

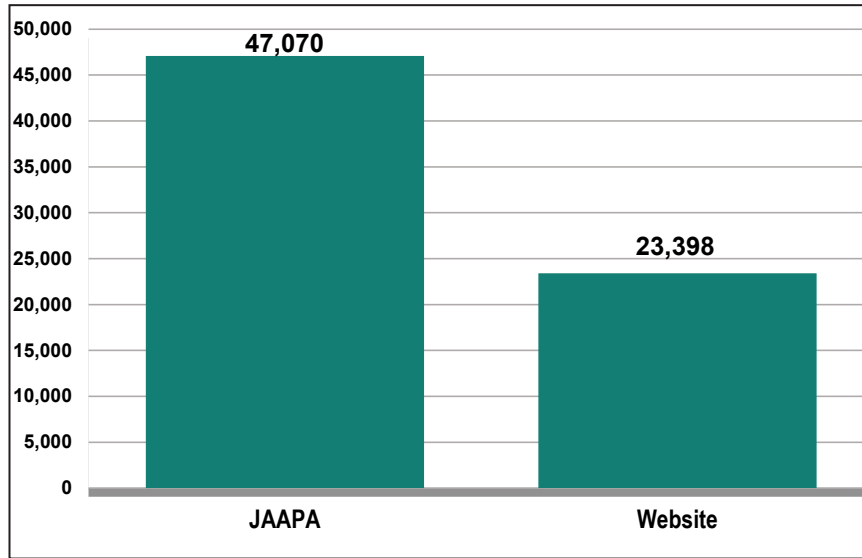
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2024

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

TOTAL AVERAGE GROSS CONTACTS 70,468



EXECUTIVE SUMMARY		
Channels	Contacts	Period
JAAPA Total Qualified Circulation	47,070	6 months ended December 31, 2024
Website Activity Page Views Sessions/Visits Users/Visitors	50,056 30,539 23,398	6 months ended December 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.



JAAPA

6 months ended December 31, 2024

Subject to Audit

Field Served:

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



TOTAL AVERAGE QUALIFIED PAID CIRCULATION		47,070
AVERAGE QUALIFIED PAID CIRCULATION		
Qualified Paid Membership Benefit - Print		47,070
Total Average Qualified Paid Circulation		47,070

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	2,562
Total Average Nonqualified Circulation	2,562

CIRCULATION BY ISSUES		Qualified Paid - Print
Issue		
Jul		45,698
Aug		45,583
Sep		45,351
Oct		48,147
Nov		48,781
Dec		48,859

BUSINESS ANALYSIS				
Classification by Business & Industry		Total	%	Qualified Paid - Print
1.	Members of the American Academy of Physician Associates	48,781	100.0	48,781
2.	Trial members of JAAPA			
	Others Allied to the Field			
	Other Paid Circulation:			
	Subscriptions			
	Single Copy Sales			
	Total Qualified Circulation	48,781	100.0	48,781
	Percent	100.0		100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Paid - Print
Alabama	377
Arizona	1,007
Arkansas	216
California	2,643
Colorado	1,293
Connecticut	985
Delaware	170
District of Columbia	106
Florida	2,459
Georgia	1,312
Idaho	401
Illinois	1,544
Indiana	837
Iowa	568
Kansas	505
Kentucky	470
Louisiana	412
Maine	368
Maryland	1,031
Massachusetts	1,306
Michigan	1,922
Minnesota	1,561
Mississippi	120
Missouri	613
Montana	330
Nebraska	649
Nevada	317
New Hampshire	361
New Jersey	1,162
New Mexico	236
New York	3,280
North Carolina	2,444
North Dakota	148
Ohio	2,075
Oklahoma	580
Oregon	764
Pennsylvania	3,392
Rhode Island	193
South Carolina	715
South Dakota	263
Tennessee	883
Texas	3,123
Utah	543
Vermont	137
Virginia	1,629
Washington	1,149
West Virginia	244
Wisconsin	1,356
Wyoming	121
TOTAL 48 CONTERMINOUS STATES	48,320
Alaska	231
Hawaii	130
TOTAL ALASKA & HAWAII	361
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	48,681
Poss. & Other Areas	27
U.S. & POSS., etc.	48,708
Canada	13
International	4
Military or Civilian Personnel Overseas	56
Total International	73
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	48,781

CHANNEL PROFILES

WEBSITE ACTIVITY - <https://journals.lww.com/jaapa/pages/default.aspx>

2024	Page Views	Sessions/Visits	Users/Visitors
July	44,118	23,384	19,633
August	37,584	21,177	17,532
September	47,699	25,789	20,417
October	48,854	29,251	22,825
November	64,541	45,861	32,346
December	57,542	37,774	27,635

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. \$23.00 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 Nov issue.

Total Average Gross Contacts Include: Qualified Paid Circulation and Users/Visitors.

Website Data Source: Adobe Analytics - Jul to Oct 2024, Google Analytics - Nov to Dec 2024.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

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

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

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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Wolters Kluwer, Lippincott Williams & Wilkins
Two Commerce Square 2001 Market Street
Philadelphia, PA 19103
T: (646) 946-9795
www.jaapa.com

DANIEL LENZ
Senior Audience Operations Manager

DANIELLA THOREN
Associate Director, Publishing