

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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U.S. PHARMACIST is a B2B brand intended for individuals with broad-based interests in pharmaceutical industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

U.S. PHARMACIST 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

**U.S. PHARMACIST
PRINT MAGAZINE**



**U.S. PHARMACIST
E-NEWSLETTER**



**U.S. PHARMACIST
WEBSITE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
U.S. PHARMACIST PRINT MAGAZINE (6 issues in the period)	153,235	-	153,235
(See Paragraph 3b for Source)			
U.S. PHARMACIST E-NEWSLETTER			
USP Weekly Newsletter (26 issued in the period)	337,435	-	337,435
U.S. PHARMACIST WEBSITE (Monthly Users with 862,930 average Pageviews)	673,055	-	673,055

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

FIELD SERVED

U.S. PHARMACIST serves:

- Independent retail and chain store pharmacies operating prescription departments
- Other retail facilities
- Specialty pharmacies
- Hospitals, hospital related clinics, nursing homes or other long term care facilities, hospices, free-standing clinics, and alternate site/home health care pharmacies, H.M.O.'s and Institutions
- Drug wholesalers/distributors
- Consultant pharmacy offices
- Pharmacy faculty/students
- Others allied to the field

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are pharmacists, staff pharmacists, clinical pharmacists, pharmacy owner, pharmacy manager/director/supervisor, consultant pharmacist, buyer of Rx products, buyer of OTC products, buyer of home health care products, and other related titled and non-titled personnel within the field served.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	251
Advertiser and Agency	841
*Allocated for Trade Shows and Conventions	33
All Other	240
TOTAL	1,365

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	144,807	94.5	144,807	94.5	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	8,428	5.5	8,428	5.5	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	153,235	100.0	153,235	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	153,519
February	153,313
March	153,104
April	153,209
May	153,228
June	153,035

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023
 This issue is 0.2% or 240 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
1. Retail		
1a. Independent Pharmacy (1-3 stores)	28,129	18.4
1b. Chain Pharmacy (4 or more Stores)	53,706	35.1
2. Other Retail Facility	37,769	24.7
3. Wholesalers/Distributors	46	-
Sub-Total Retail	119,650	78.2
4. Specialty Pharmacy	894	0.6
5. Hospitals, Hospital Related Clinics, Nursing Homes or other Long Term Care Facilities, Hospices, Free-standing Clinics, and Alternate Site/Home Health Care operating an Rx Department/Service, Health Maintenance Organizations and Institutions	30,921	20.2
6. Consultant Pharmacy Office	1,193	0.8
Sub-Total Healthcare	33,008	21.6
7. Others Allied to the Field	151	0.1
8. Pharmacy faculty/students	226	0.1
TOTAL QUALIFIED CIRCULATION	153,035	100.0
PERCENT	100.0	

