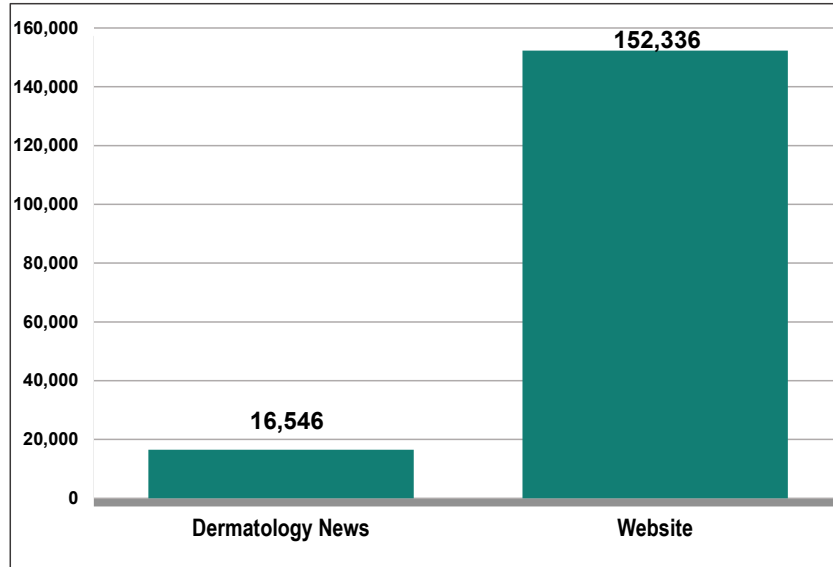


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended January 31, 2024

TOTAL GROSS CONTACTS **168,882**



EXECUTIVE SUMMARY

Channels	Contacts	Period
Dermatology News		6 months ended January 31, 2024
Total Qualified Circulation	16,546	
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.



Dermatology News

6 months ended January 31, 2024
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	16,546
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	16,546
Total Average Qualified Nonpaid Circulation	16,546

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	72
Nonqualified Miscellaneous, Including Staff Copies - Print	715
Total Average Nonqualified Circulation	787

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Aug		16,413
Sep		16,325
Oct		16,476
Nov		16,683
Dec		16,708
Jan		16,668

BUSINESS/OCCUPATIONAL ANALYSIS

Major Professional Activity for United States & Professions Including APO & FPO													
Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	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	135	0.8	135	122		6	6		128		7
2.	DS	Dermatology	12,821	76.9	12,821	9,775	1,462	550	2,012		11,787	207	827
3.	IMD	Internal Medicine/Dermatology	92	0.6	92	51	34	3	37		88	2	2
4.	PDD	Pediatric Dermatology	54	0.3	54	24	20	8	28		52	1	1
5.	PRD	Procedural Dermatology	764	4.6	764	631	71	25	96		727	10	27
Total Qualified To Physicians			13,866	83.2	13,866	10,603	1,587	592	2,179		12,782	220	864
6.		Dermatology Nurse Practitioners	659	4.0	659								
7.		Dermatology Physician Assistants	2,143	12.9	2,143								
Total Qualified Circulation			16,668	100.0	16,668								
Percent			100.0		100.0								

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				Percent
	1 Year	2 Year	3 Year	Total	
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Association					
Business Directories					
Lists	16,009			16,009	96.1
Acquired Circulation					
Other Sources	659			659	4.0
Total Qualified Subscriptions	16,668			16,668	100.0
Percent	100.0			100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	16,668	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	16,668	100.0
Total Qualified Circulation	16,668	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	174
Arizona	338
Arkansas	92
California	2,189
Colorado	311
Connecticut	245
Delaware	34
District of Columbia	113
Florida	1,362
Georgia	414
Idaho	78
Illinois	678
Indiana	195
Iowa	119
Kansas	119
Kentucky	155
Louisiana	262
Maine	42
Maryland	354
Massachusetts	599
Michigan	477
Minnesota	405
Mississippi	88
Missouri	293
Montana	60
Nebraska	73
Nevada	100
New Hampshire	80
New Jersey	454
New Mexico	54
New York	1,280
North Carolina	575
North Dakota	25
Ohio	520
Oklahoma	119
Oregon	218
Pennsylvania	700
Rhode Island	87
South Carolina	197
South Dakota	45
Tennessee	276
Texas	1,184
Utah	182
Vermont	53
Virginia	405
Washington	337
West Virginia	52
Wisconsin	350
Wyoming	19
TOTAL 48 CONTERMINOUS STATES	16,581
Alaska	19
Hawaii	67
TOTAL ALASKA & HAWAII	86
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	16,667
Poss. & Other Areas	1
U.S. & POSS., etc.	16,668
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	16,668

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 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, American Osteopathic Association, and American Academy of Physician Assistants.

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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