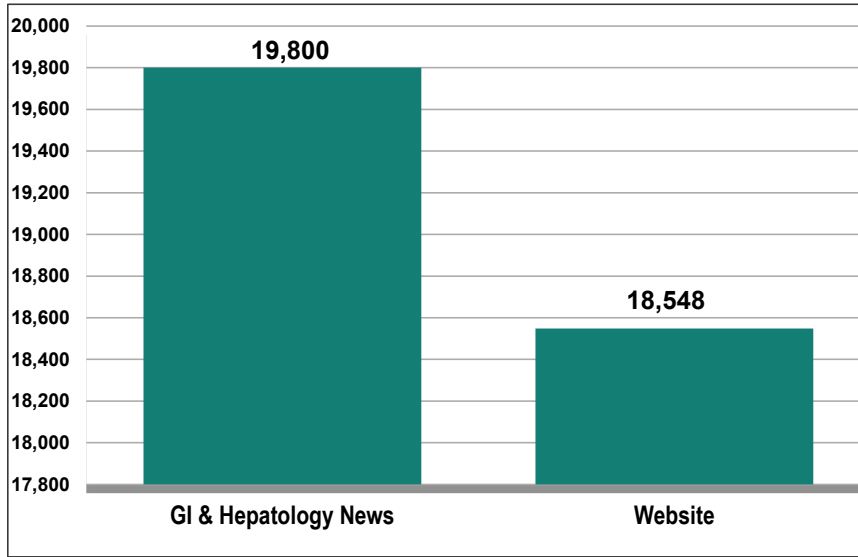


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended July 31, 2024

TOTAL AVERAGE GROSS CONTACTS **38,348**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
GI & Hepatology News Total Qualified Circulation	19,800	6 months ended July 31, 2024
Website Activity Page Impressions Visits Unique Browsers	32,589 22,045 18,548	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.



GI & Hepatology News

6 months ended July 31, 2024
Subject to Audit

Field Served:

GI & HEPATOLOGY NEWS serves members of the AGA Institute and physicians in the specialties of gastroenterology and hepatology.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	19,800
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	11,253
Qualified Nonpaid Membership Benefit - Print	8,547
Total Average Qualified Nonpaid Circulation	19,800

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	42
Nonqualified Miscellaneous, Including Staff Copies - Print	731
Total Average Nonqualified Circulation	773

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Feb		18,947
Mar		19,558
Apr		19,922
May		20,108
Jun		20,085
Jul		20,176

BUSINESS ANALYSIS

Major Professional Activity for United States & Possessions Including APO & FPO														
Classification by Business & Industry			Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Membership Benefit - Print	Total Qualified Nonpaid - Print	Patient Care					Osteopaths	AGA Members
								Office Based Practice	Hospital Based Practice			Total Patient Care		
									Residents	Full Time Hospital Staff	Total Hospital Based			
1.	GE	Gastroenterology	10,770	53.4	10,770		10,770	8,498	866	806	1,672	10,170	600	
2.	HEP	Hepatology	69	0.3	69		69	49		20	20	69		
3.		Members of the AGA Institute	9,337	46.3		9,337	9,337							9,337
Total Qualified Circulation			20,176	100.0	10,839	9,337	20,176	8,547	866	826	1,692	10,239	600	9,337
Percent			100.0		53.7	46.3	100.0	42.4	4.3	4.1	8.4	50.7	3.0	46.3

SOURCE ANALYSIS					
Source	Qualified Within				Percent
	1 Year	2 Year	3 Year	Total	
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit	9,337			9,337	46.3
Business Directories					
Lists	10,839			10,839	53.7
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	20,176			20,176	100.0
Percent	100.0			100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	20,176	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	20,176	100.0
Total Qualified Circulation	20,176	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	225
Arizona	407
Arkansas	108
California	2,311
Colorado	311
Connecticut	367
Delaware	39
District of Columbia	87
Florida	1,406
Georgia	504
Idaho	58
Illinois	870
Indiana	290
Iowa	123
Kansas	122
Kentucky	225
Louisiana	257
Maine	59
Maryland	555
Massachusetts	812
Michigan	539
Minnesota	400
Mississippi	118
Missouri	363
Montana	36
Nebraska	109
Nevada	117
New Hampshire	83
New Jersey	753
New Mexico	89
New York	1,961
North Carolina	636
North Dakota	19
Ohio	739
Oklahoma	137
Oregon	199
Pennsylvania	1,061
Rhode Island	98
South Carolina	241
South Dakota	31
Tennessee	364
Texas	1,432
Utah	133
Vermont	30
Virginia	477
Washington	401
West Virginia	97
Wisconsin	295
Wyoming	12
TOTAL 48 CONTERMINOUS STATES	20,106
Alaska	11
Hawaii	59
TOTAL ALASKA & HAWAII	70
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	20,176
Poss. & Other Areas	
U.S. & POSS., etc.	20,176
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	20,176

CHANNEL PROFILES

WEBSITE ACTIVITY - www.mdedge.com/gihepnews

Month	Page Impressions	Visits	Unique Browsers
February	27,673	18,388	15,850
March	38,416	26,715	22,273
April	36,154	24,743	21,210
May	45,198	31,898	26,304
June	23,198	14,960	12,515
July	24,893	15,566	13,137

NOTES

Definition of Recipient Qualification:

Qualified recipients include members of the AGA Institute, office and hospital-based physicians, residents and osteopaths specializing in gastroenterology and hepatology.

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

Qualified Nonpaid Membership Benefit Subscriptions: Represent copies served to members of the American Gastroenterological Association (AGA) Institute. This publication is the official journal of the American Gastroenterological Association (AGA).

Lists: Represent copies served to subscribers obtained from American Medical Association.

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

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

Website Data Source: Adobe Analytics.

Website Domains: Domains included in website traffic: www.mdedge.com/gihepnews.

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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