

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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**CATH LAB DIGEST** is a B2B brand intended for individuals with broad-based interests in cardiology and vascular industries. The brand content and editorial scope of the publication includes in-depth clinical articles, clinician specialist interviews, featured catheterization labs, new products and devices, single-center trials, and clinical and industry news. Content is also available on the mobile app, and articles are available on the Web site.

**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**

**CATH LAB DIGEST  
MAGAZINE**



6 issues in the period  
16,923 average circulation

**CATH LAB DIGEST  
SOCIAL MEDIA**



8,733 Twitter followers  
9,292 Facebook likes  
4,084 LinkedIn group members

**EXECUTIVE SUMMARY**

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

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| <b>CATH LAB DIGEST MAGAZINE</b><br>(6 issues in the period) | 16,877   | 46   | 16,923  |
| <b>CATH LAB DIGEST SOCIAL MEDIA</b>                         |          |      |         |
| a. Twitter followers  | *8,733   | -    | *8,733  |
| b. Facebook likes   | *9,292   | -    | *9,292  |
| c. LinkedIn group members                                   | *4,084   | -    | *4,084  |

\*Social Media claims are cumulative figures, not averages.

## FIELD SERVED

**CATH LAB DIGEST** serves medical professionals working in catheterization laboratories and others allied to the field.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include catheterization laboratory RCISs, CVTs, Physicians, CCRNs, RNs, RTs, Fellows, NPs, PAs, Nursing Students, Tech Students, and other titled and non-titled personnel within the field served.

## AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere      | Copies       |
|---|--------------|
| Other Paid Circulation                    | -            |
| Advertiser and Agency                     | 508          |
| Allocated for Trade Shows and Conventions | 100          |
| All Other                                 | 401          |
| <b>TOTAL</b>                              | <b>1,009</b> |

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation              | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|------------------------------------|-----------------|--------------|--------------------|-------------|----------------|------------|
|                                    | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual                         | 16,923          | 100.0        | 16,877             | 99.7        | 46             | 0.3        |
| Sponsored Individually Addressed   | -               | -            | -                  | -           | -              | -          |
| Membership Benefit                 | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee          | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales                  | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>16,923</b>   | <b>100.0</b> | <b>16,877</b>      | <b>99.7</b> | <b>46</b>      | <b>0.3</b> |

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2019 issue | Total Qualified |
|------------|-----------------|
| January    | 17,122          |
| February   | 16,878          |
| March      | 16,868          |
| April      | 16,899          |
| May        | 16,887          |
| June       | 16,887          |

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is 0.3% or 44 copies below the average of the other 5 issues reported in Paragraph 2.

| Job Title (See Note 1)   | Total Qualified | Percent of Total |
|--|-----------------|------------------|
| Catheterization laboratory RCISs, CVTs, Physicians, CCRNs, RNs, RTs, Fellows, NPs, PAs, Nursing Students, and Tech Students. | 16,663          | 98.7             |
| Other titled and non-titled personnel within the field served.   | 224             | 1.3              |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>16,887</b>   | <b>100.0</b>     |

Note 1: Cath Lab Digest serves medical professionals working in catheterization laboratories and 224 others allied to the field copies.

