

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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CUTIS is produced in a print format. The editorial for the print copy is the same for all recipients.

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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CUTIS PRINT MAGAZINE (6 issues in the period)	15,047	-	15,047
(See Paragraph 3b for Source)			
CUTIS WEBSITE (Note 1) (Monthly Users with 405,786 average Pageviews)	291,240	-	291,240

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	43
Advertiser and Agency	452
Allocated for Trade Shows and Conventions	-
All Other	101
TOTAL	596

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,047	100.0	15,047	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,047	100.0	15,047	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	15,105
March	15,090
April	15,016
May	14,935
June	15,084
July	15,052

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

This issue is -% or 6 copies above the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity for United States & Possessions Including APO & FPO											
Patient Care											
Professional Classification	Total Qualified	Percent of Total	Hospital-Based Practice					Semi-Retired	Total (Patient Care) (F)	Total (Other Professional Activity) (L)	Osteopaths Patient Care
			Office-Based Practice (A)	Residents (B&C)	Full-Time Hospital Staff (D)	Total (Hospital-Based) (E)					
D Dermatology	12,783	84.9	9,711	1,458	726	2,184	167	12,062	52	669	
DMP Dermatopathology	397	2.6	315	54	11	65	-	380	14	3	
DS Dermatologic Surgery	136	0.9	129	-	7	7	-	136	-	-	
PDD Pediatric Dermatology	23	0.2	16	-	7	7	-	23	-	-	
PRD Procedural Dermatology	482	3.2	397	72	7	79	-	476	4	2	
Total Qualified Copies to Physicians	13,821	91.8	10,568	1,584	758	2,342	167	13,077	70	674	
Percent to Physicians	91.8		70.2	10.5	5.1	15.6	1.1	86.9	0.4	4.5	
Derm Physician Assistants	985	6.6									
Derm Nurse Practitioners	165	1.1									
Association of Military Dermatologists Members	81	0.5									
TOTAL QUALIFIED CIRCULATION	15,052	100.0									
PERCENT		100.0									

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	1,132	3,849	1,677	6,658	44.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	8,313	81	-	8,394	55.8
*Association rosters and directories	7,167	81	-	7,248	48.2
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	9,445	3,930	1,677	15,052	100.0
PERCENT	62.8	26.1	11.1	100.0	

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,052	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,052	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 2018 – January 2019	February - July 2019	August 2019 – January 2020	February - July 2020	August 2020 – January 2021*	February - July 2021*
Total Audit Average Qualified:	14,772	14,852	14,982	15,003	15,107	15,047
Qualified Non-Paid:	14,772	14,852	14,982	15,003	15,107	15,047
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 – July 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 JULY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	44		Kentucky	140	
New Hampshire	63		Tennessee	245	
Vermont	47		Alabama	161	
Massachusetts	515		Mississippi	78	
Rhode Island	86		EAST SO. CENTRAL	624	4.1
Connecticut	232		Arkansas	87	
NEW ENGLAND	987	6.7	Louisiana	243	
New York	1,207		Oklahoma	110	
New Jersey	436		Texas	1,107	
Pennsylvania	661		WEST SO. CENTRAL	1,547	10.3
MIDDLE ATLANTIC	2,304	15.3	Montana	43	
Ohio	485		Idaho	59	
Indiana	175		Wyoming	15	
Illinois	573		Colorado	279	
Michigan	456		New Mexico	60	
Wisconsin	265		Arizona	336	
EAST NO. CENTRAL	1,954	13.0	Utah	156	
Minnesota	274		Nevada	76	
Iowa	94		MOUNTAIN	1,024	6.8
Missouri	249		Alaska	20	
North Dakota	21		Washington	290	
South Dakota	51		Oregon	206	
Nebraska	58		California	2,042	
Kansas	101		Hawaii	68	
WEST NO. CENTRAL	848	5.6	PACIFIC	2,626	17.4
Delaware	23		UNITED STATES	15,050	100.0
Maryland	346		U.S. Territories	-	
Washington, DC	79		Canada	-	
Virginia	383		Mexico	-	
West Virginia	49		Other International	-	
North Carolina	497		APO/FPO	2	
South Carolina	192				
Georgia	378		TOTAL QUALIFIED CIRCULATION	15,052	100.0
Florida	1,189				
SOUTH ATLANTIC	3,136	20.8			

***See Additional Data**

WEBSITE CHANNEL

WWW.MDEGE.COM/DERMATOLOGY*

2021	Pageviews	Sessions	Users	Average Session Duration
February	437,158	333,963	306,952	0:36
March	491,578	378,578	346,707	0:36
April	431,816	335,236	309,708	0:34
May	363,035	287,677	264,109	0:33
June	364,045	296,395	268,029	0:33
July	347,087	280,881	251,938	0:35
AVERAGE:	405,786	318,788	291,240	0:34

February – July 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 6,676 copies or 44.4%, 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 August 12, 2021

State New Jersey

County Morris

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Type BJ

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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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

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