

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.

Wiley Subscription Services, Inc.
A Wiley Company
111 River St., 8-01
Hoboken, NJ 07030
Tel. No.: 856-768-9360
www.acepnow.com
kmiller@mrvica.com

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).

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

ACEP NOW is produced in a print format. The editorial for the print copy is the same for all recipients.

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
PRINT
MAGAZINE**



**ACEP NOW
WEBSITE**



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ACEP NOW PRINT MAGAZINE (6 issues in the period)	40,402	-	40,402
(See Paragraph 3b for Source)			
ACEP NOW WEBSITE (Monthly Users with 102,462 average Pageviews)	63,794	-	63,794

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

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, and office and hospital based emergency medicine physicians.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	23
Allocated for Trade Shows and Conventions	-
All Other	215
TOTAL	238

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,402	100.0	40,402	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,402	100.0	40,402	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
February	40,400
March	40,400
April	40,400
May	40,400
June	40,400
July	40,409

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023 This issue is -% or 9 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	40,409	100.0	40,409
TOTAL QUALIFIED CIRCULATION	40,409	100.0	40,409
PERCENT	100.0		100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023

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 (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	40,409	-	-	40,409	100.0
*Association rosters and directories	40,409	-	-	40,409	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,409	-	-	40,409	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2020	January - June 2021	July 2021 - January 2022	February - July 2022	August 2022 - January 2023	February - July 2023*
Total Audit Average Qualified:	40,383	40,400	40,400	40,400	40,404	40,402
Qualified Non-Paid:	40,383	40,400	40,400	40,400	40,404	40,402
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

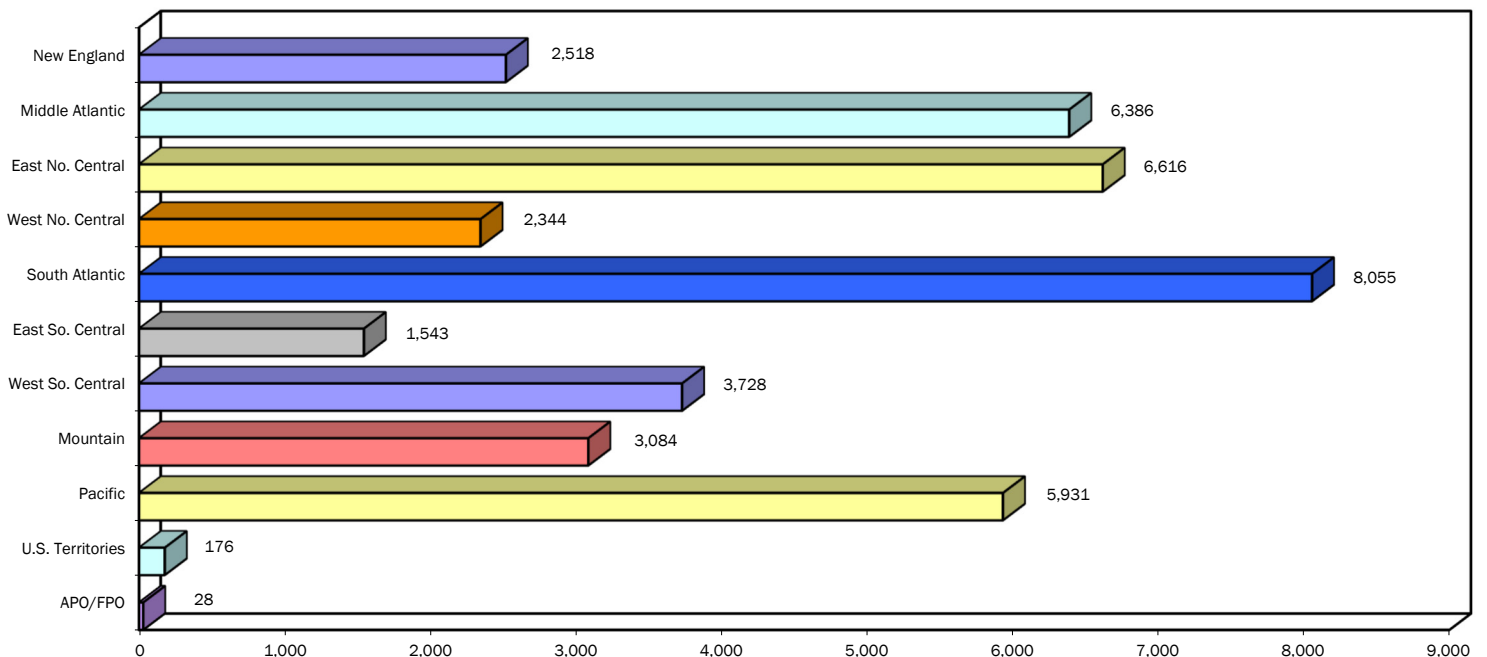
*NOTE: February – July 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
 **NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2023*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	2,518	6.2	UNITED STATES	40,205	99.5
Middle Atlantic	6,386	15.8	U.S. Territories	176	0.4
East No. Central	6,616	16.4	Canada	-	-
West No. Central	2,344	5.8	Mexico	-	-
South Atlantic	8,055	19.9	Other International	-	-
East So. Central	1,543	3.8	APO/FPO	28	0.1
West So. Central	3,728	9.2			
Mountain	3,084	7.7			
Pacific	5,931	14.7			
			TOTAL QUALIFIED CIRCULATION	40,409	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.ACEPNOW.COM

2023	Pageviews	Sessions	Users	Average Session Duration
February	92,417	63,315	55,625	1:18
March	110,134	77,575	66,506	1:14
April	101,329	67,918	59,410	1:20
May	100,864	71,449	64,140	1:09
June	97,985	72,114	64,850	1:04
July	112,047	86,285	72,234	2:07
AVERAGE:	102,462	73,109	63,794	1:22

February – July 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

Sessions: A single continuous set of activity attributable to a cookie 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.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

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

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 4,457 copies or 11.0% to 35,952 copies or 89.0%, including AMA and American College of Emergency 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.

Scott MacAdam, Sr Consultant

Lisa D. Lento, 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.

Date signed

September 15, 2023

State

Delaware

County

New Castle

Received by BPA Worldwide

September 15, 2023

Type

BD

ID Number

A469BRJ23

About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.
Copyright © 2023 BPA Worldwide. All rights reserved.