

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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www.mdedge.com/dermatology

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
15,107 average circulation

CUTIS WEBSITE



315,393 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)	15,107	-	15,107
CUTIS WEBSITE (Monthly Users with 476,292 average Pageviews)	315,393	-	315,393

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	46
Advertiser and Agency	492
Allocated for Trade Shows and Conventions	-
All Other	102
TOTAL	640

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,107	100.0	15,107	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,107	100.0	15,107	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Total Qualified
August	14,965
September	15,056
October	15,139
November	15,196
December	15,163
January	15,125

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

This issue is 0.1% or 21 copies above 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)		
D	Dermatology	12,848	84.9	9,804	1,436	719	2,155	154	12,113	53	682
DMP	Dermatopathology	403	2.7	319	54	12	66	-	385	15	3
DS	Dermatologic Surgery	139	0.9	132	-	7	7	-	139	-	-
PDD	Pediatric Dermatology	23	0.2	16	-	7	7	-	23	-	-
PRD	Procedural Dermatology	481	3.2	399	70	7	77	-	476	3	2
Total Qualified Copies to Physicians		13,894	91.9	10,670	1,560	752	2,312	154	13,136	71	687
Percent to Physicians		91.9		70.5	10.3	5.0	15.3	1.0	86.8	0.5	4.6
Derm Physician Assistants		985	6.5								
Derm Nurse Practitioners		165	1.1								
Association of Military Dermatologists Members		81	0.5								
TOTAL QUALIFIED CIRCULATION		15,125	100.0								
PERCENT			100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	2,360	2,414	3,717	8,491	56.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,634	-	-	6,634	43.9
*Association rosters and directories	5,488	-	-	5,488	36.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,146	-	-	1,146	7.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,994	2,414	3,717	15,125	100.0
PERCENT	59.4	16.0	24.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,125	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,125	100.0

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 2018	August 2018 - January 2019	February - July 2019	August 2019 - January 2020	February - July 2020	August 2020 - January 2021*
Total Audit Average Qualified:	14,491	14,772	14,852	14,982	15,003	15,107
Qualified Non-Paid:	14,491	14,772	14,852	14,982	15,003	15,107
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 2020 - January 2021 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 JANUARY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	44		Kentucky	144	
New Hampshire	59		Tennessee	245	
Vermont	45		Alabama	163	
Massachusetts	510		Mississippi	79	
Rhode Island	91		EAST SO. CENTRAL	631	4.2
Connecticut	237		Arkansas	92	
NEW ENGLAND	986	6.5	Louisiana	252	
New York	1,236		Oklahoma	110	
New Jersey	435		Texas	1,113	
Pennsylvania	659		WEST SO. CENTRAL	1,567	10.4
MIDDLE ATLANTIC	2,330	15.4	Montana	40	
Ohio	490		Idaho	61	
Indiana	179		Wyoming	15	
Illinois	575		Colorado	281	
Michigan	458		New Mexico	59	
Wisconsin	269		Arizona	333	
EAST NO. CENTRAL	1,971	13.0	Utah	153	
Minnesota	273		Nevada	76	
Iowa	93		MOUNTAIN	1,018	6.7
Missouri	255		Alaska	22	
North Dakota	20		Washington	292	
South Dakota	49		Oregon	200	
Nebraska	55		California	2,034	
Kansas	102		Hawaii	70	
WEST NO. CENTRAL	847	5.6	PACIFIC	2,618	17.3
Delaware	25		UNITED STATES	15,123	100.0
Maryland	346		U.S. Territories	-	
Washington, DC	79		Canada	-	
Virginia	392		Mexico	-	
West Virginia	47		Other International	-	
North Carolina	503		APO/FPO	2	
South Carolina	193				
Georgia	382				
Florida	1,188				
SOUTH ATLANTIC	3,155	20.9			
			TOTAL QUALIFIED CIRCULATION	15,125	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/DERMATOLOGY*

2020/2021	Pageviews	Sessions	Users	Average Session Duration
August	504,636	366,598	327,292	0:41
September	498,334	354,151	318,150	0:42
October	492,315	356,505	316,758	0:41
November	433,550	321,740	288,619	0:40
December	432,616	333,611	299,697	0:35
January	496,302	376,347	341,843	0:35
AVERAGE:	476,292	351,492	315,393	0:39

August 2020 - January 2021 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 81 copies or 0.5% to 4,976 copies or 32.9%, including Association of Military Dermatologists, American Osteopathic Association, and American Medical Association.

Other sources include 1 source of circulation for a quantity of 1,146 copies or 7.6%, 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 March 15, 2021

State New Jersey

County Morris

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Type BJ

ID Number C163B0D0

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.