

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.

DOTmed.com, Inc.
29 Broadway, Suite 2500
New York, NY 10006
Tel.: 212.742.1200
Fax: 212.742.1202
www.dotmed.com

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.

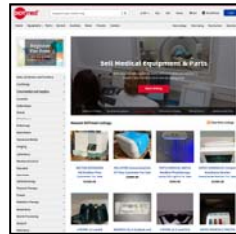
CHANNELS

DOTMED HEALTHCARE BUSINESS NEWS



4 issues in the period
24,386 average circulation

DOTMED HEALTHCARE BUSINESS NEWS WEBSITE



350,098 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DOTMED HEALTHCARE BUSINESS NEWS (4 issues in the period)	24,386	-	24,386
DOTMED HEALTHCARE BUSINESS NEWS WEBSITE (Monthly Users with 1,554,999 average Pageviews)	350,098	-	350,098

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	452
Allocated for Trade Shows and Conventions	500
All Other	1,187
TOTAL	2,139

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,931	98.1	23,931	98.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	455	1.9	455	1.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,386	100.0	24,386	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January/February	22,497
March	25,178
April	24,973
May/June	24,896

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

This issue is 2.8% or 680 copies above the average of the other 3 issues reported in Paragraph 2.

Title (Note 1)	Total Qualified	Percent of Total
Director/Manager of Diagnostic Imaging	3,173	12.7
Diagnostic Imaging Center Manager / Supervisor	5,341	21.5
CFO	2,070	8.3
COO	791	3.2
CEO	2,275	9.1
CIO	1,143	4.6
Chief Administrator (incl. President, Director, Administrator, etc.)	1,014	4.1
Director/Manager of Biomedical Engineering	1,715	6.9
Director/Manager of Purchasing	2,779	11.2
Biomedical Engineer	2,352	9.4
Other Title and Non-Titled Personnel	2,243	9.0
TOTAL QUALIFIED CIRCULATION	24,896	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/JUNE 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	1,728	403	267	2,398	9.6
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:	22,497	1	-	22,498	90.4
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,225	404	267	24,896	100.0
PERCENT	97.3	1.6	1.1	100.0	

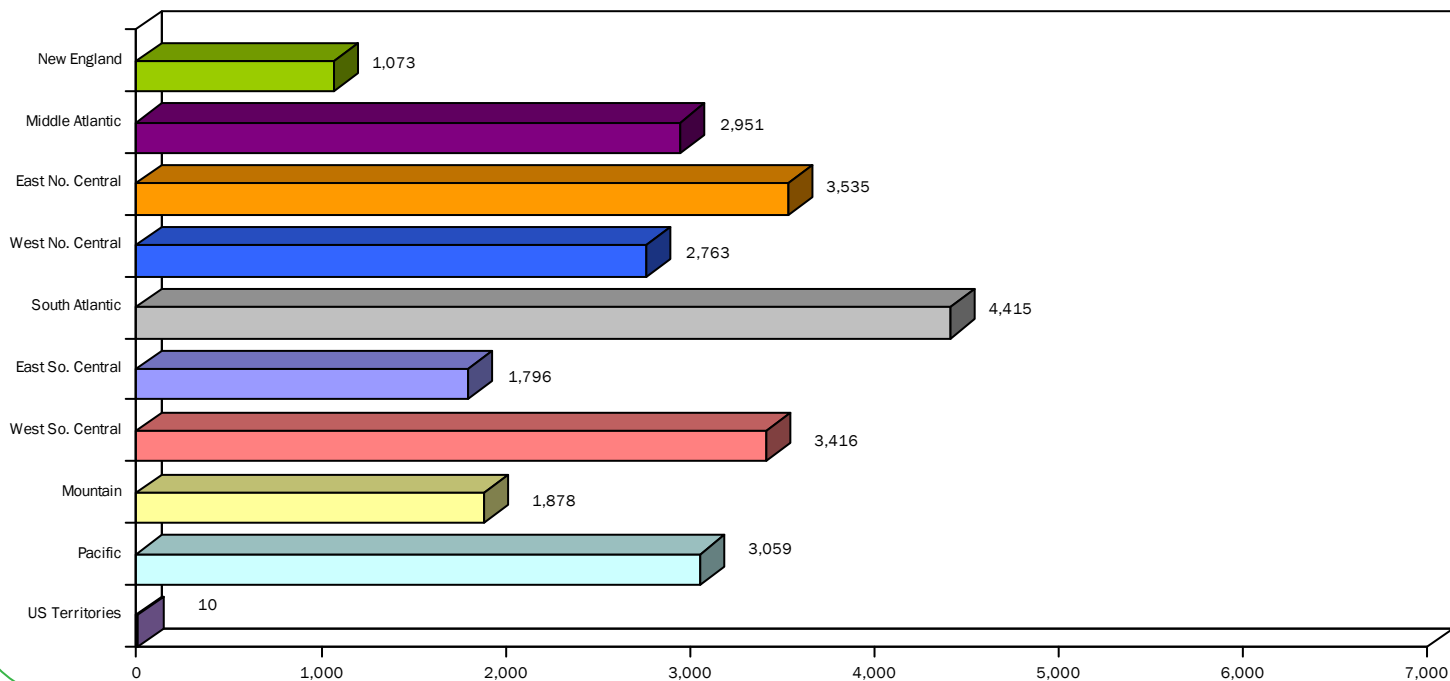
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020*

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,073	4.3	UNITED STATES	24,886	100.0
Middle Atlantic	2,951	11.9	U.S. Territories	10	-
East No. Central	3,535	14.2	Canada	-	-
West No. Central	2,763	11.1	Mexico	-	-
South Atlantic	4,415	17.7	Other International	-	-
East So. Central	1,796	7.2	APO/FPO	-	-
West So. Central	3,416	13.7			
Mountain	1,878	7.6			
Pacific	3,059	12.3			
			TOTAL QUALIFIED CIRCULATION	24,896	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



WEBSITE CHANNEL

WWW.DOTMED.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	1,643,005	503,286	347,382	2:50
February	1,597,001	494,866	346,612	2:48
March	1,659,151	539,814	386,458	2:36
April	1,499,239	491,585	353,153	2:35
May	1,388,085	454,163	326,042	2:36
June	1,543,514	482,652	340,944	2:45
AVERAGE:	1,554,999	494,394	350,098	2:41

January – June 2020 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:

Effective with the May/June 2020 issue, DOTMED HEALTHCARE BUSINESS NEWS changed its frequency from 10 to 9 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 6,134 copies or 24.6%, including American Hospital Association. Other sources include 3 sources of circulation for quantities of 1,487 copies or 6.0% to 12,806 copies or 51.4%, including SimpliContent, Pegasus Media Group 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.

Philip F. Jacobus, Publisher/CEO

Matt Ulman, President

(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 25, 2020
State	New York
City	New York
Received by BPA Worldwide	August 25, 2020
Type	BD
ID Number	D218B0J0

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.