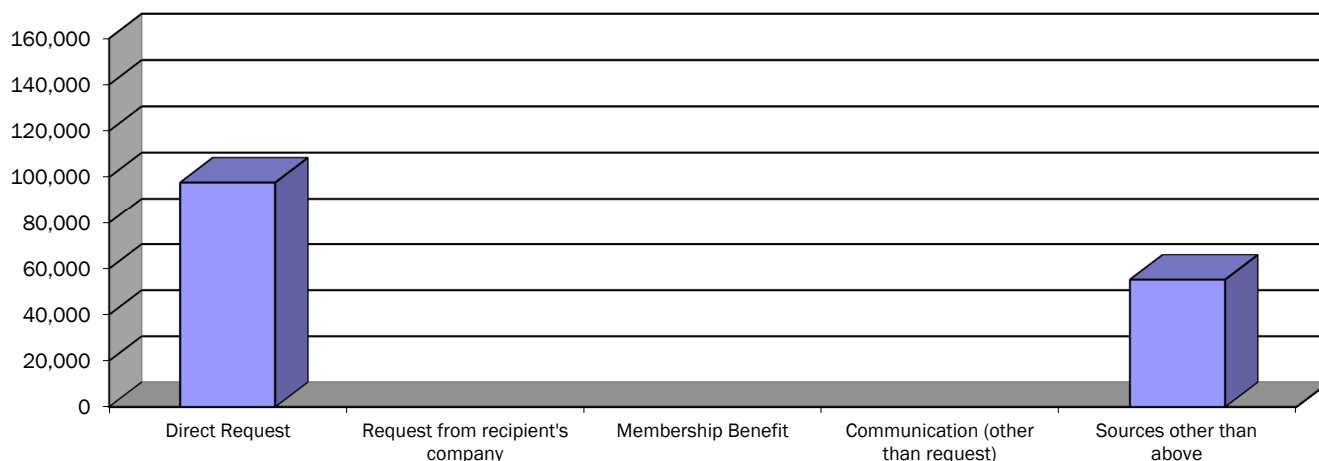
Qualified recipients are pharmacists, staff pharmacists, clinical pharmacists, pharmacy owner, pharmacy manager/director/supervisor, consultant pharmacist, buyer of Rx products, buyer of OTC products, buyer of home health care products, and other related titled and non-titled personnel within the field served.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	43,666	37,260	16,828	97,754	63.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	55,281	-	-	55,281	36.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	55,281	-	-	55,281	36.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	98,947	37,260	16,828	153,035	100.0
PERCENT	64.7	24.3	11.0	100.0	

*See Additional Data

3b. Qualification by Source



3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	144,576	94.5
Individuals by name only	15	-
Titles or functions only	7	-
Company names only	20	-
Multi-Copy Same Addressee copies	8,417	5.5
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	153,035	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*	January – June 2023*
Total Audit Average Qualified:	153,434	153,488	153,815	153,492	153,579	153,235
Qualified Non-Paid:	153,434	153,488	153,815	153,492	153,579	153,235
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2022 – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

