

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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**DOTMED HEALTHCARE BUSINESS NEWS** magazine targets health care industry professionals at hospitals, health care facilities and imaging centers. The editorial content focuses on new technologies, industry insight, innovation and news, trends and commentary from health care professionals from all industry sectors. DOTmed HealthCare Business News is published by DOTmed.com, a global exchange for buying and selling medical equipment, parts, accessories and services. DOTmed HealthCare Business News is distributed via print and online and additional copies are distributed at industry trade shows.

**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**

**DOTMED HEALTHCARE BUSINESS NEWS**



5 issues in the period  
 28,374 average circulation

**DOTMED HEALTHCARE BUSINESS NEWS WEBSITE**



252,708 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>DOTMED HEALTHCARE BUSINESS NEWS</b> (5 issues in the period)	28,374	-	28,374
<b>DOTMED HEALTHCARE BUSINESS NEWS WEBSITE</b> (Monthly Users with 1,397,060 average Pageviews)	252,708	-	252,708

**FIELD SERVED**

**DOTMED HEALTHCARE BUSINESS NEWS** serves the healthcare, medical, and research industries.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified Recipients are CEO, CFO, COO, Chief Administrator, CIO, Director/Manager of Biomedical Engineering, Operating Room Manager/Supervisor, Director/Manager of Purchasing, Director/Manager of Diagnostic Imaging, Diagnostic Imaging Center Manager/Supervisor, PACS Administrator, and Other Titled and Non-titled personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	91
Allocated for Trade Shows and Conventions	1,460
All Other	3,829
<b>TOTAL</b>	<b>5,380</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,834	94.6	26,834	94.6	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,540	5.4	1,540	5.4	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,374</b>	<b>100.0</b>	<b>28,374</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018 Issue	Total Qualified
July	28,294
August	28,287
September	28,400
October	28,446
November	28,441

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

This issue is 0.3% or 84 copies above the average of the other 4 issues reported in Paragraph 2.

Title (Note 1)	Total Qualified	Percent of Total
Director/Manager of Diagnostic Imaging	3,152	11.1
Diagnostic Imaging Center Manager / Supervisor	5,381	18.9
CFO	2,067	7.3
COO	716	2.5
CEO	2,289	8.0
CIO	1,205	4.2
Chief Administrator (incl. President, Director, Administrator, etc.)	998	3.5
Director/Manager of Biomedical Engineering	4,086	14.4
Director/Manager of Purchasing	3,415	12.0
Operating Room Manager / Supervisor	2,640	9.3
PACS Administrator	1,271	4.5
Other Title and Non-Titled Personnel	1,221	4.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,441</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: DOTmed Health Care Business News serves the healthcare, medical, and research industries.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	862	326	209	1,397	4.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	25,154	-	1,890	27,044	95.1
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,016</b>	<b>326</b>	<b>2,099</b>	<b>28,441</b>	<b>100.0</b>
<b>PERCENT</b>	<b>91.5</b>	<b>1.1</b>	<b>7.4</b>	<b>100.0</b>	

