



The NEW ENGLAND
JOURNAL of MEDICINE

A publication of NEJM Group, a division of the
Massachusetts Medical Society

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JANUARY 2017



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

The New England Journal of Medicine
860 Winter St
Waltham, MA 02451
Tel. No.: (781) 434-7153
Fax No.: (781) 893-0413
www.nejm.org

THE NEW ENGLAND JOURNAL OF MEDICINE, the flagship publication of NEJM Group, is an essential and trusted source of significant new medical knowledge and clinical best practices. Each week NEJM brings original, groundbreaking, peer-reviewed medical research, at the intersection of biomedical science and clinical practice, to the world's most influential physicians. NEJM physician editors set the standard for selectivity, editorial rigor, and innovative presentation of research studies, review articles, cases, commentary, medical illustrations and data. Clinicians, researchers, educators and the medical community worldwide rely on NEJM to connect them with the latest advances in health care.

FIELD SERVED

THE NEW ENGLAND JOURNAL OF MEDICINE serves physicians and other professionals and institutions allied to the health care field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians with specialties reported in Paragraph 3a herein, medical students, medical libraries, hospitals, institutions and others allied to the field.

CHANNELS

THE NEW ENGLAND JOURNAL OF MEDICINE



26 Issues in the period
107,793 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
THE NEW ENGLAND JOURNAL OF MEDICINE (26 issues in the period)	20,180	87,613	107,793

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	3,102
Advertiser and Agency	296
Allocated for Trade Shows and Conventions	172
All Other	7,654
TOTAL	11,224

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	94,406	87.6	17,232	16.0	77,174	71.6
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	13,331	12.3	2,948	2.7	10,383	9.6
*Multi-Copy Same Addressee	56	0.1	-	-	56	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	107,793	100.0	20,180	18.7	87,613	81.3

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016/2017 Issue	USA Edition			Canadian Edition			International Edition			Total Qualified
	Qualified Non-Paid	Qualified Paid	Qualified USA	Qualified Non-Paid	Qualified Paid	Qualified Canadian	Qualified Non-Paid	Qualified Paid	Qualified International	
August 4	21,462	72,178	93,640	1,371	2,219	3,590	96	14,600	14,696	111,926
August 11	21,464	72,051	93,515	1,371	2,220	3,591	96	14,623	14,719	111,825
August 18	21,481	71,820	93,301	1,371	2,216	3,587	96	14,570	14,666	111,554
August 25	21,484	71,766	93,250	1,369	2,206	3,575	96	14,573	14,669	111,494
September 1	21,452	71,693	93,145	1,366	2,193	3,559	97	14,496	14,593	111,297
September 8	21,508	71,550	93,058	1,365	2,195	3,560	98	14,507	14,605	111,223
September 15	21,432	71,426	92,858	1,361	2,181	3,542	98	14,484	14,582	110,982
September 22	21,429	71,168	92,597	1,361	2,174	3,535	98	14,436	14,534	110,666
September 29	21,421	71,199	92,620	1,361	2,173	3,534	98	14,458	14,556	110,710
October 6	21,398	71,264	92,662	2,136	2,164	4,300	94	14,457	14,551	111,513
October 13	21,402	71,221	92,623	2,134	2,154	4,288	94	14,434	14,528	111,439
October 20	21,399	71,163	92,562	2,133	2,149	4,282	94	14,364	14,458	111,302
October 27	12,700	70,945	83,645	1,268	2,140	3,408	101	14,285	14,386	101,439
November 3	12,697	71,042	83,739	1,268	2,139	3,407	96	14,299	14,395	101,541
November 10	12,799	71,080	83,879	1,258	2,141	3,399	95	14,246	14,341	101,619
November 17	12,697	70,968	83,665	1,258	2,137	3,395	96	14,221	14,317	101,377
November 24	12,702	71,021	83,723	1,258	2,128	3,386	95	14,208	14,303	101,412
December 1	12,705	70,831	83,536	1,258	2,123	3,381	95	14,156	14,251	101,168
December 8	12,704	70,567	83,271	1,258	2,098	3,356	95	14,086	14,181	100,808
December 15	12,718	70,483	83,201	1,257	2,083	3,340	95	14,047	14,142	100,683
December 22	21,024	70,548	91,572	1,255	2,074	3,329	89	14,057	14,146	109,047
December 29	21,018	70,548	91,566	2,031	2,079	4,110	88	14,065	14,153	109,829
*January 5	20,241	71,556	91,797	2,032	2,078	4,110	86	13,721	13,807	109,714
January 12	20,246	71,314	91,560	2,032	2,067	4,099	85	13,646	13,731	109,390
January 19	20,234	71,120	91,354	2,032	2,064	4,096	84	13,641	13,725	109,175
January 26	20,243	71,302	91,545	2,032	2,066	4,098	85	13,760	13,845	109,488

