

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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

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

BRAND REPORT PURPOSE

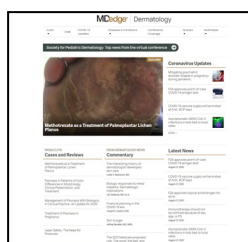
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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

DERMATOLOGY NEWS PRINT MAGAZINE



DERMATOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DERMATOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	16,457	-	16,457
(See Paragraph 3b for Source)			
DERMATOLOGY NEWS 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 Dermatology News and Cutis.

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

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	9
Advertiser and Agency	438
Allocated for Trade Shows and Conventions	-
All Other	73
TOTAL	520

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,457	100.0	16,457	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,457	100.0	16,457	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
February	16,517
March	16,491
April	16,507
May	16,340
June	16,469
July	16,418

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2021
 This issue is 0.3% or 47 copies below 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	135	0.8	129	-	6	6	-	135	-	-	
D Dermatology	12,708	77.4	9,639	1,455	550	2,005	188	11,832	211	665	
IMD Internal Medicine/ Dermatology	79	0.5	40	32	5	37	1	78	1	-	
PDD Pediatric Dermatology	29	0.2	21	-	7	7	-	28	1	-	
PRD Procedural Dermatology	598	3.6	492	70	23	93	-	585	8	5	
TOTAL QUALIFIED COPIES TO PHYSICIANS	13,549	82.5	10,321	1,557	591	2,148	189	12,658	221	670	
PERCENT TO PHYSICIANS	82.5		62.8	9.5	3.6	13.1	1.2	77.1	1.3	4.1	
Dermatology Nurse Practitioners	672	4.1									
Dermatology Physician Assistants	2,197	13.4									
TOTAL QUALIFIED CIRCULATION	16,418	100.0									

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	2,624	5,213	891	8,728	53.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,690	-	-	7,690	46.8
*Association rosters and directories	5,193	-	-	5,193	31.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,497	-	-	2,497	15.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	10,314	5,213	891	16,418	100.0
	62.8	31.8	5.4	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	16,418	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,418	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:	15,914	15,913	16,329	16,393	16,478	16,457
Qualified Non-Paid:	15,914	15,913	16,329	16,393	16,478	16,457
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	155	
New Hampshire	65		Tennessee	281	
Vermont	50		Alabama	167	
Massachusetts	601		Mississippi	78	
Rhode Island	94		EAST SO. CENTRAL	681	4.2
Connecticut	248		Arkansas	94	
NEW ENGLAND	1,102	6.7	Louisiana	249	
New York	1,315		Oklahoma	124	
New Jersey	502		Texas	1,130	
Pennsylvania	712		WEST SO. CENTRAL	1,597	9.7
MIDDLE ATLANTIC	2,529	15.4	Montana	49	
Ohio	514		Idaho	72	
Indiana	189		Wyoming	15	
Illinois	620		Colorado	292	
Michigan	496		New Mexico	59	
Wisconsin	295		Arizona	384	
EAST NO. CENTRAL	2,114	12.9	Utah	182	
Minnesota	306		Nevada	90	
Iowa	113		MOUNTAIN	1,143	7.0
Missouri	264		Alaska	23	
North Dakota	25		Washington	319	
South Dakota	58		Oregon	229	
Nebraska	63		California	2,193	
Kansas	111		Hawaii	65	
WEST NO. CENTRAL	940	5.7	PACIFIC	2,829	17.2
Delaware	28		UNITED STATES	16,417	100.0
Maryland	361		U.S. Territories	-	
Washington, DC	90		Canada	-	
Virginia	389		Mexico	-	
West Virginia	59		Other International	-	
North Carolina	550		APO/FPO	1	
South Carolina	203				
Georgia	439		TOTAL QUALIFIED CIRCULATION	16,418	100.0
Florida	1,363				
SOUTH ATLANTIC	3,482	21.2			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.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 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 478 copies or 2.9% to 4,715 copies or 28.7%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,497 copies or 15.2%, 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 August 13, 2021

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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-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.

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