



Urology Times

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JULY 2017



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.

UBM Medica, a division of
UBM Life Sciences
485 Route 1 South, Suite 210
Iselin, NJ 08830
Tel. No.: (212) 951-6600
Fax No.: (212) 951-6666
www.urologytimes.com

UROLOGY TIMES is a B2B brand intended for individuals with broad-based interests in urology. 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

UROLOGY TIMES serves the field of urology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are urologists, pediatric urologists and gynecologists allied to the field of urology as reported in Paragraph 3a herein, and other paid circulation.

CHANNELS

UROLOGY TIMES MAGAZINE



7 Issues in the period
12,513 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
UROLOGY TIMES MAGAZINE (7 issues in the period)	12,482	31	12,513
a. Print	11,171	30	11,201
b. Digital	1,311	1	1,312
1. Requested	-	-	-
2. Non-Requested	1,311	1	1,312

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	273
Allocated for Trade Shows and Conventions	75
All Other	306
TOTAL	654

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,513	100.0	12,482	99.8	31	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,513	100.0	12,482	99.8	31	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
February	11,220	1,014	12,234
March	11,186	1,028	12,214
April 1	11,165	1,002	12,167
April 15	11,184	996	12,180
May	11,235	937	12,172
June	11,200	2,110	13,310
July	11,211	2,099	13,310

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017
This issue is 7.5% or 930 copies above the average of the other 6 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Urologists	11,821	88.9	10,024	1,797
Pediatric Urologists	17	0.1	15	2
Other qualified recipients	484	3.6	236	248
Total Copies to Physicians	12,322	92.6	10,275	2,047
Percent to Physicians	92.6		77.2	15.4
Nurse Practitioner/ Physician Assistant	988	7.4	936	52
TOTAL QUALIFIED CIRCULATION	13,310	100.0	11,211	2,099
PERCENT	100.0		84.2	15.8

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
II. TOTAL – Request from recipient’s company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	12,526	359	425	11,211	2,099	13,310	100.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-
*Other sources	12,526	359	425	11,211	2,099	13,310	100.0
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,526	359	425	11,211	2,099	13,310	100.0
PERCENT	94.1	2.7	3.2	84.2	15.8	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	627	136	763	5.7	UNITED STATES	11,110	1,921	13,031	98.0
MIDDLE ATLANTIC	1,788	326	2,114	15.9	U.S. Territories	85	27	112	0.8
EAST NO. CENTRAL	1,711	284	1,995	15.0	Canada	14	-	14	0.1
WEST NO. CENTRAL	739	114	853	6.4	Mexico	-	4	4	-
SOUTH ATLANTIC	2,270	405	2,675	20.1	Other International	-	147	147	1.1
EAST SO. CENTRAL	655	89	744	5.6	APO/FPO	2	-	2	-
WEST SO. CENTRAL	1,111	149	1,260	9.5					
MOUNTAIN	654	102	756	5.7	TOTAL QUALIFIED CIRCULATION	11,211	2,099	13,310	100.0
PACIFIC	1,555	316	1,871	14.1					

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Copies are distributed via the US Postal Service under a Periodicals class permit for the print version. 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 13,310 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.

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

BJ

ID Number

U017B0J7

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.