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 5, 2017

This issue is 1.9% or 1,998 copies above the average of the other 25 issues reported in Paragraph 2.

This journal conforms to the uniform specialty/professional activity breakout which was developed by the BPA Worldwide advertiser, agency and the publisher committee for the Physicians Market in September 1972, revised June 1975, January 1976, July 1986, August 1993, and November 1997, requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

USA PROFESSIONAL CLASSIFICATION			TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID	RESIDENTS (C) (See Note 2)
4	A	Allergy	131	0.1	13	118	-
	ACA	Adult Cardiothoracic Anesthesiology (see Note 2)	7	-	-	5	2
2	ADL	Adolescent Medicine (Pediatrics)	35	-	3	31	1
1	ADM	Addiction Medicine	35	-	2	31	2
	ADP	Addiction Psychiatry (See Note 2)	7	-	-	7	-
5	AI	Allergy & Immunology	474	0.4	11	450	13
6	ALI	Allergy & Immunology/Diagnostic Laboratory	1	-	-	1	-
3	AM	Aerospace Medicine	25	-	-	16	9
	AMF	Adolescent Medicine - Family Medicine (see Note 2)	1	-	-	1	-
	AMI	Adolescent Medicine - Internal Medicine (See Note 2)	3	-	-	2	1
7	AN	Anesthesiology	1,373	1.3	100	1,220	53
	APM	Anesthesiology Pain Management (See Note 2)	23	-	1	22	-
	AR	Abdominal Radiology (See Note 2)	179	0.2	1	161	17
90	AS	Surgery, Abdominal	10	-	1	5	4
55	ATP	Pathology, Anatomic	92	0.1	6	85	1
57	BBK	Pathology, Blood Banking	43	-	-	43	-
	CBG	Clinical Biochemical (See Note 2)	3	-	-	3	-
8	CCA	Anesthesiology, Critical Care	68	0.1	2	60	6
10	CCM	Critical Care Medicine	444	0.4	2	409	33
	CCP	Pediatrics, Critical Care (See Note 2)	79	0.1	-	76	3
93	CCS	Surgery, Critical Care	45	-	-	42	3
9	CD	Cardiovascular Diseases	8,655	7.9	4,232	4,257	166
	CG	Clinical Genetics (See Note 2)	16	-	-	16	-
38	CHN	Neurology, Child	100	0.1	2	96	2
80	CHP	Psychiatry, Child	113	0.1	19	94	-
	CHS	Congenital Cardiac Surgery (See Note 2)	4	-	-	4	-
59	CLP	Pathology, Clinical	75	0.1	3	70	2
	CMG	Clinical Molecular G (See Note 2)	-	-	-	-	-
	CN	Neurology, Clinical Neurophysiology (See Note 2)	13	-	-	12	1
92	CRS	Surgery, Colon & Rectal	55	0.1	7	48	-
	CS	Surgery, Cosmetic (See Note 2)	2	-	-	2	-
	CTR	CardioThoracic Radio (See Note 2)	4	-	-	4	-
