

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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As one of the most widely circulated peer-reviewed general medical journals in the world, **JAMA, THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION** provides subscribers throughout the world with essential medical information and a unique forum for discussions shaping the future of medical practice and public health.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

JAMA, THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION is produced in a print format. The editorial for the print copy is the same for all recipients.

FIELD SERVED

JAMA, THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION is directed primarily to physicians in office-based practice, hospital based practices, and other professional activities.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are physicians with those specialties reported in Paragraph 3a. Also qualified are a limited number of medical students, hospitals, and firms allied to the medical profession.

CHANNELS

JAMA, THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION PRINT MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
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JAMA, THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION PRINT MAGAZINE (24 issues in the period)	156,907	132,754	289,661
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(See Paragraph 3b for Source)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY 6, 2021

Qualification Source	Qualified Within			Total Qualified*	Percent
	1 Year	2 Years	3+ Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	160,895	-	-	160,895	100.0
*Association rosters and directories	160,895	-	-	160,895	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION	160,895	-	160,895	100.0
	PERCENT	100.0	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 6, 2021

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	1,411		Kentucky	3,234	
New Hampshire	1,376		Tennessee	5,434	
Vermont	722		Alabama	3,612	
Massachusetts	11,575		Mississippi	1,937	
Rhode Island	1,256		EAST SO. CENTRAL	14,217	5.0
Connecticut	3,887		Arkansas	2,326	
NEW ENGLAND	20,227	7.2	Louisiana	3,689	
New York	20,521		Oklahoma	2,796	
New Jersey	9,117		Texas	19,889	
Pennsylvania	13,721		WEST SO. CENTRAL	28,700	10.2
MIDDLE ATLANTIC	43,359	15.4	Montana	783	
Ohio	10,585		Idaho	1,154	
Indiana	5,151		Wyoming	384	
Illinois	11,684		Colorado	4,551	
Michigan	9,841		New Mexico	1,529	
Wisconsin	5,065		Arizona	4,957	
EAST NO. CENTRAL	42,326	15.0	Utah	2,203	
Minnesota	5,208		Nevada	1,967	
Iowa	2,462		MOUNTAIN	17,528	6.2
Missouri	5,073		Alaska	599	
North Dakota	620		Washington	5,673	
South Dakota	848		Oregon	3,422	
Nebraska	1,741		California	29,271	
Kansas	2,776		Hawaii	1,285	
WEST NO. CENTRAL	18,728	6.6	PACIFIC	40,250	14.2
Delaware	829		UNITED STATES	280,615	99.4
Maryland	6,176		U.S. Territories	1,670	
Washington, DC	1,158		Canada	87	
Virginia	7,094		Mexico	-	
West Virginia	1,653		Other International	-	
North Carolina	7,827		APO/FPO	32	
South Carolina	4,046				
Georgia	7,612				
Florida	18,885				
SOUTH ATLANTIC	55,280	19.6			
			TOTAL QUALIFIED CIRCULATION	282,404	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid membership benefits for students, residents and physicians averaging 131,003 copies are distributed to qualified recipients at the following subscription cost: \$31.00. Members yearly subscription cost is included in the dues and is non-deductible therefrom.

PARAGRAPH 3b:

Paragraph 3b includes 160,895 qualified non-paid circulation. Qualified paid circulation of 121,509 combined with the qualified non-paid circulation equals 282,404 total qualified circulation for the analyzed issue.

Association rosters and directories include 2 sources of circulation for quantities of 18,257 copies or 11.3% to 142,638 copies or 88.7%, including The American Medical Association Directory and The American Osteopathic Directory.

AVERAGE ANNUAL ORDER PRICE:

The average annual order price for Individual Subscriptions = \$624.99.

The average annual order price for Member Benefit Subscriptions = \$31.00.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sue Sherrill, Director, Circulation and Production Services

Brian Shields, GVP-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

State

County

Received by BPA Worldwide

Type

ID Number

September 23, 2021

Illinois

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BD

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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.

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

