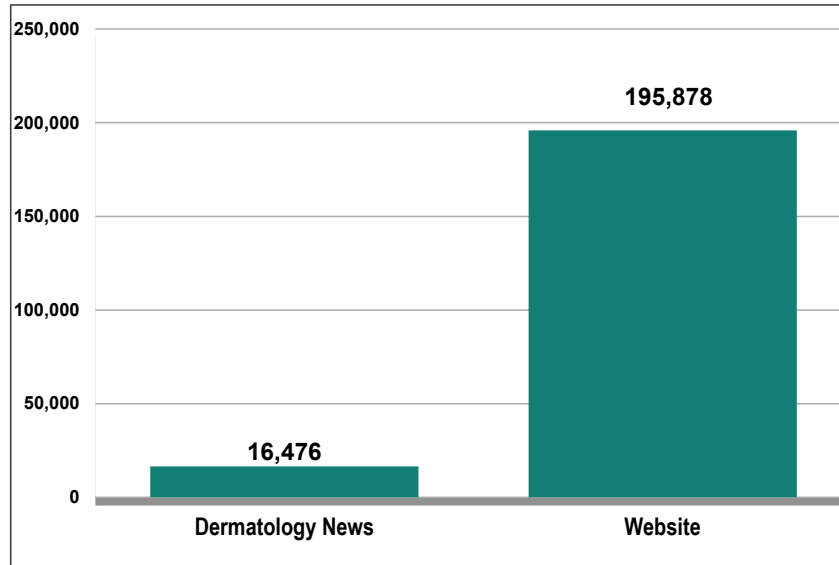


**CONSOLIDATED
MEDIA REPORT**
B2B Media
6 months ended July 31, 2023

Dermatology News

TOTAL GROSS CONTACTS

212,354



EXECUTIVE SUMMARY

Channels	Contacts	Period
Dermatology News		6 months ended July 31, 2023
Total Qualified Circulation	16,476	
Website Activity		6 months ended July 31, 2023
Page Impressions	287,886	
Visits	215,021	
Unique Browsers	195,878	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



Dermatology News

6 months ended July 31, 2023
Subject to Audit

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.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		16,476
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		16,476
Total Average Qualified Nonpaid Circulation		16,476

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		29
Nonqualified Miscellaneous, Including Staff Copies - Print		479
Total Average Nonqualified Circulation		508

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Feb		16,492
Mar		16,535
Apr		16,499
May		16,472
Jun		16,409
Jul		16,447

BUSINESS/OCCUPATIONAL ANALYSIS													
Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	Major Professional Activity for United States & Professions Including APO & FPO							
						Patient Care						Total (Other Professional Activity)	Osteopaths Patient Care
						Office Based Practice	Hospital Based Practice			Semi - Retired	Total (Patient Care)		
							Residents	Full Time Hospital Staff	Total (Hospital Based)				
1.	DS	Dermatologic Surgery	129	0.8	129	122		6	6	1	129		
2.	DS	Dermatology	12,682	77.1	12,682	9,681	1,385	548	1,933	191	11,805	196	681
3.	IMD	Internal Medicine/Dermatology	85	0.5	85	49	31	3	34		83	2	
4.	PDD	Pediatric Dermatology	41	0.2	41	19	13	8	21		40	1	
5.	PRD	Procedural Dermatology	693	4.2	693	587	69	24	93		680	8	5
		Total Qualified To Physicians	13,630	82.9	13,630	10,458	1,498	589	2,087	192	12,737	207	686
6.		Dermatology Nurse Practitioners	660	4.0	660								
7.		Dermatology Physician Assistants	2,157	13.1	2,157								
		Total Qualified Circulation	16,447	100.0	16,447	10,458	1,498	589	2,087	192	12,737	207	686
		Percent	100.0		100.0	63.6	9.1	3.6	12.7	1.2	77.4	1.3	4.2

AGE OF SOURCE ANALYSIS					
	Qualified Within				
Source	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	4,725	1,591	1,988	8,304	50.5
Written	651	1,138	745	2,534	15.4
Telecommunication	4,074	453	1,243	5,770	35.1
Internet and Email					
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists	5,617			5,617	34.2
Acquired Circulation					
Other Sources	2,526			2,526	15.4
Total Qualified Subscriptions	12,868	1,591	1,988	16,447	100.0
Percent	78.2	9.7	12.1	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	16,447	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	16,447	100.0
Total Qualified Circulation	16,447	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	180
Arizona	368
Arkansas	97
California	2,216
Colorado	298
Connecticut	248
Delaware	21
District of Columbia	87
Florida	1,362
Georgia	424
Idaho	78
Illinois	636
Indiana	206
Iowa	116
Kansas	109
Kentucky	165
Louisiana	248
Maine	38
Maryland	358
Massachusetts	597
Michigan	491
Minnesota	319
Mississippi	83
Missouri	271
Montana	53
Nebraska	64
Nevada	90
New Hampshire	80
New Jersey	473
New Mexico	56
New York	1,328
North Carolina	558
North Dakota	24
Ohio	508
Oklahoma	112
Oregon	217
Pennsylvania	682
Rhode Island	91
South Carolina	203
South Dakota	52
Tennessee	300
Texas	1,148
Utah	182
Vermont	49
Virginia	381
Washington	311
West Virginia	58
Wisconsin	306
Wyoming	17
TOTAL 48 CONTERMINOUS STATES	16,359
Alaska	23
Hawaii	64
TOTAL ALASKA & HAWAII	87
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	16,446
Poss. & Other Areas	1
U.S. & POSS., etc.	16,447
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	16,447

CHANNEL PROFILES

WEBSITE ACTIVITY - www.mdedge.com/dermatology

Month	Page Impressions	Visits	Unique Browsers
February	306,675	234,949	215,998
March	331,256	246,883	224,409
April	280,910	212,887	194,470
May	279,249	211,247	190,021
June	249,522	200,081	185,020
July	279,706	184,080	165,349

NOTES

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Lists: Represent copies served to subscribers obtained from American Medical Association and American Osteopathic Association.

Other Sources: Represent copies served to subscribers obtained from DMD Advanced Practice Providers.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Jul issue.

Miscellaneous: This Publisher's Statement is for the 6 month period ended July 31, 2023.

Total Gross Contacts Include : Qualified Circulation and Unique Browsers.

Website Data Source: Google Analytics

Website Domains: Domains included in website traffic: www.mdedge.com/dermatology

Cross Media Miscellaneous: Due to the recent AAM/BPA merger, this publication is filing cross media with AAM for the first time.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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