11	D	Dermatology	677	0.6	36	617	24
	DBP	Develop - Behavior Ped (See Note 2)	8	-	-	8	-
14	DIA	Diabetes	59	0.1	6	52	1
12	DMP	Dermatopathology	21	-	-	20	1
86	DR	Radiology, Diagnostic	404	0.4	51	345	8
	DS	Dermatologic Surgery (See Note 2)	17	-	1	16	-
	EFM	Emergency Medicine/Family Medicine (See Note 2)	41	-	1	33	7
15	EM	Emergency Medicine	1,335	1.2	42	1,202	91
16	END	Endocrinology	1,327	1.2	42	1,243	42
	EP	Epidemiology (See Note 2)	38	-	1	35	2
	ESM	Sports Medicine, Eme (See Note 2)	1	-	-	1	-
	ETX	Medical Toxicology (See Note 2)	10	-	-	9	1
	FM	Family Medicine (See Note 2)	2,728	2.5	80	2,648	-
61	FOP	Pathology, Forensic	53	0.1	3	49	1
18	FP	Family Practice	439	0.4	2	-	437
19	FPG	Family Practice, Geriatric Medicine	60	0.1	5	54	1
17	FPS	Facial Plastic Surgery, Otolaryngology	7	-	-	6	1
	FSM	Family Practice, Sports Medicine (See Note 2)	16	-	2	10	4
20	GE	Gastroenterology	2,001	1.8	58	1,889	54
	GER	Geriatrics (See Note 2)	2	-	-	2	-
22	GO	Gynecological Oncology	58	0.1	2	55	1
21	GP	General Practice	353	0.3	45	279	29
78	GPM	Preventive Medicine, General	95	0.1	6	89	-
94	GS	Surgery, General	1,172	1.1	137	915	120
23	GYN	Gynecology	146	0.1	28	116	2
24	HEM	Hematology	487	0.5	16	461	10
	HEP	Hepatology (See Note 2)	71	0.1	3	67	1
62	HMP	Pathology, Hematology	31	-	1	28	2
95	HNS	Surgery, Head and Neck	6	-	-	6	-
	HO	Hematology & Oncology (See Note 2)	4,596	4.2	2,848	1,627	121
	HOS	Hospitalist (See Note 2)	756	0.7	24	685	47
	HPN	Hospice & Palliative Medicine (Psychiatry & Neurology) (See Note 2)	45	-	-	40	5
		Hospice & Palliative Medicine (Physical Medicine & Rehabilitation) (See Note 2)	18	-	-	16	2
	HPR	Hand Surgery (See Note 2)	28	-	5	23	-
	HSO	Surgery of the Hand (Orthopedics) (See Note 2)	4	-	-	3	1
	IC	Interventional Cardiology (See Note 2)	268	0.2	17	242	9
28	ICE	Internal Medicine, Cardiac - Electrophysiology	125	0.1	4	118	3
26	ID	Infectious Diseases	4,885	4.5	3,083	1,737	65
	IEC	Internal Medicine/Emergency Med/Critical Care Med (See Note 2)	36	-	-	23	13
	IFP	Internal Medicine/Family Medicine (See Note 2)	136	0.1	1	105	30
25	IG	Immunology	63	0.1	3	59	1
29	ILI	Internal Medicine/Diagnostic Laboratory Immunology	-	-	-	-	-
27	IM	Internal Medicine	21,064	19.2	5,755	13,282	2,027

