

## CONSOLIDATED MEDIA REPORT

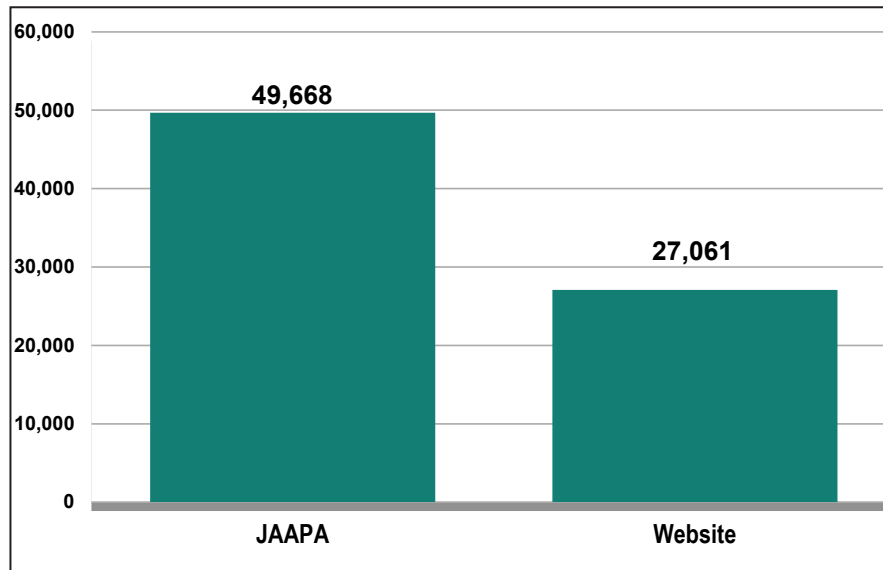
### B2B Media

6 months ended June 30, 2025

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

## TOTAL AVERAGE GROSS CONTACTS

76,729



## EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>JAAPA</b>		6 months ended June 30, 2025
Total Qualified Circulation	49,668	
<b>Website Activity</b>		6 months ended June 30, 2025
Page Views	51,550	
Sessions/Visits	40,772	
Users/Visitors	27,061	

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.





6 months ended June 30, 2025  
Subject to Audit

### Field Served:

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



TOTAL AVERAGE QUALIFIED PAID CIRCULATION		49,668
AVERAGE QUALIFIED PAID CIRCULATION		
Qualified Paid Membership Benefit - Print		49,668
Total Average Qualified Paid Circulation		49,668

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	3,402
Total Average Nonqualified Circulation	3,402

CIRCULATION BY ISSUES	
Issue	Qualified Paid - Print
Jan	50,799
Feb	49,893
Mar	50,270
Apr	48,706
May	50,076
Jun	48,261

BUSINESS ANALYSIS				
Professional Classification		Total	%	Qualified Paid - Print
1.	Members of the American Academy of Physician Associates	50,076	100.0	50,076
2.	Trial members of JAAPA			
	Others Allied to the Field			
	Other Paid Circulation:			
	Subscriptions			
	Single Copy Sales			
	Total Qualified Circulation	50,076	100.0	50,076
	Percent	100.0		100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Paid - Print
Alabama	371
Arizona	1,037
Arkansas	226
California	2,710
Colorado	1,407
Connecticut	1,052
Delaware	196
District of Columbia	106
Florida	2,409
Georgia	1,299
Idaho	400
Illinois	1,599
Indiana	881
Iowa	599
Kansas	526
Kentucky	492
Louisiana	437
Maine	363
Maryland	1,083
Massachusetts	1,320
Michigan	1,971
Minnesota	1,539
Mississippi	115
Missouri	670
Montana	339
Nebraska	703
Nevada	332
New Hampshire	371
New Jersey	1,224
New Mexico	236
New York	3,315
North Carolina	2,544
North Dakota	159
Ohio	2,111
Oklahoma	597
Oregon	798
Pennsylvania	3,598
Rhode Island	178
South Carolina	734
South Dakota	284
Tennessee	904
Texas	3,117
Utah	526
Vermont	136
Virginia	1,656
Washington	1,168
West Virginia	254
Wisconsin	1,403
Wyoming	124
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>49,619</b>
Alaska	221
Hawaii	128
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>349</b>
Single Copy Sales	
U.S. Unclassified	
<b>TOTAL UNITED STATES</b>	<b>49,968</b>
Poss. & Other Areas	27
<b>U.S. &amp; POSS., etc.</b>	<b>49,995</b>
Canada	16
International	9
Military or Civilian Personnel Overseas	56
<b>Total International</b>	<b>81</b>
E-mail Address Only	
Other Unclassified	
<b>GRAND TOTAL</b>	<b>50,076</b>

CHANNEL PROFILES			
WEBSITE ACTIVITY - <a href="https://journals.lww.com/jaapa/pages/default.aspx">https://journals.lww.com/jaapa/pages/default.aspx</a>			
2025	Page Views	Sessions/Visits	Users/Visitors
January	60,098	37,369	27,362
February	49,915	35,535	25,393
March	39,365	56,069	28,703
April	53,598	42,159	28,590
May	58,475	42,718	29,964
June	47,848	30,781	22,354

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 May issue.

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

**Website Data Source:** Google Analytics.

**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.		<b>Frequency:</b> Monthly <b>Format:</b> Standard
Parent Company: Wolters Kluwer, Lippincott Williams & Wilkins		<b>Established:</b> 1988 <b>AAM Member Since:</b> 2010 <b>Member #:</b> 06-3020-9 <b>Class:</b> NURSE PRACTITIONER & PHYSICIAN ASSISTANT
DANIEL LENZ Senior Audience Operations Manager	DANIELLA THOREN Associate Director, Publishing	<b>Published by:</b> Wolters Kluwer, Lippincott Williams & Wilkins Two Commerce Square 2001 Market Street Philadelphia, PA 19103 T: (646) 946-9795 <a href="http://www.jaapa.com">www.jaapa.com</a>