

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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www.mdedge.com/dermatology

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.

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

CUTIS MAGAZINE



6 issues in the period
14,772 average circulation

CUTIS WEBSITES



www.mdedge.com/cutis
104,844 average users

www.mdedge.com/dermatology
118,451 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CUTIS MAGAZINE (6 issues in the period)	14,772	-	14,772
CUTIS WEBSITES*			
a. www.mdedge.com/cutis (Monthly Users with 214,946 average Pageviews)	104,844	-	104,844
b. www.mdedge.com/dermatology (Monthly Users with 221,830 average Pageviews)	118,451	-	118,451

*As of January 15, 2019, the Cutis and Dermatology News websites merged and the two titles share the same MDedge Dermatology website, <https://www.mdedge.com/dermatology>. Data from August 2018 - January 14, 2019 is from the old site. Data from January 15 - January 31, 2019 is from the new site.

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	70
Advertiser and Agency	511
Allocated for Trade Shows and Conventions	17
All Other	122
TOTAL	720

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,772	100.0	14,772	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,772	100.0	14,772	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	14,527
September	14,613
October	14,815
November	14,889
December	14,909
January	14,879

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019

This issue is 0.9% or 128 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		Patient Care					Total (Other Professional Activity) (L)	Osteopaths Patient Care
						Hospital-Based Practice			Semi-Retired	Total (Patient Care) (F)		
				Office-Based Practice (A)	Residents (B&C)	Full-Time Hospital Staff (D)	Total (Hospital-Based) (E)					
D	Dermatology	12,698	85.3	9,684	1,339	718	2,057	156	11,897	86	715	
DMP	Dermatopathology	408	2.7	309	60	15	75	-	384	21	3	
DS	Dermatologic Surgery	145	1.0	137	-	7	7	1	145	-	-	
PDD	Pediatric Dermatology	23	0.2	16	-	7	7	-	23	-	-	
PRD	Procedural Dermatology	410	2.8	330	65	5	70	-	400	6	4	
TOTAL QUALIFIED COPIES TO PHYSICIANS		13,684	92.0	10,476	1,464	752	2,216	157	12,849	113	722	
Percent to Physicians		92.0		70.4	9.8	5.1	14.9	1.1	86.4	0.7	4.9	
Derm Physician Assistants		1,001	6.7									
Derm Nurse Practitioners		149	1.0									
Association of Military Dermatologists Members		45	0.3									
TOTAL QUALIFIED CIRCULATION		14,879	100.0									
PERCENT			100.0									

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. Direct Request:	2,606	3,605	1,518	7,729	51.9
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,150	-	-	7,150	48.1
*Association rosters and directories	6,191	-	-	6,191	41.6
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	959	-	-	959	6.5
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,756	3,605	1,518	14,879	100.0
PERCENT	65.6	24.2	10.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	14,879	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	14,879	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February - July 2016	August 2016 - January 2017	February - July 2017	August 2017 - January 2018	February - July 2018	August 2018 - January 2019*
Total Audit Average Qualified:	14,408	14,568	14,490	14,406	14,491	14,772
Qualified Non-Paid:	14,408	14,568	14,490	14,406	14,491	14,772
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 2018 - January 2019 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 JANUARY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	40		Kentucky	149	
New Hampshire	63		Tennessee	243	
Vermont	46		Alabama	169	
Massachusetts	510		Mississippi	82	
Rhode Island	92		EAST SO. CENTRAL	643	4.3
Connecticut	226		Arkansas	96	
NEW ENGLAND	977	6.6	Louisiana	236	
New York	1,254		Oklahoma	106	
New Jersey	432		Texas	1,057	
Pennsylvania	669		WEST SO. CENTRAL	1,495	10.0
MIDDLE ATLANTIC	2,355	15.8	Montana	37	
Ohio	485		Idaho	65	
Indiana	182		Wyoming	16	
Illinois	559		Colorado	266	
Michigan	454		New Mexico	55	
Wisconsin	257		Arizona	316	
EAST NO. CENTRAL	1,937	13.0	Utah	149	
Minnesota	275		Nevada	73	
Iowa	102		MOUNTAIN	977	6.6
Missouri	251		Alaska	20	
North Dakota	23		Washington	286	
South Dakota	45		Oregon	198	
Nebraska	51		California	2,016	
Kansas	98		Hawaii	70	
WEST NO. CENTRAL	845	5.7	PACIFIC	2,590	17.4
Delaware	22		UNITED STATES	14,878	100.0
Maryland	345		U.S. Territories	-	
Washington, DC	70		Canada	-	
Virginia	377		Mexico	-	
West Virginia	55		Other International	-	
North Carolina	481		APO/FPO	1	
South Carolina	177				
Georgia	372				
Florida	1,160				
SOUTH ATLANTIC	3,059	20.6			
			TOTAL QUALIFIED CIRCULATION	14,879	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/CUTIS

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	229,434	128,320	109,377	0:59
September	176,475	113,999	99,608	0:49
October	259,181	139,673	119,095	0:58
November	241,608	134,102	114,763	0:54
December	241,571	132,579	114,254	0:54
January	141,407	81,178	71,964	0:56
AVERAGE:	214,946	121,642	104,844	0:55

August 2018 – January 14, 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WWW.MDEDGE.COM/DERMATOLOGY

2019	Pageviews	Sessions	Users	Average Session Duration
January	221,830	138,870	118,451	0:59
AVERAGE:	221,830	138,870	118,451	0:59

January 15 – 31, 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*As of January 15, 2019, the Cutis and Dermatology News websites merged and the two titles share the same MDedge Dermatology website, <https://www.mdedge.com/dermatology>. Data from August 2018 - January 14, 2019 is from the old site. Data from January 15 - January 31, 2019 is from the new site.

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 45 copies or 0.3% to 6,146 copies or 41.3%, including the Association of Military Dermatologists and American Medical Association.

Other sources include 1 source of circulation for a quantity of 959 copies or 6.5%, including DMD Mid-level Practitioner Database.

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, Circulation Director

(At least one of the above signatories 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 4, 2019

State New Jersey

County Morris

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Type BJ

ID Number C163B0D8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.