

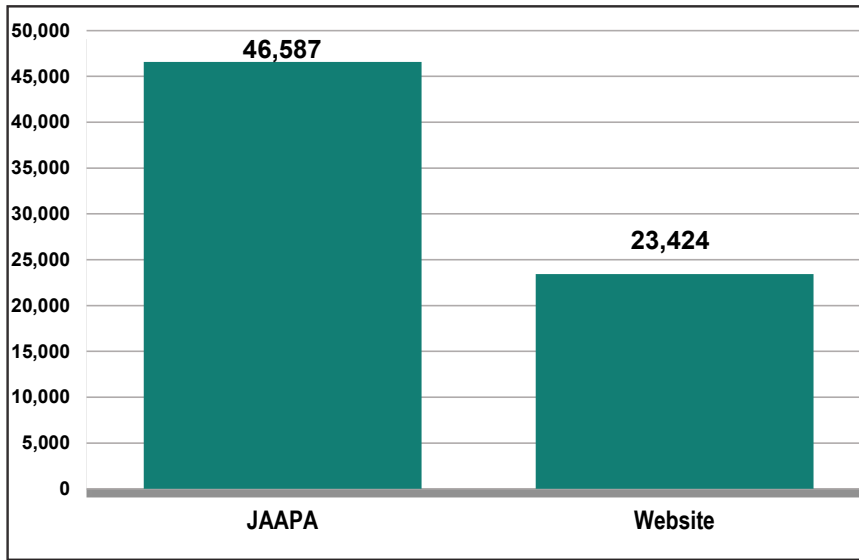
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2024

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

TOTAL AVERAGE GROSS CONTACTS 70,011



EXECUTIVE SUMMARY		
Channels	Contacts	Period
JAAPA		6 months ended June 30, 2024
Total Qualified Circulation	46,587	
Website Activity		6 months ended June 30, 2024
Page Impressions	48,539	
Visits	28,087	
Unique Browsers	23,424	

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.



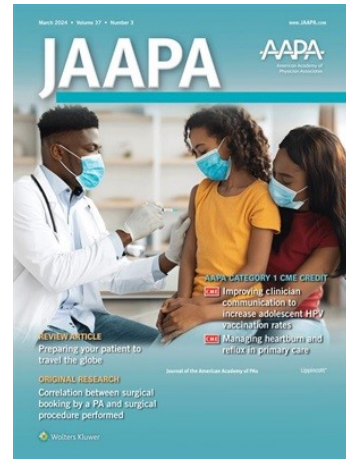
JAAPA

6 months ended June 30, 2024

Subject to Audit

Field Served:

JAAPA serves members and trial members of the American Academy of Physician Associates.



TOTAL AVERAGE QUALIFIED PAID CIRCULATION		46,587
AVERAGE QUALIFIED PAID CIRCULATION		
Qualified Paid Membership Benefit - Print		46,587
Total Average Qualified Paid Circulation		46,587

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	3,446
Total Average Nonqualified Circulation	3,446

CIRCULATION BY ISSUES		Qualified Paid - Print
Issue		
Jan		46,602
Feb		46,512
Mar		46,873
Apr		47,112
May		46,436
Jun		45,988

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Paid - Print
1.	Members of the American Academy of Physician Associates	46,436	100.0	46,436
2.	Trial members of JAAPA			
	Others Allied to the Field			
	Other Paid Circulation:			
	Subscriptions			
	Single Copy Sales			
	Total Qualified Circulation	46,436	100.0	46,436
	Percent	100.0		100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Paid - Print
Alabama	347
Arizona	960
Arkansas	206
California	2,497
Colorado	1,249
Connecticut	924
Delaware	158
District of Columbia	110
Florida	2,385
Georgia	1,225
Idaho	365
Illinois	1,484
Indiana	778
Iowa	538
Kansas	456
Kentucky	445
Louisiana	386
Maine	342
Maryland	1,029
Massachusetts	1,239
Michigan	1,827
Minnesota	1,454
Mississippi	117
Missouri	577
Montana	296
Nebraska	634
Nevada	298
New Hampshire	347
New Jersey	1,108
New Mexico	229
New York	3,111
North Carolina	2,350
North Dakota	137
Ohio	1,992
Oklahoma	570
Oregon	727
Pennsylvania	3,197
Rhode Island	186
South Carolina	684
South Dakota	271
Tennessee	842
Texas	2,938
Utah	502
Vermont	119
Virginia	1,532
Washington	1,100
West Virginia	228
Wisconsin	1,322
Wyoming	109
TOTAL 48 CONTERMINOUS STATES	45,927
Alaska	220
Hawaii	127
TOTAL ALASKA & HAWAII	347
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	46,274
Poss. & Other Areas	46
U.S. & POSS., etc.	46,320
Canada	15
International	6
Military or Civilian Personnel Overseas	95
Total International	116
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	46,436

CHANNEL PROFILES

WEBSITE ACTIVITY - www.jaapa.com

Month	Page Impressions	Visits	Unique Browsers
January	52,191	29,790	25,487
February	54,597	32,166	26,936
March	50,946	30,874	25,220
April	46,522	28,016	22,833
May	43,639	25,124	20,999
June	43,341	22,551	19,066

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	Print 1 yr. \$23.00

Definition of Recipient Qualification:

Qualified recipients are members of the American Academy of Physician Associates and Physician Assistants/Physician Associates.

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

Paid Membership Benefit Subscriptions: Represent copies served to members of the American Academy of Physician Associates. \$23 is allocated for a 1 year subscription to this publication and is nondeductible from dues. This publication is the official journal of AAPA.

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

Total Average Gross Contacts Include : Qualified Paid Circulation and Unique Browsers.

Website Data Source: Adobe Analytics.

Website Domains: Domains included in website traffic www.jaapa.com.

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.

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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