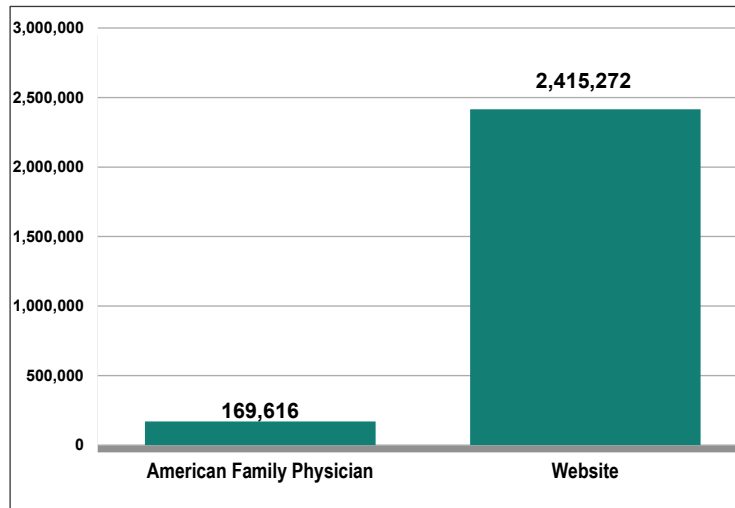


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended January 31, 2024

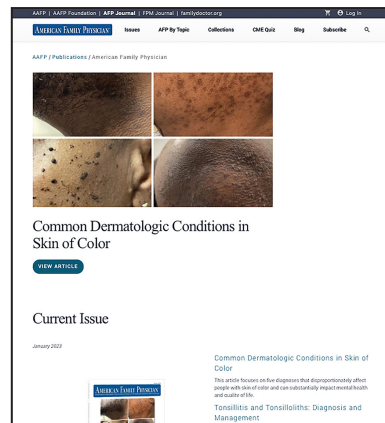
TOTAL GROSS CONTACTS **2,584,888**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
American Family Physician		6 months ended January 31, 2024
Total Qualified Circulation	169,616	
Website Activity		6 months ended January 31, 2024
Page Impressions	3,579,363	
Visits	3,101,560	
Unique Browsers	2,415,272	

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 January 31, 2024
 Subject to Audit

Field Served:

American Family Physician serves the medical profession.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		169,616
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		169,616
Total Average Qualified Nonpaid Circulation		169,616

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		5,041
Total Average Nonqualified Circulation		5,041

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Aug		170,827
Sep		171,295
Oct		171,642
Nov		171,438
Dec		170,022
Jan		162,473

BUSINESS/OCCUPATIONAL ANALYSIS																					
Classification by Business & Industry (See Note 3 & 4)		Total	%	Qualified Nonpaid - Print	Total-AAFP Members (See Note 1)	Other Physicians (See Note 1)	Major Professional Activity for United States (See Note 2)													Canada & Other International (P, Q) (See Note 2)	
							Patient Care					Other Professional Activity						Osteopathic Physicians			
							Hospital Based Practice				Total (Patient Care) (F)	Medical Teaching (G)	Administration (H)	Research (I)	Other (J, K, O) (See Note 2)	Total (Other Professional Activity) (L)	Office Based Practice (M)	Hospital Based Practice (N)			
							Office Based (A)	Interns and/or 1st Year Residents (B)	Residents (C)	Full Time Hospital Staff (D)									Total (Hospital Based) (E)		
3	AM	Aerospace Medicine	43	0.0	43	43			4	4	7				28	33	3				
4	A	Allergy	5	0.0	5	5					1				4	4					
7	AN	Anaesthesiology	66	0.0	66	66		2	5	7	32				26	26	7		1		
9	CD	Cardiovascular Diseases	14	0.0	14	14		1		1	5			2	7	9					
11	D	Dermatology	36	0.0	36	36		1	2	3	24				10	10	2				
15	EM	Emergency Medicine	797	0.5	797	797		9	270	279	544	3	8	1	157	169	53	27	4		
18	FM	Family Medicine	116,604	68.6	116,604	75,459	41,145	75,530	18	9,183	7,346	16,547	92,077	1,264	731	94	12,443	14,532	7,328	2,355	312
19	FPG	Family Practice, Geriatric Medicine	499	0.3	499	499		342	1	12	47	60	402	8	8	1	68	85	7	2	3
		Family Practice, Sports Medicine (Note 1)	1,171	0.7	1,171	1,171		849		64	61	125	974	4	1		122	127	54	11	5
21	GP	General Practice	1,129	0.7	1,129	529	600	768			14	14	782		3	1	328	332	7	2	6
27	IM	Internal Medicine	32,502	19.1	32,502	333	32,169	32,044		5	307	312	32,356	2	4		95	101	25	19	1
30	IMG	Internal Medicine, Geriatrics	436	0.3	436	436		281		28	36	64	345	2	1	1	63	67	13	5	6
43	OBG	Obstetrics & Gynecology	131	0.1	131	131		69	1	5	6	12	81	1			37	38	8	4	
45	OM	Occupational Medicine	215	0.1	215	215		96		2	12	14	110	1	16	1	74	92	11	1	1
56	PTH	Pathology, Anatomic/Clinical	15	0.0	15	15		6					6	1			5	6	2	1	
66	PD	Pediatrics	103	0.1	103	103		44		5	6	11	55		1	1	33	35	11	2	
76	PM	Physical Medicine and Rehabilitation	23	0.0	23	23		5			3	3	8				11	11	4		
78	GPM	Preventative Medicine, General	239	0.1	239	239		145	1	8	11	20	165	2	6	4	53	65	4	2	3
79	P	Psychiatry	76	0.0	76	76		22		7	6	13	35		3		29	32	7	2	
	PHP	Public Health and General Preventive Medicine (Note 1)	37	0.0	37	37		8			4	4	12		8	1	16	25			
86	DR	Radiology, Diagnostic	18	0.0	18	18		5	1	2	1	4	9				7	7		2	
94	GS	Surgery, General	107	0.1	107	107		44		11	3	14	58		1		32	33	6	10	
97	ORS	Surgery, Orthopedic	21	0.0	21	21		9			1	1	10				9	9	2		
104	OS	Other Specialty	1,660	1.0	1,660	1,658	2	850	3	153	211	367	1,217	9	45	4	296	354	51	32	6
105	US	Other Unspecified	12,046	7.1	12,046	12,046		260		121	16	137	397	1	2		10,300	10,303	62	1,075	209
		Total Qualified to Physicians	167,993	98.8	167,993	94,077	73,916	111,696	26	9,618	8,372	18,016	129,712	1,298	843	111	24,253	26,505	7,667	3,552	557
		Percent to Physicians	98.8	0.1	98.8	55.3	43.5	65.7	0.0	5.7	4.9	10.6	76.3	0.8	0.5	0.1	14.3	15.6	4.5	2.1	0.3
		Medical Students	2,029	1.2	2,029																
		Total Qualified Circulation	170,022	100.0	170,022																

