

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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**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.

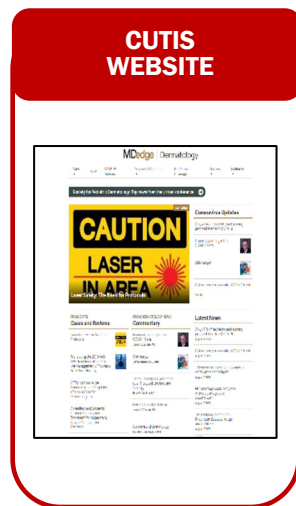
**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**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)	15,347	-	15,347
(See Paragraph 3b for Source)			
<b>CUTIS WEBSITE</b> (Note 1) (Monthly Users with 324,392 average Pageviews)	227,133	-	227,133

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

### 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	36
Advertiser and Agency	423
Allocated for Trade Shows and Conventions	58
All Other	94
<b>TOTAL</b>	<b>611</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,347	100.0	15,347	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,347</b>	<b>100.0</b>	<b>15,347</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022/2023 Issues	Total Qualified
August	15,322
September	15,237
October	15,322
November	15,359
December	15,379
January	15,465

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023 This issue is 0.9% or 141 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	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	12,883	83.3	9,818	1,383	720	2,103	186	12,107	97	679	
DMP Dermatopathology	611	4.0	459	66	41	107	2	568	39	4	
DS Dermatologic Surgery	131	0.8	123	-	7	7	1	131	-	-	
PDD Pediatric Dermatology	35	0.2	16	12	7	19	-	35	-	-	
PRD Procedural Dermatology	554	3.6	464	66	14	80	-	544	8	2	
Total Qualified Copies to Physicians	14,214	91.9	10,880	1,527	789	2,316	189	13,385	144	685	
Percent to Physicians	91.9		70.4	9.9	5.1	15.0	1.2	86.6	0.9	4.4	
Derm Physician Assistants	1,008	6.5									
Derm Nurse Practitioners	142	0.9									
Association of Military Dermatologists Members	101	0.7									
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,465</b>	<b>100.0</b>									
<b>PERCENT</b>		<b>100.0</b>									

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	<b>2,293</b>	<b>2,606</b>	<b>3,282</b>	<b>8,181</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>7,284</b>	-	-	<b>7,284</b>	<b>47.1</b>
*Association rosters and directories	6,249	-	-	6,249	40.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	1,035	-	-	1,035	6.7
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,577</b>	<b>2,606</b>	<b>3,282</b>	<b>15,465</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 JANUARY 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,465	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>15,465</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	Audited Data	Circulation Claim
	February - July 2020	August 2020 - January 2021	February - July 2021	August 2021 - January 2022	February - July 2022	August 2022 - January 2023*
Total Audit Average Qualified:	15,003	15,107	15,047	15,292	15,344	15,347
Qualified Non-Paid:	15,003	15,107	15,047	15,292	15,344	15,347
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 2022 - January 2023 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 2023\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	37		Kentucky	144	
New Hampshire	77		Tennessee	268	
Vermont	54		Alabama	181	
Massachusetts	533		Mississippi	87	
Rhode Island	80		<b>EAST SO. CENTRAL</b>	<b>680</b>	<b>4.4</b>
Connecticut	239		Arkansas	98	
<b>NEW ENGLAND</b>	<b>1,020</b>	<b>6.6</b>	Louisiana	247	
New York	1,257		Oklahoma	107	
New Jersey	415		Texas	1,147	
Pennsylvania	669		<b>WEST SO. CENTRAL</b>	<b>1,599</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,341</b>	<b>15.1</b>	Montana	42	
Ohio	488		Idaho	65	
Indiana	182		Wyoming	17	
Illinois	602		Colorado	297	
Michigan	454		New Mexico	56	
Wisconsin	284		Arizona	321	
<b>EAST NO. CENTRAL</b>	<b>2,010</b>	<b>13.0</b>	Utah	162	
Minnesota	294		Nevada	73	
Iowa	101		<b>MOUNTAIN</b>	<b>1,033</b>	<b>6.7</b>
Missouri	250		Alaska	22	
North Dakota	21		Washington	288	
South Dakota	46		Oregon	197	
Nebraska	57		California	2,090	
Kansas	106		Hawaii	65	
<b>WEST NO. CENTRAL</b>	<b>875</b>	<b>5.7</b>	<b>PACIFIC</b>	<b>2,662</b>	<b>17.2</b>
Delaware	20		<b>UNITED STATES</b>	<b>15,460</b>	<b>100.0</b>
Maryland	352		U.S. Territories	1	
Washington, DC	78		Canada	-	
Virginia	378		Mexico	-	
West Virginia	53		Other International	-	
North Carolina	520		APO/FPO	4	
South Carolina	197				
Georgia	379		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,465</b>	<b>100.0</b>
Florida	1,263				
<b>SOUTH ATLANTIC</b>	<b>3,240</b>	<b>21.0</b>			

\*See Additional Data

# WEBSITE CHANNEL

WWW.MDEDGE.COM/DERMATOLOGY\*

2022/2023	Pageviews	Sessions	Users	Average Session Duration
August	315,893	241,448	211,915	0:33
September	305,137	228,999	208,541	0:32
October	331,419	252,715	230,148	0:31
November	315,038	245,940	224,992	0:29
December	326,186	252,441	233,179	0:29
January	352,679	275,541	254,023	0:27
<b>AVERAGE:</b>	<b>324,392</b>	<b>249,514</b>	<b>227,133</b>	<b>0:30</b>

August 2022 – January 2023 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 101 copies or 0.7% to 5,638 copies or 36.5%, including Association of Military Dermatologists, American Medical Association, and American Osteopathic Association.

Other sources include 1 source of circulation for a quantity of 1,035 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

March 16, 2023

State

New Jersey

County

Essex

Received by BPA Worldwide

March 16, 2023

Type

BJ

ID Number

C163BRD22

#### 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.

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