3a. (CONTINUED)

	USA PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID	RESIDENTS (C) (See Note 2)
	IMD Internal Medicine/Dermatology (See Note 2)	14	-	1	7	6
30	IMG Internal Medicine, Geriatrics	500	0.5	16	473	11
	INM Internal Medicine/Nuclear Medicine (See Note 2)	4	-	-	4	-
	IPM Internal Medicine/Prevent (See Note 2)	79	0.1	3	61	15
	ISM Sports Medicine, Int (See Note 2)	2	-	-	1	1
31	LM Legal Medicine	19	-	4	13	2
	MDG Internal Medicine/Medical Genetics (See Note 2)	12	-	-	12	-
	MDM Medical Management (See Note 2)	49	-	5	42	2
	MEM Internal Medicine/Emergency Medicine (See Note 2)	47	-	2	30	15
32	MFM Maternal & Fetal Medicine	142	0.1	1	140	1
	MG Medical Genetics (See Note 2)	46	-	1	43	2
	MGG Molecular Genetic Pathology-Medical Genetics (See Note 2)	4	-	-	4	-
	MGP Molecular Genetic Pathology-Pathology (See Note 2)	10	-	-	9	1
33	MM Medical Microbiology	8	-	-	8	-
	MN Internal Medicine/Neurology (See Note 2)	10	-	-	9	1
	MP Internal Medicine/Psychiatry (See Note 2)	22	-	3	11	8
	MPD Internal Medicine, Pediatrics (See Note 2)	450	0.4	26	339	85
	MPM Internal Medicine/Physical Medicine & Rehabilitation (See Note 2)	16	-	-	13	3
	MSR Musculoskeletal Radi (See Note 2)	1	-	-	1	-
37	N Neurology	1,512	1.4	40	1,402	70
	NC Nuclear Cardiology (See Note 2)	3	-	-	3	-
	NDN Neurodevlp Disab Psyc (See Note 2)	-	-	-	-	-
	NDP Neurodevelopmental Disabilities Pediatrics (See Note 2)	1	-	-	1	-
36	NEP Nephrology	1,886	1.7	29	1,802	55
39	NM Nuclear Medicine	59	0.1	6	53	-
	NMN Neuromuscular Medicine (Neurology) (See Note 2)	6	-	-	6	-
	NNM Neurology/Nuclear Medicine (See Note 2)	16	-	-	14	2
	NO Otolaryngology (See Note 2)	6	-	1	5	-
64	NP Pathology, Neuropathology	37	-	2	34	1
34	NPM Neonatal-Perinatal Medicine	218	0.2	7	207	4
40	NR Nuclear Radiology	1	-	-	1	-
96	NS Surgery, Neurological	310	0.3	23	272	15
41	NTR Nutrition	22	-	2	19	1
	NUP Neuropsychiatry (See Note 2)	12	-	2	10	-
48	OAR Orthopedic Surgery, Adult Reconstructive Orthopedics	1	-	-	1	-
43	OBG Obstetrics & Gynecology	1,380	1.3	112	1,232	36
42	OBS Obstetrics	8	-	-	8	-
44	OCC Obstetrics & Gynecology/Critical Care Medicine	3	-	-	3	-
	OFA Foot & Ankle, Orthop (See Note 2)	3	-	1	2	-
45	OM Occupational Medicine	183	0.2	12	169	2
	OMF Surgery, Oral & Maxi (See Note 2)	46	-	-	45	1
	OMM Osteopathic Manipulation (See Note 2)	13	-	-	10	3
50	OMO Orthopedic, Musculoskeletal Oncology	2	-	-	2	-
46	ON Oncology, Medical	3,227	3.0	1,738	1,468	21
51	OP Orthopedic Surgery, Pediatric Orthopedics	7	-	-	7	-
47	OPH Ophthalmology	556	0.5	67	477	12
97	ORS Surgery, Orthopedic	489	0.5	92	385	12
103	OS Other Specialty	292	0.3	34	245	13
52	OSM Orthopedic Surgery, Sports Medicine	15	-	2	12	1
	OSS Orthopedic Surgery, Spine (See Note 2)	17	-	1	16	-
54	OTO Otolaryngology	264	0.2	36	224	4
53	OTR Orthopedic Surgery, Trauma	2	-	-	2	-
79	P Psychiatry	1,362	1.3	142	1,185	35
75	PA Pharmacology, Clinical	57	0.1	2	53	2
	PAN Pediatric Anesthesiology (See Note 2)	13	-	1	12	-
	PCC Pulmonary Critical Care (See Note 2)	1,330	1.2	7	1,178	145
58	PCH Pathology, Chemical	4	-	-	4	-
60	PCP Pathology, Cytopathology	8	-	1	6	1
	PCS Pediatric, Cardiothor (See Note 2)	1	-	-	1	-
66	PD Pediatrics	2,156	2.0	148	1,963	45
67	PDA Pediatrics, Allergy	25	-	-	25	-
68	PDC Pediatrics, Cardiology	90	0.1	2	87	1
	PDD Pediatric Dermatology (See Note 2)	2	-	-	2	-
70	PDE Pediatrics, Endocrinology	87	0.1	2	84	1
	PDI Pediatric Infectious (See Note 2)	80	0.1	-	77	3
	PDO Pediatric Otolaryngology (See Note 2)	6	-	-	6	-
74	PDP Pediatrics, Pulmonology	62	0.1	2	58	2
87	PDR Radiology, Pediatric	19	-	1	18	-
98	PDS Surgery, Pediatric	65	0.1	3	61	1
	PDT Medical Toxicology (See Note 2)	-	-	-	-	-
	PE Pediatric Emergency (See Note 2)	15	-	-	12	3
	PEM Pediatrics, Emergency Medicine (See Note 2)	14	-	-	13	1
	PFP Forensic Psychiatry (See Note 2)	6	-	-	6	-
71	PG Pediatrics, Gastroenterology	50	0.1	-	50	-
	PHL Phlebology (See Note 2)	10	-	2	8	-

