

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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**NEPHROLOGY NEWS & ISSUES** is a b2b brand whose primary focus is on educating and informing subscribers of the latest developments in nephrology while providing a forum for the exchange of ideas among the professional disciplines responsible for the delivering care to the end-stage renal disease patient. The brand content and editorial scope of the publication reports on the latest social, economic, political and legislative developments in renal care.

**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**

**NEPHROLOGY NEWS & ISSUES MAGAZINE**



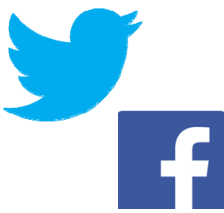
6 Issues in the period  
26,500 average circulation

**NEPHROLOGY NEWS & ISSUES WEBSITE**



33,798 average unique browsers

**NEPHROLOGY NEWS & ISSUES SOCIAL MEDIA**



2,717 Twitter followers  
8,750 Facebook likes

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>NEPHROLOGY NEWS &amp; ISSUES MAGAZINE</b> (6 issues in the period)	26,367	133	26,500
a. Print	21,360	127	21,487
b. Digital	5,007	6	5,013
1. Requested	1,773	6	1,779
2. Non-Requested	3,234	-	3,234
<b>NEPHROLOGY NEWS &amp; ISSUES WEBSITE</b> (Monthly Unique Browsers with 73,430 average Page Impressions)	33,798	-	33,798
<b>NEPHROLOGY NEWS &amp; ISSUES SOCIAL MEDIA</b>			
a. Twitter followers	*2,717	-	*2,717
b. Facebook likes	*8,750	-	*8,750

\*Social Media Claims are cumulative figures, not averages.

## FIELD SERVED

**NEPHROLOGY NEWS & ISSUES** serves the nephrology/renal care community including Dialysis Centers, Freestanding; Dialysis Clinics, Hospital Based; Private Practices/Office Based; Transplant Centers; Laboratories; Manufacturers/ Vendors; Government Agencies and others in the renal care community.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Nephrologists, Transplant Surgeons, Vascular Surgeons, Internists, Other Physicians, Physician Assistants, Nurse Practitioners, Nephrology Nurses, Other Nursing Staff, Administrators, Presidents, Vice Presidents, CEOs/CFOs/COOs, Medical Directors, Facility Board/Owners, Transplant Administrators, Nurse Managers, Network Directors, Chief Technicians, Managers/Supervisors, Laboratory Directors, Other Administration, Dietitians, Technicians, Social Workers, Transplant Coordinators, Other Staff, Librarians, Patients, Government Officials and others allied to the industry.

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	34
Advertiser and Agency Allocated for Trade Shows and Conventions	528
All Other	8
<b>TOTAL</b>	<b>569</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,500	100.0	26,367	99.5	133	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,500</b>	<b>100.0</b>	<b>26,367</b>	<b>99.5</b>	<b>133</b>	<b>0.5</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
July	21,203	5,297	26,500
August	21,237	5,263	26,500
September	21,237	5,263	26,500
October	21,292	5,208	26,500
November	21,969	4,531	26,500
December	21,986	4,514	26,500

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Nephrologists	11,488	43.3	11,290	198
Transplant Surgeon	23	0.1	17	6
Vascular Surgeon	24	0.1	24	-
Internist	64	0.2	61	3
Other Physician	45	0.2	31	14
Sub-Total: Physician	11,644	43.9	11,423	221
Physician Assistant	535	2.0	519	16
Nurse Practitioner	1,264	4.8	1,212	52
Nephrology Nurse	3,705	14.0	3,511	194
Other Nursing Staff	126	0.5	88	38
Sub-Total: Allied Medical & Nursing	5,630	21.3	5,330	300
Dietitian	2,388	9.0	1,456	932
Technician	431	1.6	387	44
Social Worker	2,079	7.9	1,074	1,005
Transplant Coordinator	180	0.7	81	99
Other Staff	112	0.4	63	49
Sub-Total: Staff	5,190	19.6	3,061	2,129
Administrative (Note 1)	3,781	14.3	1,983	1,798
Other (Note 2)	255	1.0	172	83
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,500</b>	<b>100.0</b>	<b>21,969</b>	<b>4,531</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.9</b>	<b>17.1</b>

Note 1: Titles Included: Administrator, President, Vice President, CEO/CFO/COO, Medical Director, Facility Board/Owner, Transplant Administrator, Nurse Manager, Network Director, Chief Technician, Manager/Supervisor, Laboratory Director and Other Administrators.  
Note 2: Titles Included: Librarian, Patient, Government Official and Others Allied to the Industry

