

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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**DERMATOLOGY NEWS** has provided news and commentary about clinical developments in dermatology as well as health care policy and regulations that affect the physician's practice since 1970. MDedge Dermatology - presented by Cutis and Dermatology News is the online destination and multimedia properties of Dermatology News, the independent news publication for the dermatology community. MDedge Dermatology provides medical specialty news coverage tailored to the needs and interests of practicing dermatologists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our readers. Dermatology News is a member of the MDedge Network.

### 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

### DERMATOLOGY NEWS MAGAZINE



6 issues in the period  
16,329 average circulation

### DERMATOLOGY NEWS WEBSITE



308,281 average users  
Shared media channel,  
See Note 1

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>DERMATOLOGY NEWS MAGAZINE</b> (6 issues in the period)	16,329	-	16,329
<b>DERMATOLOGY NEWS WEBSITE</b> (Monthly Users with 519,324 average Pageviews)	308,281	-	308,281

Note 1: Shared media channel – www.mdedge.com/dermatology - serving both Dermatology News and Cutis.

**FIELD SERVED**

**DERMATOLOGY NEWS** serves the physician specialist in dermatology, dermatologic surgery, internal medicine/dermatology, pediatric dermatology and procedural dermatology. Also served are dermatological nurse practitioners and physician assistants.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are office and hospital-based dermatologists, dermatologic surgeons, internal medicine/dermatologists, pediatric dermatologists, procedural dermatologists, requesting healthcare professionals, and dermatologic nurse practitioners and physician assistants.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	13
Advertiser and Agency	497
Allocated for Trade Shows and Conventions	42
All Other	134
<b>TOTAL</b>	<b>686</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,329	100.0	16,329	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,329</b>	<b>100.0</b>	<b>16,329</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019/2020 Issue	Total Qualified
August	16,176
September	16,174
October	16,304
November	16,405
December	16,475
January	16,437

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020**  
 This issue is 0.8% or 130 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity for United States & Professions Including APO & FPO

Patient Care

Hospital Based Practice

Professional Classification	Total Qualified	Percent of Total	Hospital Based Practice					Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopaths Patient Care
			Office Based Practice	Residents	Full Time Hospital Staff	Total (Hospital Based)					
DS Dermatologic Surgery	138	0.8	132	-	6	6	-	138	-	-	
D Dermatology	12,738	77.5	9,738	1,386	527	1,913	139	11,790	245	703	
IMD Internal Medicine/ Dermatology	78	0.5	40	29	4	33	1	74	4	-	
PDD Pediatric Dermatology	29	0.2	21	-	7	7	-	28	1	-	
PRD Procedural Dermatology	546	3.3	439	67	21	88	-	527	13	6	
<b>TOTAL QUALIFIED COPIES TO PHYSICIANS</b>	<b>13,529</b>	<b>82.3</b>	<b>10,370</b>	<b>1,482</b>	<b>565</b>	<b>2,047</b>	<b>140</b>	<b>12,557</b>	<b>263</b>	<b>709</b>	
<b>PERCENT TO PHYSICIANS</b>	<b>82.3</b>		<b>63.1</b>	<b>9.0</b>	<b>3.4</b>	<b>12.4</b>	<b>0.9</b>	<b>76.4</b>	<b>1.6</b>	<b>4.3</b>	
Dermatology Nurse Practitioners	684	4.2									
Dermatology Physician Assistants	2,224	13.5									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,437</b>	<b>100.0</b>									

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020**

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	<b>682</b>	<b>3,002</b>	<b>4,940</b>	<b>8,624</b>	<b>52.4</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,813</b>	-	-	<b>7,813</b>	<b>47.6</b>
*Association rosters and directories	5,107	-	-	5,107	31.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,706	-	-	2,706	16.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>8,495</b>	<b>3,002</b>	<b>4,940</b>	<b>16,437</b>	<b>100.0</b>
	<b>51.7</b>	<b>18.3</b>	<b>30.0</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2020**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,437	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,437</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February – July 2017	August 2017 – January 2018	February – July 2018	August 2018 – January 2019	February – July 2019	August 2019 – January 2020*
Total Audit Average Qualified:	15,372	15,781	16,016	15,914	15,913	16,329
Qualified Non-Paid:	15,372	15,781	16,016	15,914	15,913	16,329
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: August 2019 – January 2020 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 JANUARY 2020\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	42		Kentucky	161	
New Hampshire	61		Tennessee	282	
Vermont	52		Alabama	171	
Massachusetts	614		Mississippi	77	
Rhode Island	95		<b>EAST SO. CENTRAL</b>	<b>691</b>	<b>4.2</b>
Connecticut	250		Arkansas	96	
<b>NEW ENGLAND</b>	<b>1,114</b>	<b>6.8</b>	Louisiana	246	
New York	1,368		Oklahoma	122	
New Jersey	498		Texas	1,110	
Pennsylvania	715		<b>WEST SO. CENTRAL</b>	<b>1,574</b>	<b>9.6</b>
<b>MIDDLE ATLANTIC</b>	<b>2,581</b>	<b>15.7</b>	Montana	49	
Ohio	515		Idaho	71	
Indiana	194		Wyoming	18	
Illinois	644		Colorado	291	
Michigan	514		New Mexico	55	
Wisconsin	283		Arizona	376	
<b>EAST NO. CENTRAL</b>	<b>2,150</b>	<b>13.1</b>	Utah	174	
Minnesota	292		Nevada	98	
Iowa	116		<b>MOUNTAIN</b>	<b>1,132</b>	<b>6.9</b>
Missouri	280		Alaska	21	
North Dakota	25		Washington	313	
South Dakota	56		Oregon	220	
Nebraska	59		California	2,175	
Kansas	112		Hawaii	65	
<b>WEST NO. CENTRAL</b>	<b>940</b>	<b>5.7</b>	<b>PACIFIC</b>	<b>2,794</b>	<b>17.0</b>
Delaware	31		<b>UNITED STATES</b>	<b>16,435</b>	<b>100.0</b>
Maryland	371		U.S. Territories	1	
Washington, DC	86		Canada	-	
Virginia	391		Mexico	-	
West Virginia	62		Other International	-	
North Carolina	550		APO/FPO	1	
South Carolina	192				
Georgia	436		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,437</b>	<b>100.0</b>
Florida	1,340				
<b>SOUTH ATLANTIC</b>	<b>3,459</b>	<b>21.0</b>			

\*See Additional Data

## WEBSITE CHANNEL

WWW.MDEDGE.COM/DERMATOLOGY

2019/2020	Pageviews	Sessions	Users	Average Session Duration
August	477,438	311,588	270,950	0:51
September	494,432	325,142	283,535	0:50
October	589,100	392,921	343,717	0:49
November	559,511	371,172	323,344	0:51
December	541,273	356,461	314,429	0:45
January	454,191	348,498	313,712	0:38
<b>AVERAGE:</b>	<b>519,324</b>	<b>350,963</b>	<b>308,281</b>	<b>0:47</b>

August 2019 – January 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide. Shared media channel - [www.mdedge.com/dermatology](http://www.mdedge.com/dermatology) - serving both Dermatology News and Cutis.

### 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:

#### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 242 copies or 1.5% to 4,865 copies or 29.6%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,706 copies or 16.5%, including DMD Advanced Practice Providers.

### 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.

Sally Cioci, Group Publisher

Jared Sonners, Circulation Director

(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 February 25, 2020

State New Jersey

County Morris

Received by BPA Worldwide February 25, 2020

Type BJ

ID Number S230B0D9

### 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.