

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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The **AMERICAN JOURNAL OF OBSTETRICS AND GYNECOLOGY**, “The Gray Journal”, covers the full spectrum of Obstetrics and Gynecology. The aim of the Journal is to publish original research (clinical and translational), reviews, opinions, video clips, podcasts and interviews that will have an impact on the understanding of health and disease and that has the potential to change the practice of women's health care. An important focus is the diagnosis, treatment, prediction and prevention of obstetrical and gynecological disorders. The Journal also publishes work on the biology of reproduction, and content which provides insight into the physiology and mechanisms of obstetrical and gynecological diseases.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

AMERICAN JOURNAL OF OBSTETRICS AND GYNECOLOGY 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

AMERICAN JOURNAL OF OBSTETRICS & GYNECOLOGY PRINT MAGAZINE



AMERICAN JOURNAL OF OBSTETRICS & GYNECOLOGY WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AMERICAN JOURNAL OF OBSTETRICS & GYNECOLOGY PRINT MAGAZINE (6 issues in the period)	46,813	411	47,224
(See Paragraph 3b for Source)			
AMERICAN JOURNAL OF OBSTETRICS & GYNECOLOGY WEBSITE (Monthly Users with 305,854 average Pageviews)	134,571	-	134,571

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

FIELD SERVED

The **AMERICAN JOURNAL OF OBSTETRICS & GYNECOLOGY** serves medical physicians in the following specialties: Obstetrics & Gynecology, Gynecology, Maternal & Fetal Medicine, Reproductive Endocrinology, Gynecological Oncology, Obstetrics, other medical specialties, medical societies and other paid circulation.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: medical physicians and doctors actively engaged in office and hospital-based patient care and other titled and non-titled personnel within the Field Served.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	246
Allocated for Trade Shows and Conventions	-
All Other	1,204
TOTAL	1,450

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	47,224	100.0	46,813	99.1	411	0.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,224	100.0	46,813	99.1	411	0.9

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	47,283
September	47,306
October	47,426
November	47,374
December	47,374
January	46,577

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023
 This issue is 1.6% or 776 copies below the average of the other 5 issues reported in Paragraph 2.

Professional Classification	Total Qualified	Percent of Total	Patient Care				Other Professional Activity					Osteopathic Physicians				
			Office Based Practice (A)	Interns and/or Residents (B)	Full-Time Hospital Staff (D)	Total (Hospital Based) (E)	Total (Patient Care) (F)	Medical Teaching (G)	Administration (H)	Research (I)	Other (K)	Total (Other Professional Activity) (L)	Office Based Practice (M)	Hospital Based Practice (N)	Other Professional Activity (O)	Total Osteopaths
GO Gynecological Oncology	541	1.2	346	98	77	175	521	2	2	1	1	6	12	2	-	14
GYN Gynecology	899	1.9	776	-	57	57	833	3	2	2	-	7	51	7	1	59
MFM Maternal & Fetal Medicine	303	0.7	186	77	27	104	290	-	-	-	3	3	7	3	-	10
OBS Obstetrics	65	0.1	47	-	8	8	55	-	-	1	-	1	7	2	-	9
OBG Obstetrics & Gynecology	33,781	72.5	27,038	2,660	2,333	4,993	32,031	229	11	60	69	369	1,209	153	19	1,381
REN Reproductive Endocrinology	557	1.2	454	66	21	87	541	2	-	5	1	8	8	-	-	8
Other Areas of Specialization	55	0.1	47	-	6	6	53	-	-	-	-	-	2	-	-	2
Total Copies to Physicians	36,201	77.7	28,894	2,901	2,529	5,430	34,324	236	15	69	74	394	1,296	167	20	1,483
Association of Professors of Gynecology and Obstetrics	955	2.0														
Society of Maternal & Fetal Medicine	7,951	17.1														
Pacific Coast OB/GYN	273	0.6														
Central Association of OB/GYN	234	0.5														
Society of Gynecologic Surgeons	418	0.9														
Other Paid Circulation	545	1.2														
TOTAL QUALIFIED CIRCULATION	46,577	100.0														
PERCENT		100.0														

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JANUARY 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):	46,032	-	-	46,032	100.0
*Association rosters and directories	46,032	-	-	46,032	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	46,032	-	-	46,032	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
	February - July 2020	August 2020 – January 2021	February - July 2021	August 2021 – January 2022	February - July 2022	August 2022 – January 2023*
Total Audit Average Qualified:	45,182	45,704	46,568	45,611	44,591	47,224
Qualified Non-Paid:	44,740	45,296	46,182	45,190	44,234	46,813
Qualified Paid:	442	408	386	421	357	411
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: August 2022 – January 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 JANUARY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	180		Kentucky	525	
New Hampshire	197		Tennessee	948	
Vermont	116		Alabama	532	
Massachusetts	1,242		Mississippi	341	
Rhode Island	257		EAST SO. CENTRAL	2,346	5.0
Connecticut	775		Arkansas	285	
NEW ENGLAND	2,767	5.9	Louisiana	743	
New York	2,989		Oklahoma	377	
New Jersey	1,464		Texas	3,836	
Pennsylvania	1,610		WEST SO. CENTRAL	5,241	11.3
MIDDLE ATLANTIC	6,063	13.0	Montana	122	
Ohio	1,715		Idaho	143	
Indiana	738		Wyoming	51	
Illinois	1,967		Colorado	855	
Michigan	1,482		New Mexico	272	
Wisconsin	707		Arizona	854	
EAST NO. CENTRAL	6,609	14.2	Utah	358	
Minnesota	766		Nevada	351	
Iowa	294		MOUNTAIN	3,006	6.5
Missouri	877		Alaska	91	
North Dakota	92		Washington	849	
South Dakota	103		Oregon	682	
Nebraska	254		California	4,963	
Kansas	347		Hawaii	237	
WEST NO. CENTRAL	2,733	5.9	PACIFIC	6,822	14.6
Delaware	127		UNITED STATES	45,122	96.9
Maryland	1,170		U.S. Territories	2	
Washington, DC	585		Canada	180	
Virginia	1,132		Mexico	31	
West Virginia	158		Other International	1,241	
North Carolina	1,535		APO/FPO	1	
South Carolina	651				
Georgia	1,472		TOTAL QUALIFIED CIRCULATION	46,577	100.0
Florida	2,705				
SOUTH ATLANTIC	9,535	20.5			

*See Additional Data

WEBSITE CHANNEL

WWW.AJOG.ORG

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	257,238	146,901	111,105	2:09
September	277,808	161,726	124,985	2:10
October	326,100	195,002	151,099	2:07
November	355,111	203,485	153,064	2:23
December	340,087	176,847	130,618	2:33
January	278,783	173,928	136,559	1:54
AVERAGE:	305,854	176,314	134,571	2:12

August 2022 – January 2023 data was provided by Omniture. 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:

METHOD OF DISTRIBUTION:

Periodical Class USPS and International Air Mail.

PARAGRAPH 3b:

Paragraph 3b includes 46,032 qualified non-paid circulation. Qualified paid circulation of 545 combined with the qualified non-paid circulation equals 46,577 total qualified circulation for the analyzed issue.

Association rosters and directories include 6 sources of circulation for quantities of 234 copies or 0.5% to 36,201 copies or 78.6%, including MMS.

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.

Andrea Boccelli, Senior Publisher

Richard Bozza, Circulation Analyst

(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 16, 2023

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Pennsylvania

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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.

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