

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.BrainandLife.org

BRAIN & LIFE is a consumer brand that provides patients, their caregivers, and healthcare professionals with information on neurologic conditions. Brain & Life is distributed at point-of-care through American Academy of Neurology (AAN) member offices and by individual subscription.

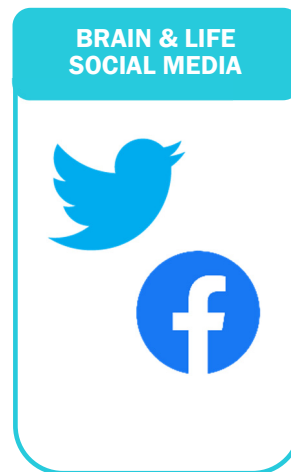
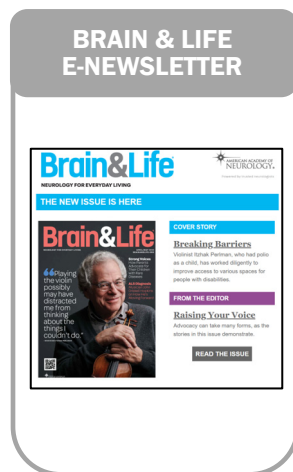
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

BRAIN & LIFE 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



EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
BRAIN & LIFE PRINT MAGAZINE (3 issues in the period)	-	328,929	328,929
(See Paragraph 4 for Source)			
BRAIN & LIFE E-NEWSLETTER (3 issued in the period)	-	442,473	442,473
BRAIN & LIFE SOCIAL MEDIA*			
a. Twitter followers	-	40,979	40,979
b. Facebook likes	-	109,484	109,484

*Social Media claims are cumulative figures, not averages.

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

MARKET SERVED

BRAIN & LIFE serves patients, families, friends, caregivers, and professionals interested in neurological conditions and disorders, and others allied to the field.

PRICE AND FREQUENCY

**NC Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)

6 Issues Per Year

**NC All Single-Copy Sales Prices for the Period

****NC = None Claimed**

AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

Total Qualified	328,929
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	-
Subscriptions	-
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	328,929

****NC = None Claimed**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	328,929	100.0	328,929	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	-	-	328,929	100.0	328,929	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	-	-	328,929	100.0	328,929	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
February/March	328,277
April/May	329,153
June/July	329,358

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE APRIL/MAY 2023
 This issue is 0.1% or 335 copies above the average of the other 2 issues reported in Paragraph 2.

Breakout of Consumer Market	Total Qualified	Percent of Total
Patients, families, friends, caregivers, and professionals interested in neurological conditions and disorders and others allied to the field	329,153	100.0
TOTAL QUALIFIED CIRCULATION	329,153	100.0

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	187,953	84,785	54,818	327,556	99.5
II. Request from recipient's company:	421	537	639	1,597	0.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or redistributor (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above:	-	-	-	-	-
Rosters and directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Delivered Unlabeled Single Copies	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	188,374	85,322	55,457	329,153	100.0
PERCENT	57.2	25.9	16.9	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2020	January - June 2021	July - December 2021	January - June 2022	July - December 2022*	January - June 2023*
Total Audit Average Qualified:	303,437	301,071	313,795	317,215	327,705	328,929
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid:	-	-	-	-	-	-
Subscriptions	-	-	-	-	-	-
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	303,437	301,071	313,795	317,215	327,705	328,929
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: July 2022 - June 2023 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 APRIL/MAY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	2,194		Kentucky	4,532	
New Hampshire	1,989		Tennessee	7,504	
Vermont	898		Alabama	5,019	
Massachusetts	7,928		Mississippi	2,310	
Rhode Island	1,381		EAST SO. CENTRAL	19,365	5.9
Connecticut	4,043		Arkansas	3,017	
NEW ENGLAND	18,433	5.6	Louisiana	3,541	
New York	19,169		Oklahoma	3,388	
New Jersey	8,795		Texas	19,770	
Pennsylvania	16,442		WEST SO. CENTRAL	29,716	9.0
MIDDLE ATLANTIC	44,406	13.5	Montana	1,295	
Ohio	14,517		Idaho	1,548	
Indiana	7,258		Wyoming	552	
Illinois	12,430		Colorado	5,389	
Michigan	12,306		New Mexico	2,186	
Wisconsin	8,554		Arizona	7,810	
EAST NO. CENTRAL	55,065	16.7	Utah	1,822	
Minnesota	6,679		Nevada	2,750	
Iowa	3,716		MOUNTAIN	23,352	7.1
Missouri	6,775		Alaska	500	
North Dakota	807		Washington	7,200	
South Dakota	885		Oregon	4,751	
Nebraska	2,200		California	27,787	
Kansas	2,952		Hawaii	1,233	
WEST NO. CENTRAL	24,014	7.3	PACIFIC	41,471	12.6
Delaware	1,369		UNITED STATES	327,148	99.4
Maryland	6,337		U.S. Territories	1,908	
Washington, DC	362		Canada	-	
Virginia	9,948		Mexico	-	
West Virginia	2,112		Other International	-	
North Carolina	11,670		APO/FPO	97	
South Carolina	6,153				
Georgia	8,968				
Florida	24,407				
SOUTH ATLANTIC	71,326	21.7			
			TOTAL QUALIFIED CIRCULATION	329,153	100.0

*See Additional Data



E-NEWSLETTER CHANNEL

2023	Description	Brain & Life
February 9	February/March	432,850
April 15	April/Mary	444,905
June 8	June/July	449,663
AVERAGE:		442,473

Brain & Life (3 issued in the period)

SOCIAL MEDIA CHANNEL

Brain & Life Social Media

2023	 Twitter followers http://twitter.com/BrainandLifeMag	 Facebook likes https://www.facebook.com/BrainandLifeMag
Beginning Balance	40,759	101,084
January	40,871	102,554
February	40,943	103,973
March	40,962	104,755
April	41,005	105,596
May	40,979	106,345
June	40,979	109,484

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

Copies are addressed to individual subscribers and mailed via USPS. Copies are also served to members of the American Academy of Neurology (AAN).

AVERAGE NON-QUALIFIED CIRCULATION: 173,503 COPIES

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Social Media 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.

Sarah Becker Carrera, MBA, 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 8, 2023
State	New York
County	New York
Received by BPA Worldwide	August 8, 2023
Type	BJ
ID Number	N231BRJ23

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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