

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.

Frontline Medical
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DERMATOLOGY NEWS has provided news and commentary about clinical developments in dermatology as well as health care policy and regulations that affect the physician's practice since 1970. MDedge Dermatology - presented by Cutis and Dermatology News is the online destination and multimedia properties of Dermatology News, the independent news publication for the dermatology community. MDedge Dermatology provides medical specialty news coverage tailored to the needs and interests of practicing dermatologists. Our staff of medical journalists strives to provide news that is fair, balanced and accurate. We adhere to policies of fact verification and disclosures of interest by sources quoted in our articles. We encourage discussion of perspective and opinion in our online communities. We seek to inform, engage, educate, and entertain in an environment of transparency and full disclosure. To accomplish these goals, we rely on our editorial advisory board, our staff and our readers. Dermatology News 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

DERMATOLOGY NEWS MAGAZINE



6 issues in the period
15,914 average circulation

DERMATOLOGY NEWS WEBSITES



www.mdedge.com/
edermatologynews
117,225 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
DERMATOLOGY NEWS MAGAZINE (6 issues in the period)	15,914	-	15,914
DERMATOLOGY NEWS WEBSITES			
a. www.mdedge.com/edermatologynews (Monthly Users with 218,634 average Pageviews)	117,225	-	117,225
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

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.

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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	12
Advertiser and Agency	497
Allocated for Trade Shows and Conventions	46
All Other	172
TOTAL	727

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,914	100.0	15,914	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,914	100.0	15,914	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/2019 Issue	Total Qualified
August	16,100
September	16,143
October	16,212
November	15,667
December	15,694
January	15,670

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2019
 This issue is 1.8% or 293 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity for United States & Professions Including APO & FPO

Patient Care

Hospital Based Practice

Professional Classification	Total Qualified	Percent of Total	Office Based Practice		Full Time Hospital Staff		Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopaths Patient Care
			Residents	Total (Hospital Based)	Residents	Total (Hospital Based)				
DS Dermatologic Surgery	142	0.9	136	-	6	6	-	142	-	-
D Dermatology	12,517	79.9	9,619	1,339	502	1,841	119	11,579	241	697
IMD Internal Medicine/ Dermatology	77	0.5	37	33	2	35	1	73	4	-
PDD Pediatric Dermatology	28	0.2	20	-	7	7	-	27	1	-
PRD Procedural Dermatology	492	3.1	395	65	12	77	-	472	14	6
TOTAL QUALIFIED COPIES TO PHYSICIANS	13,256	84.6	10,207	1,437	529	1,966	120	12,293	260	703
PERCENT TO PHYSICIANS	84.6		65.1	9.2	3.4	12.6	0.7	78.4	1.7	4.5
Dermatology Nurse Practitioners	624	4.0								
Dermatology Physician Assistants	1,790	11.4								
TOTAL QUALIFIED CIRCULATION	15,670	100.0								

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	2,272	5,720	844	8,836	56.4
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):	6,834	-	-	6,834	43.6
*Association rosters and directories	4,420	-	-	4,420	28.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,414	-	-	2,414	15.4
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	9,106	5,720	844	15,670	100.0
	58.1	36.5	5.4	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	15,670	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,670	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:	15,905	15,288	15,372	15,781	16,016	15,914
Qualified Non-Paid:	15,905	15,288	15,372	15,781	16,016	15,914
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 OF JANUARY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	43		Kentucky	157	
New Hampshire	62		Tennessee	261	
Vermont	50		Alabama	173	
Massachusetts	587		Mississippi	84	
Rhode Island	92		EAST SO. CENTRAL	675	4.3
Connecticut	239		Arkansas	95	
NEW ENGLAND	1,073	6.9	Louisiana	237	
New York	1,322		Oklahoma	113	
New Jersey	480		Texas	1,047	
Pennsylvania	687		WEST SO. CENTRAL	1,492	9.5
MIDDLE ATLANTIC	2,489	15.9	Montana	36	
Ohio	509		Idaho	70	
Indiana	191		Wyoming	18	
Illinois	599		Colorado	265	
Michigan	479		New Mexico	51	
Wisconsin	266		Arizona	347	
EAST NO. CENTRAL	2,044	13.0	Utah	158	
Minnesota	306		Nevada	84	
Iowa	118		MOUNTAIN	1,029	6.6
Missouri	254		Alaska	20	
North Dakota	23		Washington	299	
South Dakota	50		Oregon	211	
Nebraska	55		California	2,104	
Kansas	103		Hawaii	63	
WEST NO. CENTRAL	909	5.8	PACIFIC	2,697	17.2
Delaware	21		UNITED STATES	15,670	100.0
Maryland	367		U.S. Territories	-	
Washington, DC	80		Canada	-	
Virginia	370		Mexico	-	
West Virginia	61		Other International	-	
North Carolina	515		APO/FPO	-	
South Carolina	182				
Georgia	402		TOTAL QUALIFIED CIRCULATION	15,670	100.0
Florida	1,264				
SOUTH ATLANTIC	3,262	20.8			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/EDERMATOLOGYNEWS

2018/2019	Pageviews	Sessions	Users	Average Session Duration
August	238,420	149,442	127,369	0:53
September	185,514	130,640	113,700	0:45
October	250,664	152,272	127,546	0:49
November	240,613	147,576	124,509	0:49
December	249,890	148,743	127,608	0:49
January	146,701	94,166	82,616	0:49
AVERAGE:	218,634	137,140	117,225	0:49

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	00:59
AVERAGE:	221,830	138,870	118,451	00:59

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 MEdge 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 1 source of circulation for a quantity of 4,420 copies or 28.2% including the American Medical Association. Other sources include 1 source of circulation for a quantity of 2,414 copies or 15.4%, 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.

Sally Cioci, Group Publisher

Jared Sonners, Circulation Director

(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 1, 2019

State New Jersey

County Morris

Received by BPA Worldwide March 1, 2019

Type BJ

ID Number S230B0D8

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.