

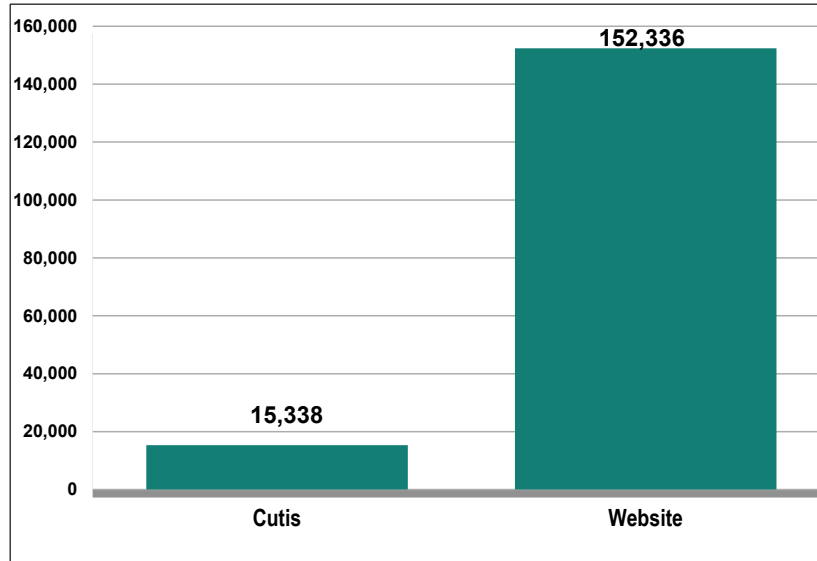
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended January 31, 2024

TOTAL GROSS CONTACTS

167,674

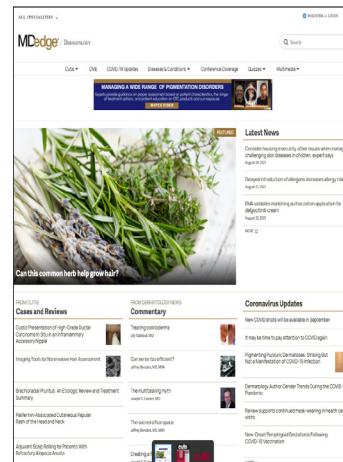


EXECUTIVE SUMMARY

Channels	Contacts	Period
Cutis		6 months ended January 31, 2024
Total Qualified Circulation	15,338	
Website Activity		6 months ended January 31, 2024
Page Impressions	232,722	
Visits	173,758	
Unique Browsers	152,336	

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.





6 months ended January 31, 2024
 Subject to Audit

Field Served:

CUTIS serves the field of dermatology and other related medical specialties as reported in the Business/Occupational Analysis.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	15,338
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	15,338
Total Average Qualified Nonpaid Circulation	15,338

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	67
Nonqualified Miscellaneous, Including Staff Copies - Print	777
Total Average Nonqualified Circulation	844

CIRCULATION BY ISSUES		
Issue		Qualified Nonpaid - Print
Aug		15,331
Sep		15,255
Oct		15,255
Nov		15,396
Dec		15,413
Jan		15,376

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry			Total	%	Qualified Nonpaid Print	Major Professional Activity for United States & Professions Including APO & FPO								
						Patient Care					Semi - Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopaths Patient Care
						Office - Based Practice	Hospital Based Practice							
							Residents	Full - Time Hospital Staff	Total (Hospital - Based)					
1.	D	Dermatology	12,697	82.6	12,697	9,784	1,468	634	2,102		11,886	161	650	
2.	DMP	Dermatopathology	636	4.1	636	501	52	39	91		592	40	4	
3.	DS	Dermatologic Surgery	128	0.8	128	121		7	7		128			
4.	PDD	Pediatric Dermatology	47	0.3	47	20	20	7	27		47			
5.	PRD	Procedural Dermatology	630	4.1	630	536	71	14	85		621	9		
		Total Qualified to Physicians	14,138	91.9	14,138	10,962	1,611	701	2,312		13,274	210	654	
6.		Derm Physicians Assistants	1,009	6.6	1,009							1,009		
7.		Derm Nurse Practitioners	135	0.9	135							135		
8.		Association of Military Dermatologists Members	94	0.6	94							94		
		Total Qualified Circulation	15,376	100.0	15,376	10,962	1,611	701	2,312		13,274	1,448	654	
		Percent	100.0		100.0	71.3	10.5	4.6	15.0		86.3	9.4	4.3	

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	2,790	2,137	3,027	7,954	51.7
Written	756	584	624	1,964	12.8
Telecommunication	2,034	1,553	2,403	5,990	39.0
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	7,288			7,288	47.4
Acquired Circulation					
Other Sources	134			134	0.9
Total Qualified Subscriptions	10,212	2,137	3,027	15,376	100.0
Percent	66.4	13.9	19.7	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	15,376	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	15,376	100.0
Total Qualified Circulation	15,376	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	173
Arizona	313
Arkansas	91
California	2,110
Colorado	299
Connecticut	239
Delaware	20
District of Columbia	79
Florida	1,223
Georgia	376
Idaho	69
Illinois	617
Indiana	182
Iowa	111
Kansas	108
Kentucky	149
Louisiana	258
Maine	39
Maryland	346
Massachusetts	521
Michigan	426
Minnesota	315
Mississippi	84
Missouri	263
Montana	48
Nebraska	68
Nevada	77
New Hampshire	79
New Jersey	399
New Mexico	54
New York	1,198
North Carolina	521
North Dakota	23
Ohio	479
Oklahoma	108
Oregon	198
Pennsylvania	628
Rhode Island	85
South Carolina	189
South Dakota	41
Tennessee	266
Texas	1,157
Utah	159
Vermont	56
Virginia	377
Washington	310
West Virginia	44
Wisconsin	296
Wyoming	18
TOTAL 48 CONTERMINOUS STATES	15,289
Alaska	21
Hawaii	66
TOTAL ALASKA & HAWAII	87
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	15,376
Poss. & Other Areas	
U.S. & POSS., etc.	15,376
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	15,376

CHANNEL PROFILES

WEBSITE ACTIVITY - www.mdedge/dermatoloty

Month	Page Impressions	Visits	Unique Browsers
August	254,454	186,367	165,547
September	229,116	170,289	150,648
October	214,868	166,133	148,485
November	237,137	178,995	156,681
December	205,887	150,479	132,162
January	254,872	190,283	160,493

NOTES

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.

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

Lists: Represent copies served to subscribers obtained from American Medical Association, American Osteopathic Association, American Academy of Physician Assistants, and Association of Military Dermatologists.

Other Sources: Represent copies served to subscribers obtained from MMS Nurse Practitioners.

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

Total Gross Contacts Include: Qualified Circulation and Unique Browsers.

Website Data Source: Adobe Analytics.

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

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

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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