

CONSOLIDATED MEDIA REPORT

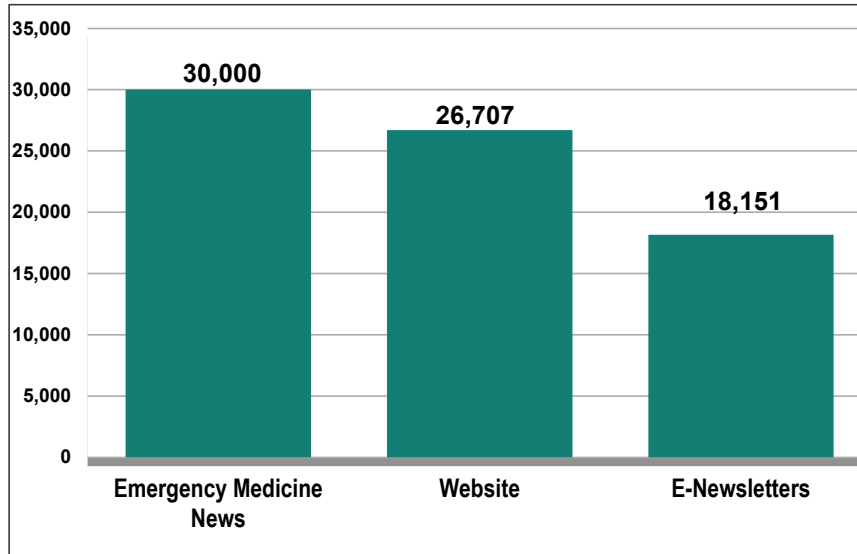
B2B Media

6 months ended July 31, 2024

[Learn more about this media property at auditedmedia.com](http://www.auditedmedia.com)

TOTAL AVERAGE GROSS CONTACTS

74,858

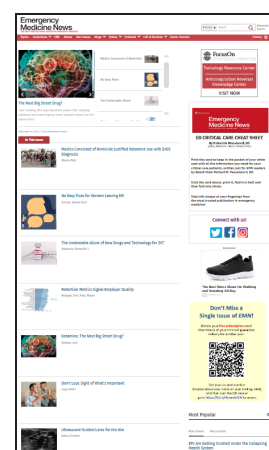
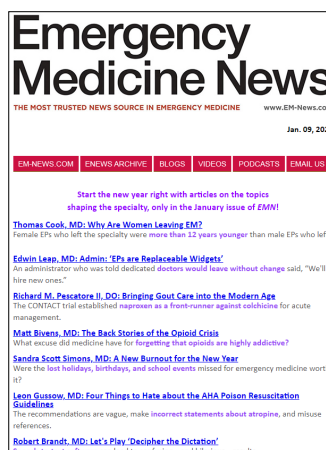


EXECUTIVE SUMMARY

Channels	Contacts	Period
Emergency Medicine News Total Qualified Circulation	30,000	6 months ended July 31, 2024
Website Activity Page Impressions Visits Unique Browsers	44,031 31,497 26,707	6 months ended July 31, 2024
E-Newsletters Total Average Net Distribution Per Issue	18,151	6 months ended July 31, 2024

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



Emergency Medicine News

6 months ended July 31, 2024

Subject to Audit

Field Served:

EMERGENCY MEDICINE NEWS serves the emergency medicine market.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	30,000
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	30,000
Total Average Qualified Nonpaid Circulation	30,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	928
Total Average Nonqualified Circulation	928

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Feb		30,000
Mar		30,000
Apr		30,000
May		30,000
Jun		30,000
Jul		30,000

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print
1.	Emergency Medicine	29,890	99.6	29,890
2.	Pediatric Emergency Medicine	33	0.1	33
3.	Urgent Care Medicine	77	0.3	77
Total Qualified Circulation		30,000	100.0	30,000

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	30,000			30,000	100.0
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	30,000			30,000	100.0
Percent	100.0			100.0	

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	262
Arizona	163
Arkansas	610
California	3,652
Colorado	648
Connecticut	360
Delaware	172
District of Columbia	100
Florida	1,974
Georgia	779
Idaho	186
Illinois	142
Indiana	1,252
Iowa	417
Kansas	223
Kentucky	348
Louisiana	429
Maine	802
Maryland	567
Massachusetts	185
Michigan	1,208
Minnesota	553
Mississippi	516
Missouri	201
Montana	122
Nebraska	933
Nevada	51
New Hampshire	133
New Jersey	168
New Mexico	754
New York	188
North Carolina	256
North Dakota	2,035
Ohio	1,155
Oklahoma	233
Oregon	486
Pennsylvania	1,343
Rhode Island	158
South Carolina	512
South Dakota	67
Tennessee	497
Texas	2,396
Utah	330
Vermont	749
Virginia	95
Washington	621
West Virginia	537
Wisconsin	152
Wyoming	50
TOTAL 48 CONTERMINOUS STATES	29,770
Alaska	84
Hawaii	143
TOTAL ALASKA & HAWAII	227
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	29,997
Poss. & Other Areas	3
U.S. & POSS., etc.	30,000
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	30,000

CHANNEL PROFILES**WEBSITE ACTIVITY - <http://journals.lww.com/em-news/pages/default.aspx>**

Month	Page Impressions	Visits	Unique Browsers
February	46,981	34,161	29,334
March	50,197	37,500	31,326
April	47,278	35,859	30,513
May	40,046	29,769	24,774
June	35,942	22,744	19,620
July	43,743	28,947	24,674

E-NEWSLETTERS - Emergency Medicine News

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
February	4	18,271	73,083
March	4	18,211	72,845
April	4	18,183	72,731
May	4	18,157	72,629
June	4	18,083	72,332
July	4	18,002	72,006

NOTES

Definition of Recipient Qualification:

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

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

Total Average Gross Contacts Include: Qualified Circulation, Unique Browsers, and Average Newsletter Net Distribution per issue.

Website Data Source: Adobe Analytics.

Website Domains: Domains included in website traffic <https://journals.lww.com/em-news/pages/default.aspx>.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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