

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.

Wolters Kluwer,
Lippincott Williams & Wilkins
2001 Market Street
Philadelphia, PA 19103
www.thehearingjournal.com

Established in 1947, **THE HEARING JOURNAL** is a monthly publication for hearing healthcare professionals. Every issue provides readers with accurate, timely, and practical information to help them in their practices including the latest developments in patient care, technology, practice management, and professional issues. Popular monthly features include Hearing Matters, Journal Club, Clinical Consultation, and Building Blocks.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

THE HEARING JOURNAL is produced in a print format. The editorial for the print copy is the same for all recipients.

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

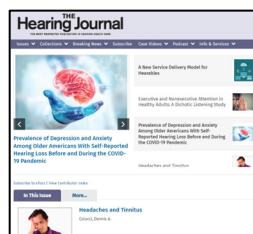
THE HEARING JOURNAL PRINT MAGAZINE



THE HEARING JOURNAL E-NEWSLETTER



THE HEARING JOURNAL WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE HEARING JOURNAL PRINT MAGAZINE (6 issues in the period)	22,000	-	22,000
(See Paragraph 3b for Source)			
THE HEARING JOURNAL E-NEWSLETTER (6 issued in the period)	13,334	-	13,334
THE HEARING JOURNAL WEBSITE (Monthly Users with 31,428 average Pageviews)	18,976	-	18,976

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

THE HEARING JOURNAL serves the Hearing Health Community.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are audiologists (including clinical, private practice, educational, military and government), hearing aid specialists, otorhinolaryngologists, otologists, otolaryngologists; Non-audiologists/MDs (including government, education, clinics, hospitals and societies in the hearing health field), manufacturers, suppliers and others related to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	769
TOTAL	769

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,000	100.0	22,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,000	100.0	22,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	22,000
February	22,000
March	22,000
April	22,000
May	22,000
June	22,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Breakout Of United States Qualified Circulation	Breakout of Canadian Qualified Circulation
1. AUDIOLOGISTS (including Clinical, Private Practice, Educational, Military and Government)	14,696	66.8	14,077	619
2. HEARING AID SPECIALISTS (Retail specialists and consultants)	5,301	24.1	5,036	265
3. MEDICAL SPECIALISTS				
A. Otorhinolaryngologists/Otologists/Otolaryngologists	313	1.4	309	4
4. Non-Audiologist/MDs (Government, Education, Clinics, Hospitals and societies in the hearing health field)	327	1.5	309	18
5. Manufacturers and Suppliers	246	1.1	232	14
Others Allied to the Field	1,117	5.1	1,037	80
TOTAL QUALIFIED CIRCULATION	22,000	100.0	21,000	1,000
PERCENT	100.0		95.5	4.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,140	2,658	2,260	14,058	63.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,942	-	-	7,942	36.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	7,942	-	-	7,942	36.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,082	2,658	2,260	22,000	100.0
PERCENT	77.6	12.1	10.3	100.0	

*See Additional Data

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*	January – June 2023*
Total Audit Average Qualified:	22,000	22,000	22,000	22,000	22,000	22,000
Qualified Non-Paid:	22,000	22,000	22,000	22,000	22,000	22,000
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

**NC = None Claimed.

State	Total Qualified	Percent
Maine	120	
New Hampshire	111	
Vermont	63	
Massachusetts	439	
Rhode Island	80	
Connecticut	265	
NEW ENGLAND	1,078	4.9
New York	1,233	
New Jersey	549	
Pennsylvania	910	
MIDDLE ATLANTIC	2,692	12.3
Ohio	926	
Indiana	509	
Illinois	873	
Michigan	732	
Wisconsin	480	
EAST NO. CENTRAL	3,520	16.0
Minnesota	536	
Iowa	296	
Missouri	467	
North Dakota	73	
South Dakota	111	
Nebraska	177	
Kansas	259	
WEST NO. CENTRAL	1,919	8.7
Delaware	68	
Maryland	373	
Washington, DC	50	
Virginia	459	
West Virginia	156	
North Carolina	700	
South Carolina	297	
Georgia	526	
Florida	1,492	
SOUTH ATLANTIC	4,121	18.8

State	Total Qualified	Percent
Kentucky	264	
Tennessee	467	
Alabama	261	
Mississippi	152	
EAST SO. CENTRAL	1,144	5.2
Arkansas	197	
Louisiana	245	
Oklahoma	257	
Texas	1,374	
WEST SO. CENTRAL	2,073	9.4
Montana	102	
Idaho	150	
Wyoming	56	
Colorado	453	
New Mexico	152	
Arizona	450	
Utah	241	
Nevada	118	
MOUNTAIN	1,722	7.8
Alaska	44	
Washington	514	
Oregon	359	
California	1,730	
Hawaii	64	
PACIFIC	2,711	12.3
UNITED STATES	20,980	95.4
U.S. Territories	16	
Canada	1,000	
Mexico	-	
Other International	-	
APO/FPO	4	
TOTAL QUALIFIED CIRCULATION	22,000	100.0

Region	Number of U.S. Residents
New England	1,078
Middle Atlantic	2,692
East No. Central	3,520
West No. Central	1,919
South Atlantic	4,121
East So. Central	1,144
West So. Central	2,073
Mountain	1,722
Pacific	2,711
U.S. Territories	16
Canada	1,000
APO/FPO	4

E-NEWSLETTER CHANNEL

2023

The Hearing Journal

January 10	13,257
February 14	13,308
March 14	13,264
April 11	13,313
May 9	13,371
June 13	13,493
AVERAGE:	
	13,334

The Hearing Journal (6 issued in the period)

WEBSITE CHANNEL

WWW.THEHEARINGJOURNAL.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	47,362	33,761	29,005	1:28
February	41,718	30,488	25,744	1:34
March	30,424	22,001	18,399	1:19
April	27,078	19,307	16,102	1:24
May	23,868	16,721	14,118	1:24
June	18,122	12,372	10,491	1:24
AVERAGE:	31,428	22,441	18,976	1:25

January – June 2023 data was provided by Omniture. 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

MAGAZINE:

PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 145 copies or 0.7% to 5,173 copies or 23.5%, including List Strategies/InfoUSA and American Audiologists List.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are 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.

Lynn Nace, Associate Director, Publishing

Daniel Lenz, Senior Audience Operations Manager

(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	July 19, 2023
State	New York
County	New York
Received by BPA Worldwide	July 19, 2023
Type	BJ
ID Number	H015BRJ23

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

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