelly Kemper, Audience Development Manager

Christine Shappell, Audience Development Director

(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	September 14, 2017
State	Minnesota
County	St. Louis
Received by BPA Worldwide	September 14, 2017
Type	BJ
ID Number	C128B0J7

About BPA Worldwide:

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