

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
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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

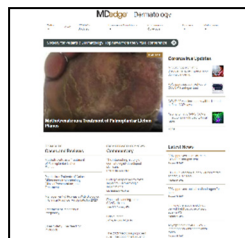
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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)	16,517	-	16,517
(See Paragraph 3b for Source)			
DERMATOLOGY NEWS 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 Dermatology News and Cutis.

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

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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	7
Advertiser and Agency	450
Allocated for Trade Shows and Conventions	-
All Other	1,260
TOTAL	1,717

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,517	100.0	16,517	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,517	100.0	16,517	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	16,453
September	16,389
October	16,585
November	16,564
December	16,590
January	16,523

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022
This issue is -% or 7 copies above the average of the other 5 issues reported in Paragraph 2.

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

Patient Care

Hospital Based Practice

Professional Classification	Total Qualified	Percent of Total	Office Based Practice		Full Time Hospital Staff	Total (Hospital Based)	Semi- Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopaths Patient Care
			Residents	Residents						
DS Dermatologic Surgery	133	0.8	127	-	6	6	-	133	-	-
D Dermatology	12,780	77.3	9,679	1,472	553	2,025	194	11,898	208	674
IMD Internal Medicine/ Dermatology	79	0.5	40	32	5	37	1	78	1	-
PDD Pediatric Dermatology	28	0.2	19	-	8	8	-	27	1	-
PRD Procedural Dermatology	646	3.9	525	85	24	109	-	634	8	4
TOTAL QUALIFIED COPIES TO PHYSICIANS	13,666	82.7	10,390	1,589	596	2,185	195	12,770	218	678
PERCENT TO PHYSICIANS	82.7		62.9	9.6	3.6	13.2	1.2	77.3	1.3	4.1
Dermatology Nurse Practitioners	668	4.0								
Dermatology Physician Assistants	2,189	13.3								
TOTAL QUALIFIED CIRCULATION	16,523	100.0								

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	1,467	4,869	2,299	8,635	52.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,888	-	-	7,888	47.7
*Association rosters and directories	5,381	-	-	5,381	32.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,507	-	-	2,507	15.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	9,355 56.6	4,869 29.5	2,299 13.9	16,523 100.0	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	16,523	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,523	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:	15,913	16,329	16,393	16,478	16,457	16,517
Qualified Non-Paid:	15,913	16,329	16,393	16,478	16,457	16,517
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	45		Kentucky	156	
New Hampshire	74		Tennessee	287	
Vermont	54		Alabama	179	
Massachusetts	592		Mississippi	81	
Rhode Island	95		EAST SO. CENTRAL	703	4.3
Connecticut	244		Arkansas	102	
NEW ENGLAND	1,104	6.7	Louisiana	254	
New York	1,332		Oklahoma	119	
New Jersey	487		Texas	1,135	
Pennsylvania	705		WEST SO. CENTRAL	1,610	9.7
MIDDLE ATLANTIC	2,524	15.3	Montana	50	
Ohio	521		Idaho	77	
Indiana	188		Wyoming	16	
Illinois	625		Colorado	297	
Michigan	503		New Mexico	59	
Wisconsin	312		Arizona	374	
EAST NO. CENTRAL	2,149	13.0	Utah	180	
Minnesota	312		Nevada	88	
Iowa	111		MOUNTAIN	1,141	6.9
Missouri	268		Alaska	23	
North Dakota	24		Washington	321	
South Dakota	57		Oregon	227	
Nebraska	63		California	2,216	
Kansas	107		Hawaii	64	
WEST NO. CENTRAL	942	5.7	PACIFIC	2,851	17.2
Delaware	27		UNITED STATES	16,522	100.0
Maryland	368		U.S. Territories	-	
Washington, DC	87		Canada	-	
Virginia	373		Mexico	-	
West Virginia	60		Other International	-	
North Carolina	559		APO/FPO	1	
South Carolina	200				
Georgia	438		TOTAL QUALIFIED CIRCULATION	16,523	100.0
Florida	1,386				
SOUTH ATLANTIC	3,498	21.2			

*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 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 510 copies or 3.0% to 4,871 copies or 29.5%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,507 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.

Jeanne Gallione, Director of Business Development

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 25, 2022

State New Jersey

County Morris

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Type BJ

ID Number S230B0D1

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.

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

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