

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.em-news.com

EMERGENCY MEDICINE NEWS provides breaking coverage of advances, trends, and issues within the field, as well as clinical commentary by Editorial Board Chairman James R. Roberts, MD, a leader in the field. The newspaper features comprehensive special reports, illuminating profiles, and dynamic editorials.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES
EMERGENCY MEDICINE NEWS 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

EMERGENCY MEDICINE NEWS PRINT MAGAZINE



EMERGENCY MEDICINE NEWS E-NEWSLETTER



EMERGENCY MEDICINE NEWS WEBSITE



EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| EMERGENCY MEDICINE NEWS PRINT MAGAZINE (6 issues in the period) | 36,667 | - | 36,667 |
| (See Paragraph 3b for Source) | | | |
| EMERGENCY MEDICINE NEWS E-NEWSLETTER (24 issued in the period) | 18,952 | - | 18,952 |
| EMERGENCY MEDICINE NEWS WEBSITE (Monthly Users with 54,145 average Pageviews) | 36,836 | - | 36,836 |

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 EMERGENCY MEDICINE NEWS serves the emergency medicine market.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians with specialties of emergency medicine, pediatric emergency medicine, and urgent care.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | - |
| Advertiser and Agency | - |
| Allocated for Trade Shows and Conventions | - |
| All Other | 1,439 |
| TOTAL | 1,439 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 36,667 | 100.0 | 36,667 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 36,667 | 100.0 | 36,667 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2023 Issues | Total Qualified |
|-------------|-----------------|
| February | 37,000 |
| March | 37,000 |
| April | 37,000 |
| May | 37,000 |
| June | 37,000 |
| July | 35,000 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023

This issue is 5.4% or 2,000 copies below the average of the other 5 issues reported in Paragraph 2.

| Professional Classification* | Total Qualified | Percent of Total |
|------------------------------------|-----------------|------------------|
| Emergency Medicine | 34,875 | 99.7 |
| Pediatric Emergency Medicine | 39 | 0.1 |
| Urgent Care Medicine | 86 | 0.2 |
| TOTAL QUALIFIED CIRCULATION | 35,000 | 100.0 |

*Qualified recipients are physicians with specialties of emergency medicine, pediatric emergency medicine, and urgent care.

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

| Qualification Source | Qualified Within | | | Total Qualified | Percent |
|---|------------------|----------|----------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | - | - | - | - | - |
| II. Request from recipient's company: | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - |
| IV. Communication (other than request): | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): | 35,000 | - | - | 35,000 | 100.0 |
| *Association rosters and directories | 35,000 | - | - | 35,000 | 100.0 |
| Business directories | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| Other sources | - | - | - | - | - |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 35,000 | - | - | 35,000 | 100.0 |
| PERCENT | 100.0 | - | - | 100.0 | - |

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|---|----------------------------|----------------------|----------------------------|----------------------|----------------------------|-----------------------|
| | August 2020 – January 2021 | February - July 2021 | August 2021 – January 2022 | February - July 2022 | August 2022 – January 2023 | February - July 2023* |
| Total Audit Average Qualified: | 40,000 | 40,000 | 39,183 | 38,833 | 36,792 | 36,667 |
| Qualified Non-Paid: | 40,000 | 40,000 | 39,183 | 38,833 | 36,792 | 36,667 |
| 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 |

