

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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

DOTMED HEALTHCARE BUSINESS NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

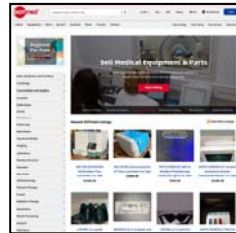
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. 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

DOTMED HEALTHCARE BUSINESS NEWS PRINT MAGAZINE



DOTMED HEALTHCARE BUSINESS NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DOTMED HEALTHCARE BUSINESS NEWS PRINT MAGAZINE (5 issues in the period)	20,174	-	20,174
(See Paragraph 3b for Source)			
DOTMED HEALTHCARE BUSINESS NEWS WEBSITE (Monthly Users with 1,632,898 average Pageviews)	344,250	-	344,250

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

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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, Director/Manager of Purchasing, Director/Manager of Diagnostic Imaging, Diagnostic Imaging Center Manager/Supervisor, and Other Titled and Non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	155
All Other	829
TOTAL	984

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,915	98.7	19,915	98.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	259	1.3	259	1.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,174	100.0	20,174	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January/February	19,949
March	20,027
April	20,671
May	20,104
June	20,119

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
This issue is 0.4% or 88 copies below the average of the other 4 issues reported in Paragraph 2.

Title (Note 1)	Total Qualified	Percent of Total
Director/Manager of Diagnostic Imaging	3,018	15.0
Diagnostic Imaging Center Manager/Supervisor	4,836	24.1
CFO	1,501	7.5
COO	-	-
CEO	1,030	5.1
CIO	1,413	7.0
Chief Administrator (incl. President, Director, Administrator, etc.)	469	2.3
Director/Manager of Biomedical Engineering	1,865	9.3
Director/Manager of Purchasing	2,074	10.3
Biomedical Engineer	2,200	10.9
Other Title and Non-Titled Personnel	1,698	8.5
TOTAL QUALIFIED CIRCULATION	20,104	100.0
PERCENT	100.0	

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1,109	463	255	1,827	9.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (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:	18,277	-	-	18,277	90.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,386	463	255	20,104	100.0
PERCENT	96.4	2.3	1.3	100.0	

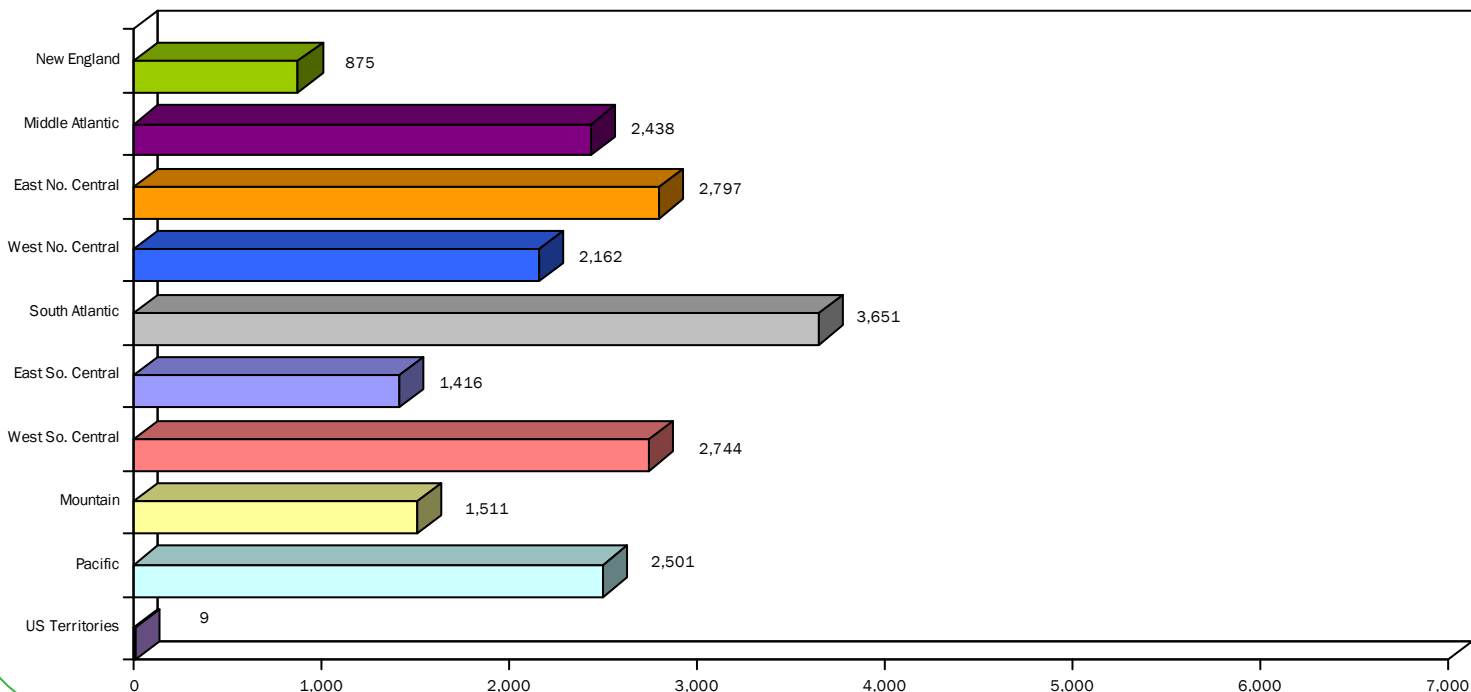
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	875	4.4	UNITED STATES	20,095	100.0
Middle Atlantic	2,438	12.1	U.S. Territories	9	-
East No. Central	2,797	13.9	Canada	-	-
West No. Central	2,162	10.8	Mexico	-	-
South Atlantic	3,651	18.2	Other International	-	-
East So. Central	1,416	7.0	APO/FPO	-	-
West So. Central	2,744	13.7			
Mountain	1,511	7.5			
Pacific	2,501	12.4			
			TOTAL QUALIFIED CIRCULATION	20,104	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.DOTMED.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	1,623,074	473,815	334,013	2:49
February	1,593,907	473,041	331,372	2:51
March	1,820,378	535,447	377,745	2:47
April	1,584,601	473,328	331,931	2:49
May	1,640,575	529,068	394,296	2:22
June	1,534,853	432,517	296,144	2:55
AVERAGE:	1,632,898	486,202	344,250	2:45

January – June 2021 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:

CHANGE IN FREQUENCY:

In 2021, DOTMED HEALTHCARE BUSINESS NEWS has returned to its frequency of 10 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 2,998 copies or 14.9%, including American Hospital Association. Other sources include 2 sources of circulation for quantities of 3,674 copies or 18.3% and 11,605 copies or 57.7%, including SimpliContent and MCH.

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, President

Philip F. Jacobus, CEO/Publisher

(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 10, 2021

State New York

County New York

Received by BPA Worldwide August 10, 2021

Type BD

ID Number D218B0J1

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.