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

Note 2 - Classifications J, K, O, and Classifications P, Canada, and Q, Other International and R, U.S. Territories have been combined at the publisher's option.

Note 3 - Comparable professional classifications 1-2, 5-6, 8, 10, 12-14, 16-17, 20, 22-26, 28-29, 31-42, 44, 46-55, 57-65, 67-75, 77, 80-85, 87-93, 95-96, 98-103 and 106 have been combined at the publisher's option.

Note 4 - Comparable professional classifications Hospitals, Nursing Homes, Medical Libraries, Schools and Associations, and Others Allied to the Field have been omitted at the publisher's option.

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	628	5,465	4,254	10,347	6.1
Written	439	4,291	3,470	8,200	4.8
Telecommunication					
Internet and Email	189	1,174	784	2,147	1.3
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists	159,675			159,675	93.9
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	160,303	5,465	4,254	170,022	100.0
Percent	94.3	3.2	2.5	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	170,022	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	170,022	100.0
Total Qualified Circulation	170,022	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	2,538
Arizona	3,006
Arkansas	1,923
California	20,073
Colorado	3,388
Connecticut	1,369
Delaware	541
District of Columbia	351
Florida	10,572
Georgia	4,843
Idaho	1,082
Illinois	7,035
Indiana	3,613
Iowa	1,996
Kansas	1,859
Kentucky	2,104
Louisiana	2,277
Maine	1,054
Maryland	2,788
Massachusetts	3,200
Michigan	5,632
Minnesota	4,043
Mississippi	1,287
Missouri	2,740
Montana	766
Nebraska	1,284
Nevada	1,352
New Hampshire	792
New Jersey	3,738
New Mexico	1,152
New York	8,185
North Carolina	5,474
North Dakota	572
Ohio	5,916
Oklahoma	1,779
Oregon	2,651
Pennsylvania	7,239
Rhode Island	520
South Carolina	2,956
South Dakota	638
Tennessee	3,442
Texas	12,814
Utah	1,412
Vermont	480
Virginia	4,648
Washington	5,147
West Virginia	1,107
Wisconsin	3,796
Wyoming	362
TOTAL 48 CONTERMINOUS STATES	167,536
Alaska	569
Hawaii	875
TOTAL ALASKA & HAWAII	1,444
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	168,980
Poss. & Other Areas	346
U.S. & POSS., etc.	169,326
Canada	402
International	155
Military or Civilian Personnel Overseas	139
Total International	696
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	170,022

CHANNEL PROFILES**WEBSITE ACTIVITY - www.aafp.org/afp**

Month	Page Impressions	Visits	Unique Browsers
August	3,362,293	2,801,852	2,321,233
September	3,399,828	2,777,163	2,298,432
October	3,885,409	3,174,138	2,595,147
November	2,758,450	2,246,050	1,848,571
December	3,701,353	3,434,937	2,526,994
January	4,368,843	4,175,221	2,901,255

NOTES

Definition of Recipient Qualification:

Qualified recipients are family physicians, including medical teachers; selected office-based general practitioners; selected direct patient care office and hospital-based general internists or family medicine osteopaths; Academy members in FM/GP/IM and other specialties, Canadian and other international physician members, student affiliate members and physician members with medical teaching, administration, research and other activity as their major professional activity.

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

Lists: Represent copies served to subscribers obtained from American Academy of Family Physicians, American Medical Association Directory and American Osteopathic Association Directory.

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

Miscellaneous: This publication reports uniform Business/Occupational categories according to an industry comparability format for the Physicians Market.

Total Gross Contacts Include : Qualified Circulation and Unique Browsers.

Website Data Source: Google Analytics.

Website Domains: Domains included in website traffic: www.aafp.org/pubs/afp.html

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.

Frequency: Monthly
Format: Standard

Established: 1970
AAM Member Since: 1972
Member #: 06-3002-7
SRDS: H21

Parent Company: American Academy of Family Physicians (American Family Physician)

REBECCA HARP
Senior Circulation Strategist

SUSAN CORDILL
Circulation Manager

Published by:
American Academy of Family Physicians
11400 Tomahawk Creek Pkwy
Leawood, KS 66211
T: (913) 906-6000
<https://www.aafp.org/pubs/afp.html>