

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.

Frontline Medical Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054
Tel. No.: (973) 206-3434
Fax No.: (973) 206-9378
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.

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

CUTIS PRINT MAGAZINE



CUTIS WEBSITE



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)	15,292	-	15,292
(See Paragraph 3b for Source)			
CUTIS WEBSITE (Note 1) (Monthly Users with 306,080 average Pageviews)	212,964	-	212,964

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

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

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	44
Advertiser and Agency	452
Allocated for Trade Shows and Conventions	-
All Other	109
TOTAL	605

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,292	100.0	15,292	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,292	100.0	15,292	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	15,152
September	15,189
October	15,364
November	15,372
December	15,326
January	15,348

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

This issue is 0.4% or 67 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				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	12,908	84.1	9,760	1,486	730	2,216	171	12,147	83	678
DMP	Dermatopathology	519	3.4	395	65	32	97	1	493	22	4
DS	Dermatologic Surgery	134	0.9	126	-	7	7	1	134	-	-
PDD	Pediatric Dermatology	23	0.1	16	-	7	7	-	23	-	-
PRD	Procedural Dermatology	532	3.5	432	84	11	95	-	527	3	2
Total Qualified Copies to Physicians		14,116	92.0	10,729	1,635	787	2,422	173	13,324	108	684
Percent to Physicians		92.0		69.9	10.7	5.1	15.8	1.1	86.8	0.7	4.5
Derm Physician Assistants		985	6.4								
Derm Nurse Practitioners		165	1.1								
Association of Military Dermatologists Members		82	0.5								
TOTAL QUALIFIED CIRCULATION		15,348	100.0								
PERCENT			100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	3,805	2,360	1,602	7,767	50.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,581	-	-	7,581	49.4
*Association rosters and directories	6,493	-	-	6,493	42.3
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,088	-	-	1,088	7.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,386	2,360	1,602	15,348	100.0
PERCENT	74.2	15.4	10.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,348	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,348	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February - July 2019	August 2019 - January 2020	February - July 2020	August 2020 - January 2021	February - July 2021	August 2021 - January 2022*
Total Audit Average Qualified:	14,852	14,982	15,003	15,107	15,047	15,292
Qualified Non-Paid:	14,852	14,982	15,003	15,107	15,047	15,292
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 2021 - January 2022 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 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	46		Kentucky	143	
New Hampshire	68		Tennessee	252	
Vermont	52		Alabama	174	
Massachusetts	515		Mississippi	80	
Rhode Island	85		EAST SO. CENTRAL	649	4.2
Connecticut	232		Arkansas	98	
NEW ENGLAND	998	6.5	Louisiana	251	
New York	1,244		Oklahoma	107	
New Jersey	424		Texas	1,134	
Pennsylvania	665		WEST SO. CENTRAL	1,590	10.4
MIDDLE ATLANTIC	2,333	15.2	Montana	39	
Ohio	486		Idaho	64	
Indiana	181		Wyoming	17	
Illinois	572		Colorado	291	
Michigan	454		New Mexico	62	
Wisconsin	282		Arizona	330	
EAST NO. CENTRAL	1,975	12.9	Utah	156	
Minnesota	294		Nevada	74	
Iowa	91		MOUNTAIN	1,033	6.7
Missouri	258		Alaska	21	
North Dakota	22		Washington	298	
South Dakota	52		Oregon	204	
Nebraska	57		California	2,102	
Kansas	100		Hawaii	65	
WEST NO. CENTRAL	874	5.7	PACIFIC	2,690	17.5
Delaware	23		UNITED STATES	15,346	100.0
Maryland	354		U.S. Territories	-	
Washington, DC	75		Canada	-	
Virginia	369		Mexico	-	
West Virginia	49		Other International	-	
North Carolina	513		APO/FPO	2	
South Carolina	193				
Georgia	383				
Florida	1,245				
SOUTH ATLANTIC	3,204	20.9			
			TOTAL QUALIFIED CIRCULATION	15,348	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/DERMATOLOGY*

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	305,886	241,290	218,435	0:35
September	326,162	254,176	229,798	0:36
October	329,386	254,644	229,348	0:34
November	324,017	246,926	219,774	0:42
December	272,466	211,104	182,855	0:34
January	278,564	223,153	197,574	0:34
AVERAGE:	306,080	238,548	212,964	0:35

August 2021 - January 2022 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 82 copies or 0.5% to 5,867 copies or 38.2% including Association of Military Dermatologists, American Osteopathic Association, and American Medical Association.

Other sources include 1 source of circulation for a quantity of 1,088 copies or 7.1%, 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	February 24, 2022
State	New Jersey
County	Morris
Received by BPA Worldwide	February 24, 2022
Type	BJ
ID Number	C163B0D1

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.