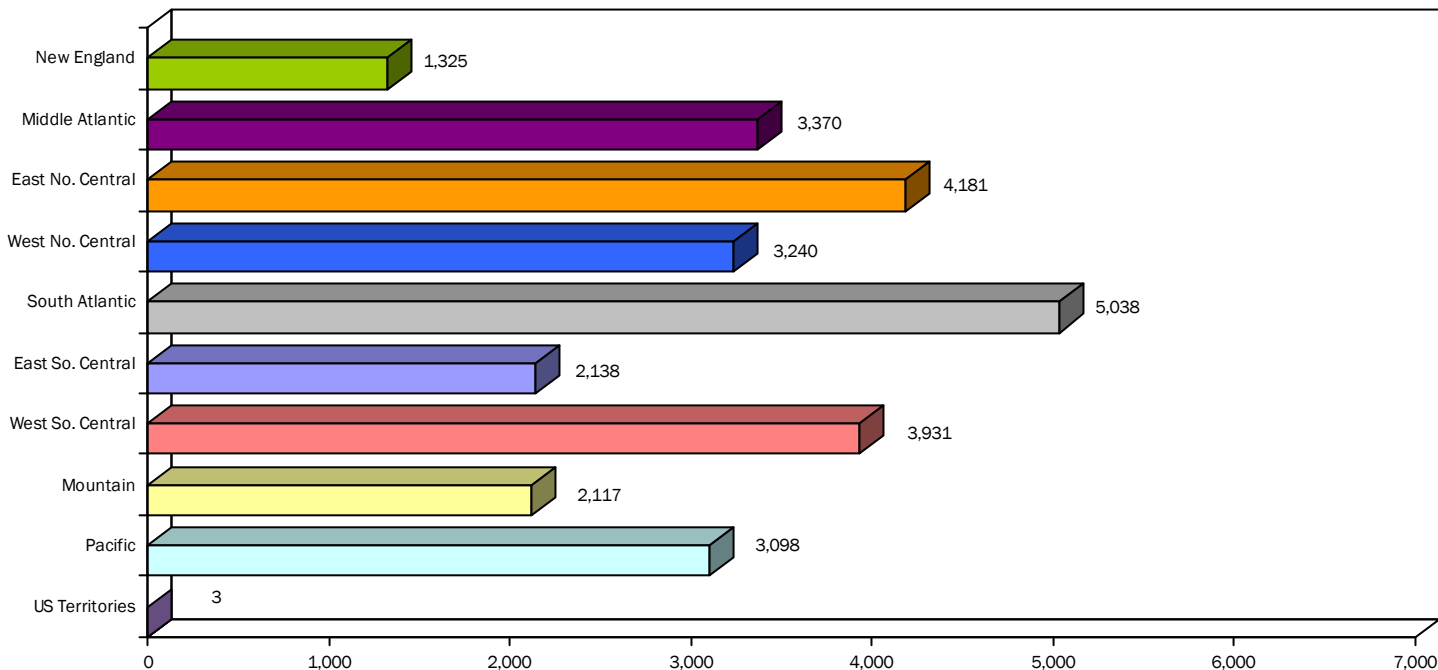
\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018\***

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,325	4.7	UNITED STATES	28,438	100.0
Middle Atlantic	3,370	11.9	U.S. Territories	3	-
East No. Central	4,181	14.7	Canada	-	-
West No. Central	3,240	11.4	Mexico	-	-
South Atlantic	5,038	17.7	Other International	-	-
East So. Central	2,138	7.5	APO/FPO	-	-
West So. Central	3,931	13.8			
Mountain	2,117	7.4			
Pacific	3,098	10.9			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,441</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



**WEBSITE CHANNEL**

**WWW.DOTMED.COM**

2018	Pageviews	Sessions	Users	Average Session Duration
July	1,383,501	404,799	259,430	3:11
August	1,399,861	396,673	249,534	3:19
September	1,341,045	377,881	242,688	3:18
October	1,519,936	424,487	268,845	3:15
November	1,451,624	397,178	257,965	3:13
December	1,286,394	363,343	237,789	3:08
<b>AVERAGE:</b>	<b>1,397,060</b>	<b>394,060</b>	<b>252,708</b>	<b>3:14</b>

July - December 2018 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 1 source of circulation for a quantity of 6,055 copies or 21.3%, including American Hospital Association. Other sources include 2 sources of circulation for quantities of 3,411 copies or 12.0% to 17,578 copies or 61.8%, including MCH Strategic Data & Info Data Sphere.

### 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.

Matt Ulman, CTO

Philip F. Jacobus, Publisher, President & CEO

(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 11, 2019
State	New York
County	New York
Received by BPA Worldwide	February 11, 2019
Type	BD
ID Number	D218B0D8

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.