3a. (CONTINUED)

	USA PROFESSIONAL CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID	RESIDENTS (C) (See Note 2)
	PHM Pharmaceutical Medicine (See Note 2)	67	0.1	-	57	10
72	PHO Pediatrics, Hematology-Oncology	180	0.2	-	174	6
82	PHP Public Health	128	0.1	13	109	6
	PLM Palliative Medicine (See Note 2)	52	0.1	3	46	3
76	PM Physical Medicine & Rehabilitation	225	0.2	9	206	10
	PME Pain Management (See Note 2)	20	-	2	17	1
	PMM Pain Medicine (See Note 2)	19	-	1	17	1
	PMP Pain Medicine (Physical Medicine & Rehabilitation) (See Note 2)	1	-	-	1	-
73	PN Pediatrics, Nephrology	48	-	1	46	1
	PO Pediatric Ophthalmol (See Note 2)	6	-	-	6	-
	PP Pediatrics, Pathology (See Note 2)	14	-	-	14	-
	PPN Pain Medicine Psychiatry (See Note 2)	-	-	-	-	-
	PPR Pediatric Rheumatology (See Note 2)	17	-	1	14	2
	PRS Sports Medicine (Physical Medicine & Rehabilitation) (See Note 2)	2	-	-	1	1
99	PS Surgery, Plastic	150	0.1	19	126	5
56	PTH Pathology, Anatomic/Clinical	946	0.9	54	873	19
	PTX Medical Toxicology Preventive Medicine (See Note 2)	3	-	-	3	-
83	PUD Pulmonary Diseases	1,298	1.2	26	1,262	10
81	PYA Psychoanalysis	23	-	9	14	-
	PYG Geriatric Psychiatry (See Note 2)	15	-	1	14	-
	PYM Psychosomatic Medicine (See Note 2)	10	-	2	8	-
85	R Radiology	477	0.4	49	414	14
88	REN Reproductive Endocrinology	79	0.1	2	77	-
89	RHU Rheumatology	946	0.9	18	912	16
	RNR Neuroradiology (See Note 2)	42	-	2	37	3
84	RO Radiation Oncology	419	0.4	16	386	17
	SCI Spinal Cord Injury M (See Note 2)	1	-	-	1	-
	SME Sleep Medicine (See Note 2)	36	-	3	32	1
	SMI Internal Medicine, Sleep Medicine (See Note 2)	22	-	3	18	1
	SMN Sleep Medicine Psychiatry (See Note 2)	1	-	-	1	-
	SO Surgical Oncology (See Note 2)	83	0.1	3	78	2
	SP Selective Pathology (See Note 2)	-	-	-	-	-
	THP Transplant Hepatology (Internal Medicine) (See Note 2)	5	-	-	5	-
100	TRS Surgery, Traumatic	19	-	-	18	1
	TS Surgery, Thoracic (See Note 2)	393	0.4	24	359	10
	TTS Transplant Surgery (See Note 2)	31	-	-	31	-
101	U Urological	306	0.3	37	257	12
	UCM Urgent Care Medicine (See Note 2)	27	-	1	22	4
	UM Under Sea Medicine (See Note 2)	4	-	-	4	-
	UME Undersea & Hyperbaric Medicine (Emergency Medicine) (See Note 2)	2	-	-	1	1
	UP Pediatric Urology (See Note 2)	7	-	1	6	-
104	US Other Unspecified	3,496	3.2	629	2,432	435
	VIR Vascular Inter-Radiology (See Note 2)	23	-	2	21	-
	VM Vascular Medicine (See Note 2)	13	-	1	9	3
	VN Vascular Neurology (See Note 2)	10	-	-	9	1
102	VS Surgery, Vascular	194	0.2	13	176	5
105	Inactive	514	0.5	1	511	2
X	Sponsored (See Note 2)	-	-	-	-	-
Total Copies to Physicians		83,670	76.2	20,241	58,697	4,732
Percent to Physicians		76.2	-	18.4	53.5	4.3
Physicians (See Note 1)						
	Canada	3,913	3.6	2,032	1,811	70
	International	11,955	10.9	86	10,625	1,244
Miscellaneous Institutions (See Note 1)						
	USA	379	0.4	-	379	-
	Canada	16	-	-	16	-
	International	422	0.4	-	422	-
109	Hospitals					
	USA	402	0.4	-	402	-
	Canada	45	-	-	45	-
	International	196	0.2	-	196	-
111	Medical Libs., Schools & Associations					
	USA	789	0.7	-	789	-
	Canada	21	-	-	21	-
	International	133	0.1	-	133	-
112	Medical Students					
	USA	3,456	3.2	-	3,456	-
	Canada	50	-	-	50	-
	International	743	0.7	-	743	-
113	Others Allied to the Field					
	USA	3,101	2.8	-	3,101	-
	Canada	65	0.1	-	65	-
	International	358	0.3	-	358	-
TOTAL QUALIFIED CIRCULATION		109,714	100.0	22,359	81,309	6,046

