

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.  
283-299 Market St.  
(2 Gateway Building), 4th Floor  
Newark, NJ 07102  
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.

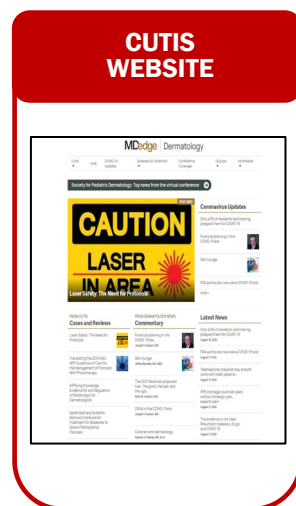
### MAGAZINE CHANNEL FORMAT – PRINT ISSUES

**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



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CUTIS PRINT MAGAZINE</b> (6 issues in the period)	15,344	-	15,344
(See Paragraph 3b for Source)			
<b>CUTIS WEBSITE</b> (Note 1) (Monthly Users with 268,577 average Pageviews)	186,574	-	186,574

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	437
Allocated for Trade Shows and Conventions	42
All Other	93
<b>TOTAL</b>	<b>616</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,344	100.0	15,344	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,344</b>	<b>100.0</b>	<b>15,344</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	15,248
March	15,333
April	15,329
May	15,414
June	15,408
July	15,333

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

This issue is 0.1% or 13 copies below 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	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)	Total				
D Dermatology	12,808	83.5	9,618	1,517	718	2,235	187	12,040	93	675	
DMP Dermatopathology	593	3.9	449	66	41	107	1	557	32	4	
DS Dermatologic Surgery	133	0.9	125	-	7	7	1	133	-	-	
PDD Pediatric Dermatology	24	0.2	15	2	7	9	-	24	-	-	
PRD Procedural Dermatology	543	3.5	439	81	14	95	-	534	7	2	
Total Qualified Copies to Physicians	14,101	92.0	10,646	1,666	787	2,453	189	13,288	132	681	
Percent to Physicians	92.0		69.4	10.9	5.1	16.0	1.3	86.7	0.9	4.4	
Derm Physician Assistants	989	6.4									
Derm Nurse Practitioners	161	1.1									
Association of Military Dermatologists Members	82	0.5									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,333</b>	<b>100.0</b>									
<b>PERCENT</b>		<b>100.0</b>									

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	<b>2,273</b>	<b>2,584</b>	<b>3,254</b>	<b>8,111</b>	<b>52.9</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,222</b>	-	-	<b>7,222</b>	<b>47.1</b>
*Association rosters and directories	6,196	-	-	6,196	40.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,026	-	-	1,026	6.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,495</b>	<b>2,584</b>	<b>3,254</b>	<b>15,333</b>	<b>100.0</b>
<b>PERCENT</b>	<b>61.9</b>	<b>16.9</b>	<b>21.2</b>	<b>100.0</b>	

\*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,333	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>15,333</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2019 – January 2020	February - July 2020	August 2020 – January 2021	February - July 2021	August 2021 – January 2022*	February - July 2022*
Total Audit Average Qualified:	14,982	15,003	15,107	15,047	15,292	15,344
Qualified Non-Paid:	14,982	15,003	15,107	15,047	15,292	15,344
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 – July 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 JULY 2022\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	44		Kentucky	143	
New Hampshire	73		Tennessee	259	
Vermont	52		Alabama	179	
Massachusetts	518		Mississippi	87	
Rhode Island	79		<b>EAST SO. CENTRAL</b>	<b>668</b>	<b>4.4</b>
Connecticut	233		Arkansas	97	
<b>NEW ENGLAND</b>	<b>999</b>	<b>6.5</b>	Louisiana	246	
New York	1,242		Oklahoma	104	
New Jersey	415		Texas	1,138	
Pennsylvania	678		<b>WEST SO. CENTRAL</b>	<b>1,585</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,335</b>	<b>15.2</b>	Montana	44	
Ohio	487		Idaho	65	
Indiana	180		Wyoming	17	
Illinois	588		Colorado	292	
Michigan	449		New Mexico	60	
Wisconsin	281		Arizona	322	
<b>EAST NO. CENTRAL</b>	<b>1,985</b>	<b>13.0</b>	Utah	159	
Minnesota	298		Nevada	74	
Iowa	92		<b>MOUNTAIN</b>	<b>1,033</b>	<b>6.7</b>
Missouri	264		Alaska	21	
North Dakota	21		Washington	295	
South Dakota	50		Oregon	207	
Nebraska	58		California	2,060	
Kansas	102		Hawaii	68	
<b>WEST NO. CENTRAL</b>	<b>885</b>	<b>5.8</b>	<b>PACIFIC</b>	<b>2,651</b>	<b>17.3</b>
Delaware	23		<b>UNITED STATES</b>	<b>15,331</b>	<b>100.0</b>
Maryland	349		U.S. Territories	-	
Washington, DC	73		Canada	-	
Virginia	369		Mexico	-	
West Virginia	50		Other International	-	
North Carolina	510		APO/FPO	2	
South Carolina	192				
Georgia	384				
Florida	1,240				
<b>SOUTH ATLANTIC</b>	<b>3,190</b>	<b>20.8</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,333</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

## WWW.MDEDGE.COM/DERMATOLOGY\*

2022	Pageviews	Sessions	Users	Average Session Duration
February	272,191	193,947	173,786	0:40
March	273,737	213,953	191,298	0:35
April	258,948	207,304	184,190	0:34
May	271,582	214,793	195,029	0:32
June	279,497	218,779	196,249	0:32
July	255,507	199,523	178,894	0:34
<b>AVERAGE:</b>	<b>268,577</b>	<b>208,049</b>	<b>186,574</b>	<b>0:34</b>

February - July 2022 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 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 5,590 copies or 36.5%, including Association of Military Dermatologists, American Osteopathic Association, American Medical Association.

Other sources include 1 source of circulation for a quantity of 1,026 copies or 6.7%, 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, 2022

State

New Jersey

County

Essex

Received by BPA Worldwide

August 12, 2022

Type

BJ

ID Number

C163B0J2

### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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