

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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CUTIS is a B2B brand intended for individuals with broad-based interest in clinical dermatology. The brand content and editorial scope of the publication includes concise clinical articles which are referenced in Index Medicus/MEDLINE. Cutis 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

CUTIS MAGAZINE



6 issues in the period
15,003 average circulation

CUTIS WEBSITE



341,994 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
CUTIS MAGAZINE (6 issues in the period)	15,003	-	15,003
CUTIS WEBSITE (Monthly Users with 526,065 average Pageviews)	341,994	-	341,994

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

FIELD SERVED

CUTIS serves the field of dermatology and other related medical specialties as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients are physicians and residents specializing in Dermatology, Dermatopathology, Dermatologic Surgery, Pediatric Dermatology, or Procedural Dermatology; dermatologic nurse practitioners and physician assistants; and members of the Association of Military Dermatologists.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	51
Advertiser and Agency	510
Allocated for Trade Shows and Conventions	25
All Other	140
TOTAL	726

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,003	100.0	15,003	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,003	100.0	15,003	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
February	15,087
March	15,046
April	15,003
May	14,959
June	14,974
July	14,949

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

This issue is 0.4% or 65 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity for United States & Possessions Including APO & FPO												
Professional Classification		Total Qualified		Percent of Total		Patient Care					Total (Other Professional Activity) (L)	Osteopaths Patient Care
						Hospital-Based Practice			Semi-Retired	Total (Patient Care) (F)		
				Office-Based Practice (A)	Residents (B&C)	Full-Time Hospital Staff (D)	Total (Hospital-Based) (E)					
D	Dermatology	12,733	85.2	9,711	1,381	729	2,110	152	11,973	59	701	
DMP	Dermatopathology	401	2.7	305	65	13	78	-	383	16	2	
DS	Dermatologic Surgery	142	0.9	134	-	7	7	1	142	-	-	
PDD	Pediatric Dermatology	23	0.1	16	-	7	7	-	23	-	-	
PRD	Procedural Dermatology	444	3.0	366	64	7	71	-	437	3	4	
TOTAL QUALIFIED COPIES TO PHYSICIANS		13,743	91.9	10,532	1,510	763	2,273	153	12,958	78	707	
Percent to Physicians		91.9		70.5	10.1	5.1	15.2	1.0	86.7	0.5	4.7	
Derm Physician Assistants		993	6.6									
Derm Nurse Practitioners		157	1.1									
Association of Military Dermatologists Members		56	0.4									
TOTAL QUALIFIED CIRCULATION		14,949	100.0									
PERCENT			100.0									

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	3,650	1,829	2,456	7,935	53.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,014	-	-	7,014	46.9
*Association rosters and directories	5,904	-	-	5,904	39.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,110	-	-	1,110	7.4
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,664	1,829	2,456	14,949	100.0
PERCENT	71.4	12.2	16.4	100.0	

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	14,949	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	14,949	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2017 – January 2018	February - July 2018	August 2018 – January 2019	February - July 2019	August 2019 – January 2020*	February - July 2020*
Total Audit Average Qualified:	14,406	14,491	14,772	14,852	14,982	15,003
Qualified Non-Paid:	14,406	14,491	14,772	14,852	14,982	15,003
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 – July 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 JULY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	39		Kentucky	144	
New Hampshire	58		Tennessee	239	
Vermont	47		Alabama	163	
Massachusetts	515		Mississippi	75	
Rhode Island	85		EAST SO. CENTRAL	621	4.1
Connecticut	230		Arkansas	92	
NEW ENGLAND	974	6.5	Louisiana	241	
New York	1,241		Oklahoma	109	
New Jersey	428		Texas	1,079	
Pennsylvania	658		WEST SO. CENTRAL	1,521	10.2
MIDDLE ATLANTIC	2,327	15.6	Montana	40	
Ohio	482		Idaho	61	
Indiana	181		Wyoming	15	
Illinois	575		Colorado	279	
Michigan	455		New Mexico	56	
Wisconsin	261		Arizona	326	
EAST NO. CENTRAL	1,954	13.1	Utah	152	
Minnesota	261		Nevada	79	
Iowa	97		MOUNTAIN	1,008	6.7
Missouri	262		Alaska	20	
North Dakota	19		Washington	290	
South Dakota	47		Oregon	195	
Nebraska	55		California	2,021	
Kansas	98		Hawaii	70	
WEST NO. CENTRAL	839	5.6	PACIFIC	2,596	17.4
Delaware	27		UNITED STATES	14,948	100.0
Maryland	345		U.S. Territories	-	
Washington, DC	79		Canada	-	
Virginia	383		Mexico	-	
West Virginia	50		Other International	-	
North Carolina	495		APO/FPO	1	
South Carolina	180				
Georgia	378		TOTAL QUALIFIED CIRCULATION	14,949	100.0
Florida	1,171				
SOUTH ATLANTIC	3,108	20.8			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/DERMATOLOGY*

2020	Pageviews	Sessions	Users	Average Session Duration
February	398,369	305,345	268,513	0:39
March	400,906	288,107	251,254	0:42
April	610,035	434,778	382,687	0:41
May	582,421	431,370	379,132	0:40
June	620,899	448,208	403,732	0:40
July	543,761	408,777	366,648	0:37
AVERAGE:	526,065	386,097	341,994	0:39

February – July 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel - www.mdedge.com/dermatology - serving both Cutis and Dermatology News.

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 3 sources of circulation for quantities of 56 copies or 0.3% to 5,433 copies or 36.3%, including Association of Military Dermatologists, American Osteopathic Association, and American Medical Association.

Other sources include 1 source of circulation for a quantity of 1,110 copies or 7.4%, 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.

Sharon Finch, SVP, Group Publisher

Jared Sonners, Director, Circulation

(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 27, 2020

State New Jersey

County Morris

Received by BPA Worldwide August 27, 2020

Type BJ

ID Number C163B0J0

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-Compli 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.