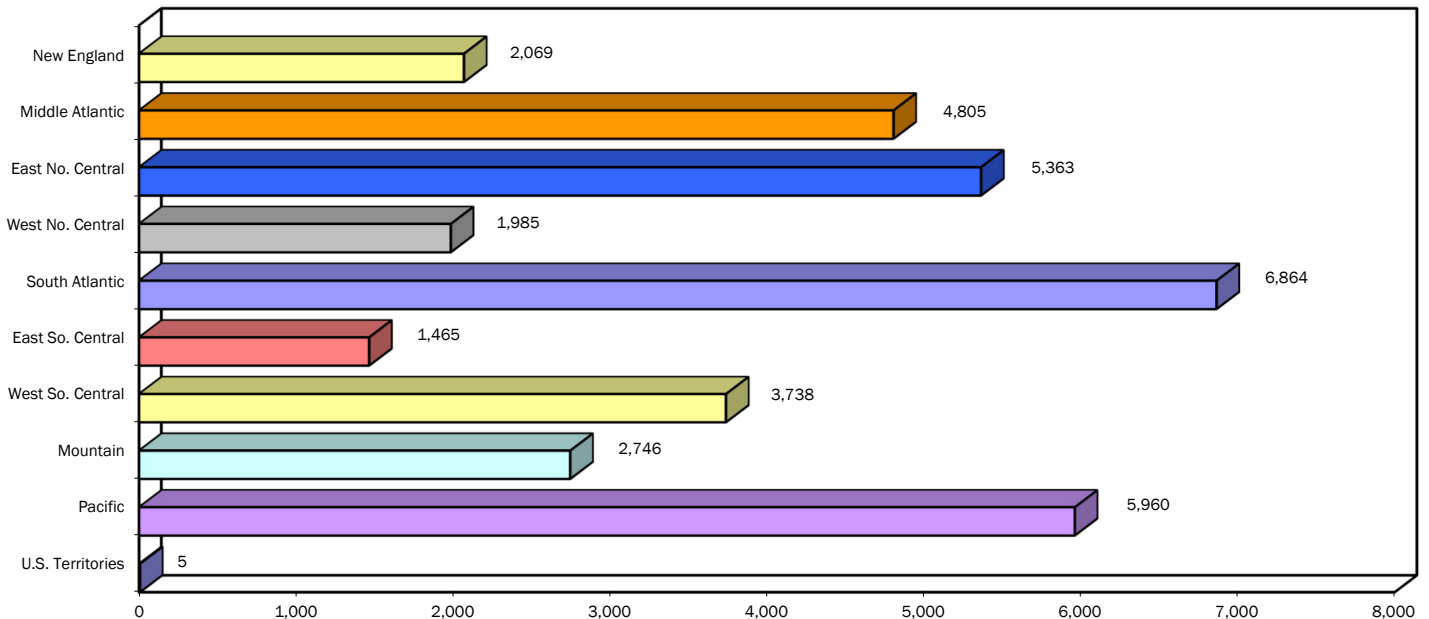
***NOTE: February – July 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**
****NC = None Claimed.**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023*

| Region | Total Qualified | Percent | Region | Total Qualified | Percent |
|------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| New England | 2,069 | 5.9 | UNITED STATES | 34,995 | 100.0 |
| Middle Atlantic | 4,805 | 13.7 | U.S. Territories | 5 | - |
| East No. Central | 5,363 | 15.3 | Canada | - | - |
| West No. Central | 1,985 | 5.7 | Mexico | - | - |
| South Atlantic | 6,864 | 19.6 | Other International | - | - |
| East So. Central | 1,465 | 4.2 | APO/FPO | - | - |
| West So. Central | 3,738 | 10.7 | | | |
| Mountain | 2,746 | 7.9 | | | |
| Pacific | 5,960 | 17.0 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 35,000 | 100.0 |

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2023

Emergency Medicine News E-Newsletter

| 2023 | Emergency Medicine News E-Newsletter |
|-----------------|--------------------------------------|
| FEBRUARY | |
| February 7 | 19,118 |
| February 14 | 19,172 |
| February 21 | 19,162 |
| February 28 | 19,133 |
| MARCH | |
| March 7 | 19,109 |
| March 14 | 19,095 |
| March 21 | 19,062 |
| March 28 | 19,025 |
| APRIL | |
| April 4 | 18,936 |
| April 11 | 18,997 |
| April 18 | 18,985 |
| April 25 | 18,882 |
| MAY | |
| May 2 | 18,949 |
| May 9 | 18,924 |
| May 16 | 18,932 |
| May 23 | 18,901 |
| JUNE | |
| June 6 | 18,847 |
| June 13 | 18,833 |
| June 20 | 18,810 |
| June 27 | 18,803 |
| JULY | |
| July 5 | 18,786 |
| July 11 | 18,834 |
| July 18 | 18,805 |
| July 25 | 18,754 |
| AVERAGE: | 18,952 |

Emergency Medicine News E-Newsletter (24 issued in the period)

WEBSITE CHANNEL

<http://journals.lww.com/em-news/pages/default.aspx>

| 2023 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| February | 75,767 | 62,562 | 55,690 | 1:10 |
| March | 74,571 | 59,739 | 51,795 | 0:58 |
| April | 60,164 | 48,200 | 42,303 | 1:02 |
| May | 49,013 | 38,316 | 33,291 | 1:03 |
| June | 38,547 | 27,262 | 22,805 | 1:22 |
| July | 26,808 | 18,044 | 15,133 | 1:33 |
| AVERAGE: | 54,145 | 42,353 | 36,836 | 1:11 |

February – July 2023 data was provided by Adobe 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 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:

Association rosters and directories include 1 source of circulation for a quantity of 35,000 copies or 100.0%, including AMA/AOA Physician Master File.

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 | August 16, 2023 |
| State | New York |
| County | New York |
| Received by BPA Worldwide | August 16, 2023 |
| Type | BD |
| ID Number | E040BRJ23 |

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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