

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

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

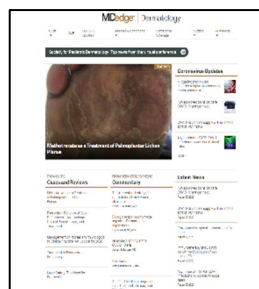
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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)	16,499	-	16,499
(See Paragraph 3b for Source)			
DERMATOLOGY NEWS WEBSITE (Note 1) (Monthly Users with 268,577 average Pageviews)	186,574	-	186,574

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	8
Advertiser and Agency	436
Allocated for Trade Shows and Conventions	29
All Other	1,293
TOTAL	1,766

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,499	100.0	16,499	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,499	100.0	16,499	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
February	16,546
March	16,504
April	16,467
May	16,527
June	16,517
July	16,430

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2022
This issue is 0.5% or 82 copies below 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							
DS Dermatologic Surgery	132	0.8	125	-	6	6	1	132	-	-
D Dermatology	12,698	77.3	9,568	1,508	547	2,055	200	11,823	200	675
IMD Internal Medicine/ Dermatology	80	0.5	40	34	4	38	1	79	1	-
PDD Pediatric Dermatology	30	0.2	19	2	8	10	-	29	1	-
PRD Procedural Dermatology	642	3.9	524	81	24	105	-	629	8	5
TOTAL QUALIFIED COPIES TO PHYSICIANS	13,582	82.7	10,276	1,625	589	2,214	202	12,692	210	680
PERCENT TO PHYSICIANS	82.7		62.6	9.9	3.6	13.5	1.2	77.3	1.3	4.1
Dermatology Nurse Practitioners	666	4.0								
Dermatology Physician Assistants	2,182	13.3								
TOTAL QUALIFIED CIRCULATION	16,430	100.0								

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	1,350	2,979	4,478	8,807	53.6
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,623	-	-	7,623	46.4
*Association rosters and directories	5,106	-	-	5,106	31.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,517	-	-	2,517	15.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	8,973	2,979	4,478	16,430	100.0
	54.6	18.1	27.3	100.0	

*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	16,430	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,430	100.0

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:	16,329	16,393	16,478	16,457	16,517	16,499
Qualified Non-Paid:	16,329	16,393	16,478	16,457	16,517	16,499
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	158	
New Hampshire	77		Tennessee	290	
Vermont	54		Alabama	178	
Massachusetts	592		Mississippi	85	
Rhode Island	88		EAST SO. CENTRAL	711	4.3
Connecticut	242		Arkansas	100	
NEW ENGLAND	1,097	6.7	Louisiana	248	
New York	1,325		Oklahoma	116	
New Jersey	476		Texas	1,131	
Pennsylvania	705		WEST SO. CENTRAL	1,595	9.7
MIDDLE ATLANTIC	2,506	15.2	Montana	50	
Ohio	521		Idaho	77	
Indiana	195		Wyoming	17	
Illinois	636		Colorado	300	
Michigan	493		New Mexico	57	
Wisconsin	307		Arizona	367	
EAST NO. CENTRAL	2,152	13.1	Utah	182	
Minnesota	315		Nevada	89	
Iowa	110		MOUNTAIN	1,139	6.9
Missouri	273		Alaska	23	
North Dakota	24		Washington	317	
South Dakota	56		Oregon	228	
Nebraska	64		California	2,171	
Kansas	109		Hawaii	64	
WEST NO. CENTRAL	951	5.8	PACIFIC	2,803	17.1
Delaware	26		UNITED STATES	16,429	100.0
Maryland	359		U.S. Territories	-	
Washington, DC	83		Canada	-	
Virginia	376		Mexico	-	
West Virginia	60		Other International	-	
North Carolina	559		APO/FPO	1	
South Carolina	198				
Georgia	435		TOTAL QUALIFIED CIRCULATION	16,430	100.0
Florida	1,379				
SOUTH ATLANTIC	3,475	21.2			

*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
AVERAGE:	268,577	208,049	186,574	0:34

February – July 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 517 copies or 3.2% to 4,589 copies or 27.9%, including American Osteopathic Association and American Medical Association.

Other sources include 1 source of circulation for a quantity of 2,517 copies or 15.3%, 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, 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	August 19, 2022
State	New Jersey
County	Essex
Received by BPA Worldwide	August 19, 2022
Type	BJ
ID Number	S230B0J2

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.

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

Copyright © 2022 BPA Worldwide. All rights reserved.