

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

**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.

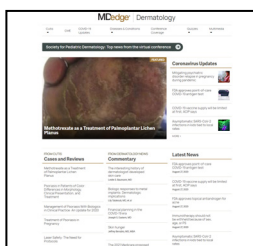
## CHANNELS

### DERMATOLOGY NEWS MAGAZINE



6 issues in the period  
16,478 average circulation

### DERMATOLOGY NEWS 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
<b>DERMATOLOGY NEWS MAGAZINE</b> (6 issues in the period)	16,478	-	16,478
<b>DERMATOLOGY NEWS WEBSITE</b> (Monthly Users with 476,292 average Pageviews)	315,393	-	315,393

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	11
Advertiser and Agency	468
Allocated for Trade Shows and Conventions	-
All Other	82
<b>TOTAL</b>	<b>561</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,478	100.0	16,478	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,478</b>	<b>100.0</b>	<b>16,478</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2020/2021 Issue	Total Qualified
August	16,334
September	16,330
October	16,517
November	16,573
December	16,561
January	16,551

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

This issue is 0.5% or 88 copies above the average of the other 5 issues reported in Paragraph 2.

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

Professional Classification	Total Qualified	Percent of Total	Patient Care								
			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	137	0.8	131	-	6	6	-	137	-	-	
D Dermatology	12,811	77.4	9,752	1,436	539	1,975	184	11,911	222	678	
IMD Internal Medicine/Dermatology	79	0.5	40	29	5	34	1	75	4	-	
PDD Pediatric Dermatology	29	0.2	21	-	7	7	-	28	1	-	
PRD Procedural Dermatology	599	3.6	490	70	24	94	-	584	10	5	
<b>TOTAL QUALIFIED COPIES TO PHYSICIANS</b>	<b>13,655</b>	<b>82.5</b>	<b>10,434</b>	<b>1,535</b>	<b>581</b>	<b>2,116</b>	<b>185</b>	<b>12,735</b>	<b>237</b>	<b>683</b>	
<b>PERCENT TO PHYSICIANS</b>	<b>82.5</b>		<b>63.0</b>	<b>9.3</b>	<b>3.5</b>	<b>12.8</b>	<b>1.1</b>	<b>76.9</b>	<b>1.5</b>	<b>4.1</b>	
Dermatology Nurse Practitioners	680	4.1									
Dermatology Physician Assistants	2,216	13.4									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,551</b>	<b>100.0</b>									

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>4,562</b>	<b>2,742</b>	<b>1,835</b>	<b>9,139</b>	<b>55.2</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>7,412</b>	-	-	<b>7,412</b>	<b>44.8</b>
*Association rosters and directories	4,806	-	-	4,806	29.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,606	-	-	2,606	15.8
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>11,974</b>	<b>2,742</b>	<b>1,835</b>	<b>16,551</b>	<b>100.0</b>
	<b>72.3</b>	<b>16.6</b>	<b>11.1</b>	<b>100.0</b>	

\*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	16,551	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>16,551</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 2018	August 2018 – January 2019	February – July 2019	August 2019 – January 2020	February – July 2020	August 2020 – January 2021*
Total Audit Average Qualified:	16,016	15,914	15,913	16,329	16,393	16,478
Qualified Non-Paid:	16,016	15,914	15,913	16,329	16,393	16,478
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 OF JANUARY 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	43		Kentucky	161	
New Hampshire	64		Tennessee	277	
Vermont	50		Alabama	169	
Massachusetts	603		Mississippi	80	
Rhode Island	100		<b>EAST SO. CENTRAL</b>	<b>687</b>	<b>4.1</b>
Connecticut	254		Arkansas	95	
<b>NEW ENGLAND</b>	<b>1,114</b>	<b>6.7</b>	Louisiana	258	
New York	1,346		Oklahoma	124	
New Jersey	501		Texas	1,133	
Pennsylvania	716		<b>WEST SO. CENTRAL</b>	<b>1,610</b>	<b>9.7</b>
<b>MIDDLE ATLANTIC</b>	<b>2,563</b>	<b>15.5</b>	Montana	46	
Ohio	527		Idaho	74	
Indiana	196		Wyoming	17	
Illinois	636		Colorado	294	
Michigan	502		New Mexico	58	
Wisconsin	291		Arizona	383	
<b>EAST NO. CENTRAL</b>	<b>2,152</b>	<b>13.0</b>	Utah	178	
Minnesota	309		Nevada	92	
Iowa	114		<b>MOUNTAIN</b>	<b>1,142</b>	<b>6.9</b>
Missouri	273		Alaska	25	
North Dakota	24		Washington	319	
South Dakota	57		Oregon	226	
Nebraska	64		California	2,188	
Kansas	113		Hawaii	66	
<b>WEST NO. CENTRAL</b>	<b>954</b>	<b>5.8</b>	<b>PACIFIC</b>	<b>2,824</b>	<b>17.1</b>
Delaware	28		<b>UNITED STATES</b>	<b>16,550</b>	<b>100.0</b>
Maryland	365		U.S. Territories	-	
Washington, DC	93		Canada	-	
Virginia	394		Mexico	-	
West Virginia	58		Other International	-	
North Carolina	555		APO/FPO	1	
South Carolina	205				
Georgia	445		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,551</b>	<b>100.0</b>
Florida	1,361				
<b>SOUTH ATLANTIC</b>	<b>3,504</b>	<b>21.2</b>			

\*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
<b>AVERAGE:</b>	<b>476,292</b>	<b>351,492</b>	<b>315,393</b>	<b>0:39</b>

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](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 457 copies or 2.8% to 4,349 copies or 26.2%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,606 copies or 15.8%, 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 Fischer, 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

February 24, 2021

State

New Jersey

County

Morris

Received by BPA Worldwide

February 24, 2021

Type

BJ

ID Number

S230B0D0

### 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.