

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.

Grand View Media
(See Additional Data)
200 Croft Place, Suite 200
Birmingham, AL 35242
Tel. No.: (888) 431-2877
Fax No.: (205) 408-3799
www.nephronline.com

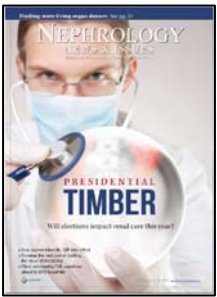
NEPHROLOGY NEWS & ISSUES is a b2b brand whose primary focus is on educating and informing subscribers of the latest developments in nephrology while providing a forum for the exchange of ideas among the professional disciplines responsible for the delivering care to the end-stage renal disease patient. 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



32,598 average unique browsers

NEPHROLOGY NEWS & ISSUES SOCIAL MEDIA



2,421 Twitter followers
6,187 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
NEPHROLOGY NEWS & ISSUES MAGAZINE (6 issues in the period)	26,340	160	26,500
a. Print	22,088	150	22,238
b. Digital	4,252	10	4,262
1. Requested	1,698	10	1,708
2. Non-Requested	2,554	-	2,554
NEPHROLOGY NEWS & ISSUES WEBSITE (Monthly Unique Browsers with 70,606 average Page Impressions)	32,598	-	32,598
NEPHROLOGY NEWS & ISSUES SOCIAL MEDIA			
a. Twitter followers	*2,421	-	*2,421
b. Facebook likes	*6,187	-	*6,187

*Social Media Claims is a cumulative figure, not average.

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/COOs/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	38
Advertiser and Agency	853
Allocated for Trade Shows and Conventions	517
All Other	803
TOTAL	2,211

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	26,340	99.4	160	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,500	100.0	26,340	99.4	160	0.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January	24,767	1,733	26,500
February	24,730	1,770	26,500
March	20,742	5,758	26,500
April	20,927	5,573	26,500
May	21,083	5,417	26,500
June	21,177	5,323	26,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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	Nephrologist	Physician (Note 1)	Allied Medical and Nursing (Note 2)	Administrator (Note 3)	Staff (Note 4)	Other (Note 5)
Dialysis Center, Freestanding	2,609	9.8	1,780	829	72	6	422	991	1,096	22
Dialysis Clinic, Hospital-Based	4,073	15.4	2,828	1,245	1,850	10	310	1,380	510	13
Private Practice/Office Based	8,515	32.1	8,136	379	7,770	18	149	407	152	19
Transplant Center	338	1.3	245	93	12	12	39	47	220	8
Laboratory	346	1.3	331	15	304	2	1	33	4	2
Manufacturer/Vendor	316	1.2	168	148	9	8	47	197	46	9
Government Agency	157	0.6	86	71	13	2	25	50	40	27
Other	10,146	38.3	7,509	2,637	1,566	107	2,182	811	5,364	116
TOTAL QUALIFIED CIRCULATION	26,500	100.0	21,083	5,417	11,596	165	3,175	3,916	7,432	216
PERCENT	100.0		79.6	20.4	43.8	0.6	12.0	14.8	28.0	0.8

Note 1: Titles Included: Transplant Surgeon, Vascular Surgeon, Internist and Other Physicians

Note 2: Titles Included: Physician Assistant, Nurse Practitioner, Nephrology Nurse and Other Nursing Staff

Note 3: 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 4: Titles Included: Dietitian, Technician, Social Worker, Transplant Coordinator and Other Staff

Note 5: Titles Included: Librarian, Patient, Government Official and Others Allied to the Industry