Note 1 - Non-comparable additional data reported at the publisher's option.

Note 2 - Additional category reported beyond comparability program.

CANADA PROFESSIONAL CLASSIFICATION			TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID	RESIDENTS (C) (See Note 2)
4	A	Allergy	2	-	-	2	-
2	ADL	Adolescent Medicine	1	-	-	1	-
5	AI	Allergy & Immunology	13	-	-	13	-
3	AM	Aerospace Medicine	1	-	-	1	-
7	AN	Anesthesiology	42	-	-	40	2
55	ATP	Pathology, Anatomic	6	-	-	5	1
	BC	Biochemistry (See Note 2)	4	-	-	4	-
10	CCM	Critical Care Medicine	32	-	-	30	2
9	CD	Cardiovascular Diseases	490	0.5	341	147	2
38	CHN	Neurology, Child	1	-	-	1	-
80	CHP	Psychiatry, Child	2	-	-	2	-
	CLP	Clinical Pathology (See Note 2)	-	-	-	-	-
92	CRS	Surgery, Colon & Rectal	-	-	-	-	-
11	D	Dermatology	14	-	-	14	-
14	DIA	Diabetes	-	-	-	-	-
	DLI	Diagnostic Lab Immunology (See Note 2)	-	-	-	-	-
86	DR	Radiology, Diagnostic	5	-	-	5	-
15	EM	Emergency Medicine	49	-	-	47	2
16	END	Endocrinology	274	0.3	216	57	1
61	FOP	Pathology, Forensic	1	-	-	1	-
18	FM	Family Medicine	215	0.2	4	209	2
20	GE	Gastroenterology	825	0.8	768	57	-
	GER	Geriatrics (see Note 2)	12	-	-	12	-
22	GO	Gynecological Oncology	1	-	1	-	-
21	GP	General Practice	85	0.1	1	82	2
78	GPM	Preventive Medicine, General	1	-	-	1	-
94	GS	Surgery, General	39	-	-	39	-
23	GYN	Gynecology	1	-	-	1	-
24	HEM	Hematology	84	0.1	4	79	1
26	ID	Infectious Diseases	56	0.1	-	52	4
25	IG	Immunology	-	-	-	-	-
27	IM	Internal Medicine	385	0.4	18	324	43
	IMM	Immunology (See Note 2)	3	-	-	3	-
32	MFM	Maternal & Fetal Medicine	2	-	-	2	-
33	MM	Medical Microbiology	11	-	-	11	-
37	N	Neurology	61	0.1	-	60	1
	NA	Neuropathology (See Note 2)	1	-	-	1	-
36	NEP	Nephrology	69	0.1	-	69	-
39	NM	Nuclear Medicine	2	-	-	2	-
34	NPM	Neonatal-Perinatal Medicine	2	-	-	2	-
96	NS	Surgery, Neurological	5	-	-	5	-
41	NTR	Nutrition	-	-	-	-	-
43	OBG	Obstetrics & Gynecology	15	-	1	14	-
42	OBS	Obstetrics	1	-	-	1	-
45	OM	Occupational Medicine	5	-	-	5	-
46	ON	Oncology, Medical	503	-	440	62	1
47	OPH	Ophthalmology	12	-	-	12	-
97	ORS	Surgery, Orthopedic	3	-	-	3	-
103	OS	Other Specialty	20	-	-	20	-
