

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.

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ACEP NOW is a B2B brand intended for individuals with broad-based interest in emergency medicine. The brand content and editorial scope of the publication includes breaking news and insightful commentary through the American College of Emergency Physicians (ACEP).

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**ACEP NOW
MAGAZINE**



6 Issues in the period
37,347 average circulation

**ACEP NOW
WEBSITE**



18,644 average unique
browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ACEP NOW MAGAZINE (6 issues in the period)	37,347	-	37,347
ACEP NOW WEBSITE (Monthly Unique Browsers with 44,787 average Page Impressions)	18,644	-	18,644

FIELD SERVED

ACEP NOW serves the members of the American College of Emergency Physicians, and emergency medicine physicians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include members of the American College of Emergency Physicians, office and hospital based emergency medicine physicians.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	35
Allocated for Trade Shows and Conventions	-
All Other	382
TOTAL	417

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	37,347	100.0	37,347	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,347	100.0	37,347	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
July	37,340
August	37,350
September	37,345
October	37,340
November	37,354
December	37,354

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE IS NOVEMBER 2015

This issue is -% or 8 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS /SPECIALTY	TOTAL QUALIFIED	PERCENT OF TOTAL	Patient Care
Emergency Medicine Physicians, Members of the American College of Emergency Physicians, Members of the Society of Emergency Medicine Physician Assistants.	37,354	100.0	37,354
TOTAL QUALIFIED CIRCULATION	37,354	100.0	37,354
PERCENT	100.0		100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. * Total sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	37,354	-	-	37,354	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,354	-	-	37,354	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015*	July - December 2015*
Total Audit Average Qualified:	37,876	35,608	37,094	37,248	37,249	37,347
Qualified Non-Paid:	37,876	35,608	37,094	37,248	37,249	37,347
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

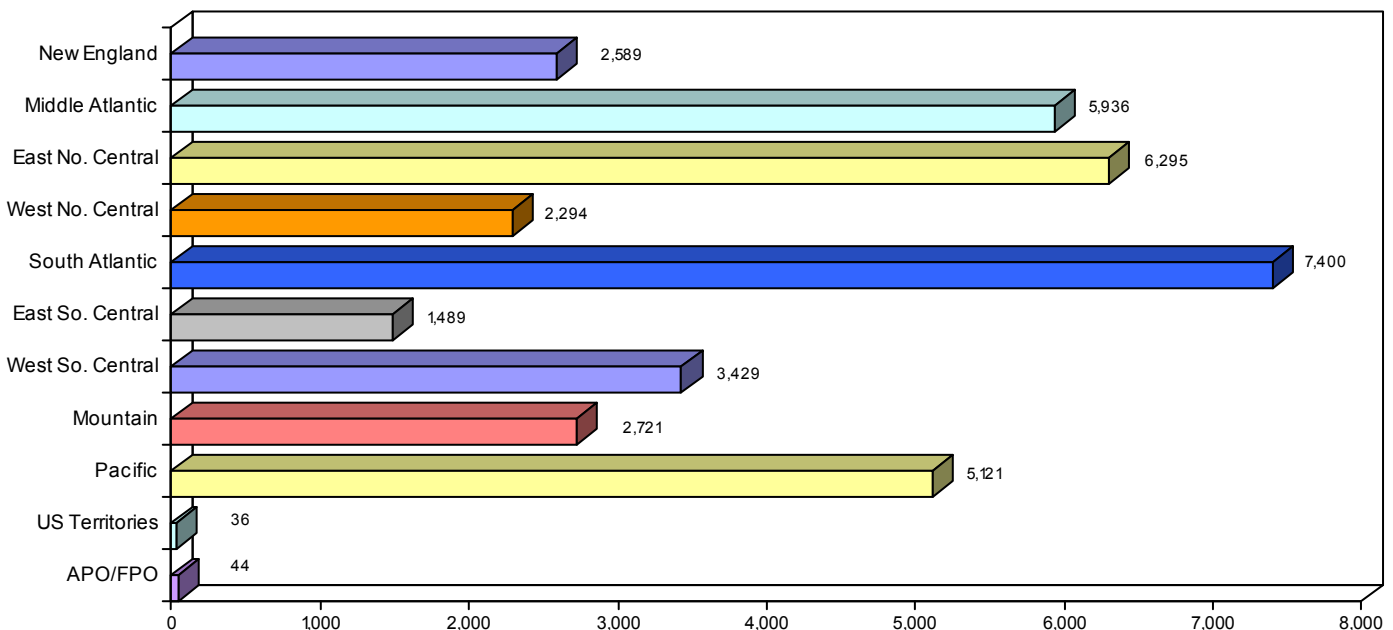
***NOTE: January - December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**
****NC = None Claimed.**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
NEW ENGLAND	2,589	6.9	UNITED STATES	37,274	99.8
MIDDLE ATLANTIC	5,936	15.9	U.S. Territories	36	0.1
EAST NO. CENTRAL	6,295	16.9	Canada	-	-
WEST NO. CENTRAL	2,294	6.1	Mexico	-	-
SOUTH ATLANTIC	7,400	19.8	Other International	-	-
EAST SO. CENTRAL	1,489	4.0	APO/FPO	44	0.1
WEST SO. CENTRAL	3,429	9.2			
MOUNTAIN	2,721	7.3			
PACIFIC	5,121	13.7			
			TOTAL QUALIFIED CIRCULATION	37,354	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.ACEPNEWS.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	38,373	20,158	16,549	1.22	01:59	01:48
August	39,143	21,735	17,345	1.25	02:13	01:47
September	49,203	26,901	21,755	1.24	02:08	01:46
October	46,461	23,817	18,695	1.27	01:54	01:49
November	45,482	22,730	17,603	1.29	02:02	02:03
December	50,060	25,151	19,919	1.26	02:17	02:16
AVERAGE:	44,787	23,415	18,644	1.26	02:05	01:54

July - December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association Rosters and Directories include 3 sources for quantities of 2,230 or 6.0% to 31,543 or 84.4%, including the American College of Emergency Physicians and the Society of Emergency Medical Physicians.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Lisa Dionne, VP, Group Publisher
Scott MacAdam, Audience Director

(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.

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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.