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

| Qualification Source   | Qualified Within |              |              | Total Qualified | Percent      |
|--|------------------|--------------|--------------|-----------------|--------------|
|  | 1 year           | 2 year       | 3 year       |                 |              |
| <b>I. TOTAL - Direct Request:</b>  | <b>5,442</b>     | <b>3,477</b> | <b>1,860</b> | <b>10,779</b>   | <b>63.8</b>  |
| a. Written   | 442              | 678          | 345          | 1,465           | 8.7          |
| b. Telecommunication   | 3,215            | 810          | 246          | 4,271           | 25.3         |
| c. Electronic  | 1,785            | 1,989        | 1,269        | 5,043           | 29.8         |
| <b>II. TOTAL - Request from recipient's company:</b>   | <b>-</b>         | <b>16</b>    | <b>-</b>     | <b>16</b>       | <b>0.1</b>   |
| a. Written   | -                | 16           | -            | 16              | 0.1          |
| b. Telecommunication   | -                | -            | -            | -               | -            |
| c. Electronic  | -                | -            | -            | -               | -            |
| <b>III. TOTAL - Membership Benefit:</b>  | <b>-</b>         | <b>-</b>     | <b>-</b>     | <b>-</b>        | <b>-</b>     |
| a. Individual  | -                | -            | -            | -               | -            |
| b. Organizational  | -                | -            | -            | -               | -            |
| <b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b> | <b>-</b>         | <b>-</b>     | <b>-</b>     | <b>-</b>        | <b>-</b>     |
| a. Written   | -                | -            | -            | -               | -            |
| b. Telecommunication   | -                | -            | -            | -               | -            |
| c. Electronic  | -                | -            | -            | -               | -            |
| <b>V. TOTAL - Sources other than above (listed alphabetically):</b>                          | <b>6,092</b>     | <b>-</b>     | <b>-</b>     | <b>6,092</b>    | <b>36.1</b>  |
| *Association rosters and directories   | 576              | -            | -            | 576             | 3.4          |
| Business directories   | -                | -            | -            | -               | -            |
| Manufacturer's, distributor's and wholesaler's lists   | -                | -            | -            | -               | -            |
| *Other sources   | 5,516            | -            | -            | 5,516           | 32.7         |
| <b>VI. TOTAL - Single Copy Sales:</b>  | <b>-</b>         | <b>-</b>     | <b>-</b>     | <b>-</b>        | <b>-</b>     |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>11,534</b>    | <b>3,493</b> | <b>1,860</b> | <b>16,887</b>   | <b>100.0</b> |
| <b>PERCENT</b>   | <b>68.3</b>      | <b>20.7</b>  | <b>11.0</b>  | <b>100.0</b>    |              |

\*See Additional Data

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\*

| Region           | Total Qualified | Percent | Region                             | Total Qualified | Percent      |
|------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| New England      | 790             | 4.7     | UNITED STATES                      | 16,712          | 99.0         |
| Middle Atlantic  | 2,411           | 14.3    | U.S. Territories                   | 172             | 1.0          |
| East No. Central | 2,497           | 14.8    | Canada                             | -               | -            |
| West No. Central | 1,021           | 6.0     | Mexico                             | -               | -            |
| South Atlantic   | 3,801           | 22.5    | Other International                | 3               | -            |
| East So. Central | 1,081           | 6.4     | APO/FPO                            | -               | -            |
| West So. Central | 2,097           | 12.4    |                                    |                 |              |
| Mountain         | 958             | 5.7     |                                    |                 |              |
| Pacific          | 2,056           | 12.2    |                                    |                 |              |
|                  |                 |         | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>16,887</b>   | <b>100.0</b> |

\*See Additional Data

## SOCIAL MEDIA CHANNEL

### Cath Lab Digest Social Media



Twitter followers\*

<http://twitter.com/CathLabDigest>



Facebook likes

<http://www.facebook.com/CathLabDigest?ref=mf>



Linked in group members

[www.linkedin.com/groups/cath-lab-digest-2435261?261&trk=hb\\_side\\_g](http://www.linkedin.com/groups/cath-lab-digest-2435261?261&trk=hb_side_g)

2019

|                    | Twitter followers* | Facebook likes | Linked in group members |
|--------------------|--------------------|----------------|-------------------------|
| Beginning Balance: | 8,359              | 8,404          | 3,998                   |
| January            | 8,145              | 8,522          | 4,009                   |
| February           | 8,486              | 8,758          | 4,025                   |
| March              | 8,560              | 8,862          | 4,045                   |
| April              | -                  | 9,057          | 4,065                   |
| May                | 8,680              | 9,160          | 4,074                   |
| June               | 8,733              | 9,292          | 4,084                   |

\*The April 2019 data for Twitter was not available and is therefore not reported herein.

## ADDITIONAL DATA

### MAGAZINE:

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 576 copies or 3.4%. Other sources include 1 source of circulation for a quantity of 5,516 copies or 32.7%, including LexisNexis.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for 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.

Joshua D. Hartman, Publisher

Bill Malriat, Manager of Audience Development

(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 12, 2019

State

Pennsylvania

County

Chester

Received by BPA Worldwide

August 12, 2019

Type

BJ

ID Number

C773B0J9

### 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.