54	OTO	Otolaryngology	2	-	-	2	-
79	P	Psychiatry	14	-	-	13	1
75	PA	Pharmacology, Clinical	7	-	-	7	-
	PAB	Pathology, Bacteriology (See Note 2)	-	-	-	-	-
	PCC	Pulmonary Critical Care (See Note 2)	8	-	-	8	-
66	PD	Pediatrics	47	0.1	-	46	1
67	PDA	Pediatrics, Allergy	1	-	-	1	-
68	PDC	Pediatrics, Cardiology	2	-	-	2	-
70	PDE	Pediatrics, Endocrinology	6	-	-	6	-
74	PDP	Pediatrics, Pulmonology	1	-	-	1	-
98	PDS	Surgery, Pediatric	2	-	-	2	-
82	PH	Public Health	6	-	-	5	1
72	PHO	Pediatrics, Hematology-Oncology	5	-	-	5	-
76	PM	Physical Medicine & Rehabilitation	7	-	-	6	1
73	PN	Pediatrics, Nephrology	-	-	-	-	-
	PNP	Pediatric Nephrology (See Note 2)	3	-	-	3	-
99	PS	Surgery, Plastic	3	-	-	3	-
56	PTH	Pathology, Anatomic/Clinical	19	-	-	19	-
83	PUD	Pulmonary Diseases	24	-	-	23	1
81	PYA	Psychoanalysis	-	-	-	-	-
85	R	Radiology	10	-	-	10	-
88	REN	Reproductive Endocrinology	-	-	-	-	-
	RES	Respiratory Medicine (See Note 2)	28	-	-	28	-
89	RHU	Rheumatology	239	0.2	214	25	-
84	RO	Radiation Oncology	1	-	-	1	-
	TS	Surgery, Thoracic (See Note 2)	5	-	1	4	-
101	U	Surgery, Urological	2	-	-	2	-
104	US	Other Unspecified	97	0.1	23	73	1
102	VS	Surgery, Vascular	3	-	-	3	-
105		Inactive	15	-	-	15	-
Total Copies to Physicians			3,913	3.6	2,032	1,811	70
Percent to Physicians			3.6	-	1.8	1.7	0.1
Physicians (See Note 1)							
	USA		83,670	76.3	20,241	58,697	4,732
	International		11,955	10.9	86	10,625	1,244
Miscellaneous Institutions (See Note 1)							
	USA		379	0.3	-	379	-
	Canada		16	-	-	16	-
	International		422	0.4	-	422	-
Hospitals							
	USA		402	0.4	-	402	-
	Canada		45	-	-	45	-
	International		196	0.2	-	196	-
111	Medical Libs., Schools & Associations						
	USA		789	0.7	-	789	-
	Canada		21	-	-	21	-
	International		133	0.1	-	133	-
112	Medical Students						
	USA		3,456	3.2	-	3,456	-
	Canada		50	-	-	50	-
	International		743	0.7	-	743	-
113	Others Allied to the Field						
	USA		3,101	2.8	-	3,101	-
	Canada		65	0.1	-	65	-
	International		358	0.3	-	358	-
TOTAL QUALIFIED CIRCULATION			109,714	100.0	22,359	81,309	6,046

Note 1 - Non-comparable additional data reported at the publisher's option.