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

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	3,633	1,075	923	3,830	1,801	5,631	21.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	16,869	1,394	2,606	17,253	3,616	20,869	78.8
*Association rosters and directories	11,452	1,394	2,606	14,424	1,028	15,452	58.3
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,417	-	-	2,829	2,588	5,417	20.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,502	2,469	3,529	21,083	5,417	26,500	100.0
PERCENT	77.4	9.3	13.3	79.6	20.4	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	76	16	92		Kentucky	220	37	257	
New Hampshire	57	18	75		Tennessee	457	116	573	
Vermont	45	15	60		Alabama	245	57	302	
Massachusetts	728	194	922		Mississippi	180	29	209	
Rhode Island	96	24	120		EAST SO. CENTRAL	1,102	239	1,341	5.1
Connecticut	244	68	312		Arkansas	143	36	179	
NEW ENGLAND	1,246	335	1,581	6.0	Louisiana	309	69	378	
New York	1,923	470	2,393		Oklahoma	163	39	202	
New Jersey	660	108	768		Texas	1,608	386	1,994	
Pennsylvania	1,105	285	1,390		WEST SO. CENTRAL	2,223	530	2,753	10.4
MIDDLE ATLANTIC	3,688	863	4,551	17.2	Montana	36	18	54	
Ohio	795	267	1,062		Idaho	64	13	77	
Indiana	403	104	507		Wyoming	15	6	21	
Illinois	960	293	1,253		Colorado	316	117	433	
Michigan	662	181	843		New Mexico	117	27	144	
Wisconsin	378	115	493		Arizona	424	102	526	
EAST NO. CENTRAL	3,198	960	4,158	15.7	Utah	142	57	199	
Minnesota	386	118	504		Nevada	159	28	187	
Iowa	182	60	242		MOUNTAIN	1,273	368	1,641	6.2
Missouri	396	114	510		Alaska	23	2	25	
North Dakota	67	9	76		Washington	409	144	553	
South Dakota	66	13	79		Oregon	208	44	252	
Nebraska	150	31	181		California	2,067	507	2,574	
Kansas	157	51	208		Hawaii	70	6	76	
WEST NO. CENTRAL	1,404	396	1,800	6.8	PACIFIC	2,777	703	3,480	13.1
Delaware	63	12	75		UNITED STATES	20,895	5,357	26,252	99.1
Maryland	532	117	649		U.S. Territories	110	14	124	
Washington, DC	94	35	129		Canada	69	32	101	
Virginia	536	120	656		Mexico	2	4	6	
West Virginia	99	19	118		Other International	7	9	16	
North Carolina	703	152	855		AP0/FPO	-	1	1	
South Carolina	278	67	345						
Georgia	601	151	752						
Florida	1,078	290	1,368						
SOUTH ATLANTIC	3,984	963	4,947	18.6					
					TOTAL QUALIFIED CIRCULATION	21,083	5,417	26,500	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.NEPHROLOGYNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	56,298	33,025	24,565	1.34	02:08	01:31
February	65,598	39,587	29,333	1.35	02:08	01:24
March	65,040	39,160	28,575	1.37	02:12	01:27
April	72,928	47,160	35,226	1.34	02:21	01:17
May	79,942	50,830	37,676	1.35	02:25	01:23
June	83,833	54,211	40,214	1.35	02:32	01:23
AVERAGE:	70,606	43,995	32,598	1.35	02:17	01:24

January - June 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

SOCIAL MEDIA CHANNEL

NEPHROLOGY NEWS & ISSUES Social Media



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



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

2016

	Twitter followers	Facebook likes
Beginning Balance	2,065	4,950
January	2,114	5,062
February	2,172	5,203
March	2,223	5,380
April	2,283	5,551
May	2,347	5,801
June	2,421	6,187

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.

CHANGE IN COMPANY NAME:

Effective July 2015, Grand View Media Group changed its name to Grand View Media.

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 9 sources of circulation for quantities of 13 copies or -% to 9,791 copies or 36.9%, including the American Medical Association and the National Kidney Foundation.

Other sources include 2 sources of circulation for a quantity of 1,332 copies or 5.1% to 4,085 copies or 15.4%, including a list rented from Global Data Now of Administrators and others allied to the industry.

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	August 6, 2016
State	Alabama
County	Shelby
Received by BPA Worldwide	August 6, 2016
Type	BD
ID Number	N013B0J6

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 for the latest audit reports, membership information and publishing and advertising industry news.