

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 PEDIATRICS is a B2B brand intended for individuals with broad-based interests in pediatrics. 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 PEDIATRICS serves physicians (MDs and DOs) who specialize in pediatrics, pediatric allergy, pediatric internal medicine, adolescent medicine, neonatal-perinatal medicine and pediatric infectious diseases, pediatric nurse practitioners, other nurse practitioners and nurses. Also qualified are paid subscribers.

DEFINITION OF RECIPIENT QUALIFICATION
 Qualified recipients are physicians in office based practice, hospital based practice including interns and/or 1st year residents, residents, and full time hospital staff; medical teaching, and other professional activity.

CHANNELS

CONTEMPORARY PEDIATRICS MAGAZINE



6 Issues in the period
 59,001 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CONTEMPORARY PEDIATRICS MAGAZINE (6 issues in the period)	58,735	266	59,001
a. Print	48,003	266	48,269
b. Digital	10,732	-	10,732
1. Requested	-	-	-
2. Non-Requested	10,732	-	10,732

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	360
Allocated for Trade Shows and Conventions	108
All Other	260
TOTAL	728

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	59,001	100.0	58,735	99.5	266	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	59,001	100.0	58,735	99.5	266	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
February	47,812	9,997	57,809
March	48,560	9,133	57,693
April	47,434	9,652	57,086
May	48,327	8,676	57,003
June	48,750	13,458	62,208
July	48,728	13,479	62,207

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017
 This issue is 6.6% or 3,847 copies above the average of the other 5 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION			TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
66	PD	Pediatrics	60,677	97.5	48,138	12,539
		Internal Medicine/Pediatrics	63	0.1	35	28
67	PDA	Pediatrics, Allergy	11	-	5	6
2	ADL	Adolescent Medicine	37	0.1	23	14
34	NPM	Neonatal-Perinatal Medicine	51	0.1	30	21
		Pediatric, Infectious Diseases	19	-	8	11
104	OS	Other Specialty	567	0.9	226	341
TOTAL COPIES TO PHYSICIANS			61,425	98.7	48,465	12,960
PERCENT TO PHYSICIANS			98.7		77.9	20.8
	PNP	Pediatric Nurse Practitioners, Other Nurse Practitioners, and Nurses	688	1.1	169	519
		Other Paid Circulation	94	0.2	94	-
TOTAL QUALIFIED CIRCULATION			62,207	100.0	48,728	13,479

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	60,149	690	1,368	48,728	13,479	62,207	100.0
*Association rosters and directories	60,149	690	1,368	48,728	13,479	62,207	100.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,149	690	1,368	48,728	13,479	62,207	100.0
PERCENT	96.7	1.1	2.2	78.3	21.7	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017

Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	3,362	987	4,349	7.0
MIDDLE ATLANTIC	7,491	2,437	9,928	16.0
EAST NO. CENTRAL	7,015	1,954	8,969	14.4
WEST NO. CENTRAL	3,101	687	3,788	6.1
SOUTH ATLANTIC	9,025	2,731	11,756	18.9
EAST SO. CENTRAL	2,373	457	2,830	4.5
WEST SO. CENTRAL	5,023	1,055	6,078	9.8
MOUNTAIN	2,829	746	3,575	5.7
PACIFIC	7,744	2,146	9,890	15.9
UNITED STATES	47,963	13,200	61,163	98.3
U.S. Territories	717	106	823	1.3
Canada	26	-	26	0.1
Mexico	-	11	11	-
Other International	7	159	166	0.3
APO/FPO	15	3	18	-
TOTAL QUALIFIED CIRCULATION	48,728	13,479	62,207	100.0

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:

Association rosters and directories include 1 source of circulation for a quantity of 62,207 copies or 100%, 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.

Wendy Bong, 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 8, 2017
State	Minnesota
County	St. Louis
Revised	September 8, 2017
Type	BD
ID Number	C130B0J7

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.