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	3,682	861	720	3,620	1,643	5,263	19.9
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:	14,824	5,416	997	18,349	2,888	21,237	80.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,506</b>	<b>6,277</b>	<b>1,717</b>	<b>21,969</b>	<b>4,531</b>	<b>26,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>69.8</b>	<b>23.7</b>	<b>6.5</b>	<b>82.9</b>	<b>17.1</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	81	14	95		Kentucky	236	36	272	
New Hampshire	56	16	72		Tennessee	500	109	609	
Vermont	42	14	56		Alabama	332	47	379	
Massachusetts	705	170	875		Mississippi	205	22	227	
Rhode Island	88	23	111		EAST SO. CENTRAL	1,273	214	1,487	5.6
Connecticut	272	49	321		Arkansas	174	23	197	
NEW ENGLAND	1,244	286	1,530	5.8	Louisiana	384	62	446	
New York	1,821	408	2,229		Oklahoma	177	40	217	
New Jersey	702	85	787		Texas	1,683	320	2,003	
Pennsylvania	1,032	225	1,257		WEST SO. CENTRAL	2,418	445	2,863	10.8
MIDDLE ATLANTIC	3,555	718	4,273	16.1	Montana	33	17	50	
Ohio	865	233	1,098		Idaho	80	8	88	
Indiana	399	86	485		Wyoming	18	3	21	
Illinois	975	237	1,212		Colorado	341	95	436	
Michigan	687	151	838		New Mexico	120	23	143	
Wisconsin	378	94	472		Arizona	367	76	443	
EAST NO. CENTRAL	3,304	801	4,105	15.5	Utah	139	49	188	
Minnesota	384	94	478		Nevada	161	22	183	
Iowa	177	38	215		MOUNTAIN	1,259	293	1,552	5.9
Missouri	468	97	565		Alaska	39	1	40	
North Dakota	75	6	81		Washington	419	125	544	
South Dakota	76	11	87		Oregon	203	34	237	
Nebraska	131	19	150		California	2,163	432	2,595	
Kansas	165	40	205		Hawaii	80	5	85	
WEST NO. CENTRAL	1,476	305	1,781	6.7	PACIFIC	2,904	597	3,501	13.2
Delaware	75	9	84		UNITED STATES	21,826	4,456	26,282	99.2
Maryland	526	92	618		U.S. Territories	110	15	125	
Washington, DC	109	30	139		Canada	26	31	57	
Virginia	516	102	618		Mexico	-	5	5	
West Virginia	129	17	146		Other International	7	10	17	
North Carolina	761	126	887		APO/FPO	-	-	-	
South Carolina	321	54	375		Email Only	-	14	14	
Georgia	727	120	847		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,969</b>	<b>4,531</b>	<b>26,500</b>	<b>100.0</b>
Florida	1,229	247	1,476						
SOUTH ATLANTIC	4,393	797	5,190	19.6					

\*See Additional Data

**WEBSITE CHANNEL**

**WWW.NEPHROLOGYNEWS.COM**

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	75,521	49,207	35,666	1.38	02:41	01:26
August	76,855	48,523	33,900	1.43	02:51	01:40
September	62,047	39,109	28,485	1.37	02:48	01:39
October	75,492	48,413	35,251	1.37	02:44	01:32
November	65,392	42,328	29,716	1.42	02:42	01:28
December	85,277	55,328	39,772	1.39	02:28	01:20
<b>AVERAGE:</b>	<b>73,430</b>	<b>47,151</b>	<b>33,798</b>	<b>1.39</b>	<b>02:42</b>	<b>01:30</b>

July – December 2016 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 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 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.adcompli.com](http://www.adcompli.com)

# SOCIAL MEDIA CHANNEL

## NEPHROLOGY NEWS & ISSUES Social Media



Twitter followers  
<http://twitter.com/NephOnline>



Facebook likes  
<http://www.facebook.com/NephOnline>

2016

	Twitter followers	Facebook likes
Beginning Balance	2,421	6,187
July	2,467	7,015
August	2,472	7,516
September	2,532	7,861
October	2,594	8,086
November	2,654	8,287
December	2,717	8,750

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE:

#### CHANGE IN FREQUENCY:

Effective with the August 2016 issue, NEPHROLOGY NEWS & ISSUES changed its frequency from 13 to 12 issues per year.

### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for a quantity of 3,617 copies or 13.6% and 10,162 copies or 38.5%, including the AMA list and the National Kidney Foundation.

Other sources include 4 sources of circulation for quantities of 64 copies or 0.2% to 3,145 copies or 11.9% including Prospect DB

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media 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.

Tracy Aston-Martin, VP, Business Publishing

Anna Hicks, Audience Marketing Manager

(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 9, 2017

State Alabama

County Shelby

Received by BPA Worldwide February 9, 2017

Type BD

ID Number N013B0D6

#### 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.