Note 2 - Additional category reported beyond comparability program.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 5, 2017

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	61,832	10,589	1,392	600	73,214	73,813	67.3
II. Request from recipient's company:	1,911	634	11	-	2,556	2,556	2.3
III. Membership Benefit:	13,881	-	-	2,295	11,585	13,881	12.6
IV. Communication from recipient or recipient's company (other than request):	632	-	-	632	-	632	0.6
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	18,526	306	-	18,832	-	18,832	17.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	96,782	11,529	1,403	22,359	87,355	109,714	100.0
PERCENT	88.2	10.5	1.3	20.4	79.6	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 5, 2017

Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	Region/Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NEW ENGLAND	2,845	13,974	16,819	15.3	Greenland	-	1	1	
MIDDLE ATLANTIC	3,322	12,600	15,922	14.5	Guernsey	-	1	1	
EAST NO. CENTRAL	2,832	8,402	11,234	10.2	Hungary	-	28	28	
WEST NO. CENTRAL	986	3,828	4,814	4.4	Iceland	-	10	10	
SOUTH ATLANTIC	4,069	11,424	15,493	14.1	Italy	-	1,139	1,139	
EAST SO. CENTRAL	1,012	2,593	3,605	3.3	Liechtenstein	-	2	2	
WEST SO. CENTRAL	1,820	4,776	6,596	6.0	Luxembourg	-	60	60	
MOUNTAIN	903	3,669	4,572	4.2	Malta	-	2	2	
PACIFIC	2,381	10,062	12,443	11.4	Monaco	-	3	3	
U.S. Territories	71	228	299	0.3	Netherlands	-	729	729	
UNITED STATES	20,241	71,556	91,797	83.7	Norway	-	40	40	
CANADA	2,032	2,078	4,110	3.7	Poland	-	31	31	
MEXICO	-	238	238	0.2	Portugal	-	181	181	
NORTH AMERICA	22,273	73,872	96,145	87.6	Republic of Ireland	-	137	137	
CENTRAL AMERICA	-	23	23	-	Romania	-	17	17	
SOUTH AMERICA	-	520	520	0.5	Russian Federation	-	7	7	
EUROPE					Serbia	-	3	3	
Albania	-	2	2		Slovakia	-	9	9	
Andorra	-	1	1		Slovenia	-	10	10	
Austria	-	369	369		Spain	1	519	520	
Belgium	-	771	771		Sweden	-	82	82	
Bosnia-Herzegovina	-	4	4		Switzerland	-	1,218	1,218	
Bulgaria	-	3	3		Turkey	-	50	50	
Croatia	-	13	13		United Kingdom	3	1,218	1,221	
Cyprus	-	12	12		Subtotal	80	10,158	10,238	9.3
Czech Republic	-	21	21		MIDDLE EAST	4	405	409	0.4
Denmark	-	64	64		AFRICA	-	149	149	0.2
Estonia	-	7	7		ASIA	-	1,071	1,071	1.0
Faroe Islands	-	2	2		ASIA PACIFIC	2	1,120	1,122	1.0
Finland	-	55	55		CARIBBEAN	-	37	37	-
France	-	636	636		INTERNATIONAL	86	13,721	13,807	12.6
Germany	76	2,514	2,590						
Greece	-	187	187		TOTAL QUALIFIED CIRCULATION	22,359	87,355	109,714	100.0

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 10,383 copies were sold to qualified recipients at below basic subscription prices. Members' yearly subscription price of \$94.50 is included in the dues and is non-deductible therefrom.

Qualified paid multi-copy same addressee subscriptions averaging 56 copies were sold at basic subscription prices in quantities of 2 to 99.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for quantities of 18,832 copies or 17.2%, including DMD lists.

PAID CIRCULATION:

Average Annual Order Price: 52 issues for \$184.3

Renewal Rate of Paid Subscribers : 74.4%

PROMOTIONAL INCENTIVES:

Premiums were offered with 1,535 subscriptions sold during the period. 1,182 were sold with a duffle bag and sport bottle, 182 were sold with a jump drive and 171 were sold with a jump drive and mouse pad combo.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Christopher R. Lynch, Vice President for Publishing

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	February 17, 2017
State	Massachusetts
County	Middlesex
Received by BPA Worldwide	February 17, 2017
Type	BJ
ID Number	N019B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.