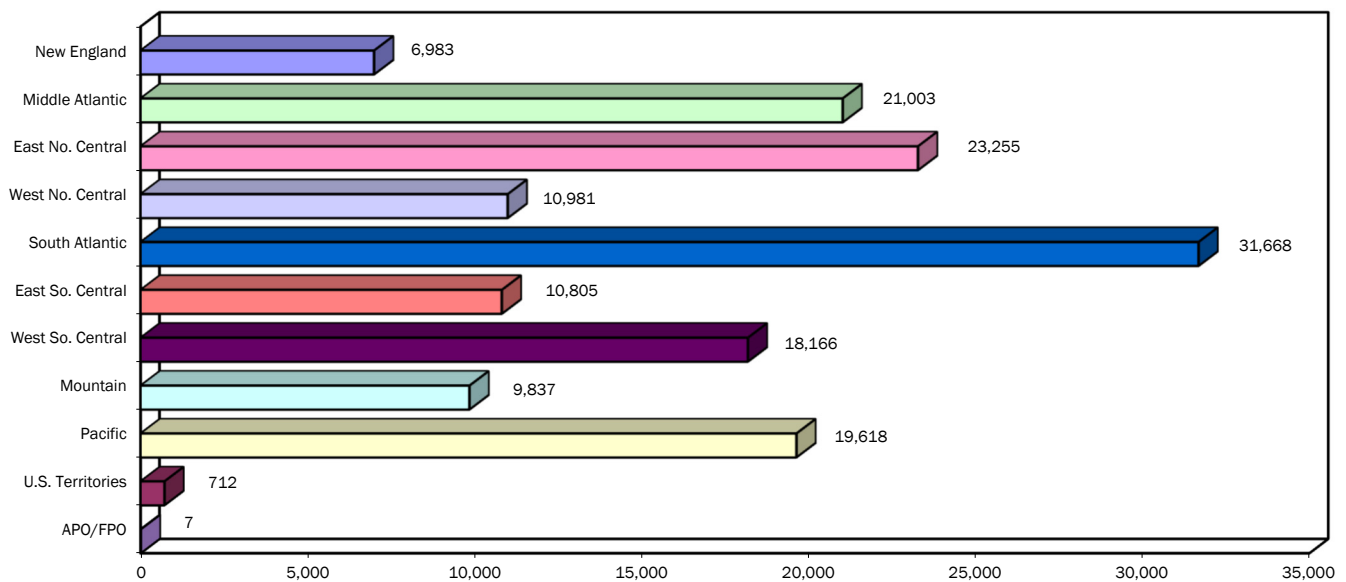
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	609		Kentucky	2,234	
New Hampshire	643		Tennessee	4,748	
Vermont	243		Alabama	2,390	
Massachusetts	3,504		Mississippi	1,433	
Rhode Island	578		EAST SO. CENTRAL	10,805	7.0
Connecticut	1,406		Arkansas	1,643	
NEW ENGLAND	6,983	4.6	Louisiana	2,595	
New York	10,258		Oklahoma	1,853	
New Jersey	4,094		Texas	12,075	
Pennsylvania	6,651		WEST SO. CENTRAL	18,166	11.9
MIDDLE ATLANTIC	21,003	13.7	Montana	640	
Ohio	6,319		Idaho	841	
Indiana	2,942		Wyoming	351	
Illinois	6,725		Colorado	2,440	
Michigan	4,833		New Mexico	885	
Wisconsin	2,436		Arizona	2,744	
EAST NO. CENTRAL	23,255	15.2	Utah	831	
Minnesota	2,091		Nevada	1,105	
Iowa	2,029		MOUNTAIN	9,837	6.4
Missouri	2,939		Alaska	148	
North Dakota	451		Washington	2,852	
South Dakota	424		Oregon	1,459	
Nebraska	1,302		California	14,843	
Kansas	1,745		Hawaii	316	
WEST NO. CENTRAL	10,981	7.2	PACIFIC	19,618	12.8
Delaware	390		UNITED STATES	152,316	99.5
Maryland	2,859		U.S. Territories	712	
Washington, DC	269		Canada	-	
Virginia	4,015		Mexico	-	
West Virginia	1,431		Other International	-	
North Carolina	4,537		APO/FPO	7	
South Carolina	2,352				
Georgia	5,567				
Florida	10,248				
SOUTH ATLANTIC	31,668	20.7			
			TOTAL QUALIFIED CIRCULATION	153,035	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2023	USP Weekly Newsletter	2023	USP Weekly Newsletter
JANUARY		APRIL	
January 6	339,166	April 5	338,925
January 11	337,422	April 12	336,328
January 19	338,707	April 19	337,302
January 25	339,433	April 26	337,401
FEBRUARY		MAY	
February 1	339,779	May 3	337,467
February 8	338,116	May 10	335,502
February 15	338,774	May 17	335,182
February 22	339,198	May 24	335,593
MARCH		May 31	
March 1	339,732	JUNE	
March 8	338,075	June 7	334,002
March 15	338,683	June 14	334,274
March 22	338,479	June 21	334,457
March 29	340,633	June 28	334,990
AVERAGE:			337,435

USP Weekly Newsletter (26 issued in the period)

WEBSITE CHANNEL

WWW.USPHARMACIST.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	913,035	809,534	720,934	0:33
February	872,153	773,302	677,684	0:33
March	947,478	837,278	740,247	0:34
April	841,187	744,270	649,137	0:33
May	829,915	734,061	645,759	0:33
June	773,817	683,432	604,573	0:33
AVERAGE:	862,930	763,646	673,055	0:33

January - June 2023 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:

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions:

Issue	Copies	Show
March	200	APhA Annual Meeting & Expo

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 55,281 copies or 36.1%, including IQVIA Healthcare Database.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are 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.

Addie Blackburn, Publisher

Hamilton Maher, Sr. Circulation 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	July 12, 2023
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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.

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