

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
15,913 average circulation

DERMATOLOGY NEWS WEBSITE



239,757 average users
Shared media channel,
See Note 1

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)	15,913	-	15,913
DERMATOLOGY NEWS WEBSITE (Monthly Users with 451,453 average Pageviews)	239,757	-	239,757

Note 1: Shared media channel - www.mdedge.com/dermatology - serving both Dermatology News and Cutis.

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	13
Advertiser and Agency	512
Allocated for Trade Shows and Conventions	250
All Other	161
TOTAL	936

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,913	100.0	15,913	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,913	100.0	15,913	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
February	15,672
March	15,659
April	15,650
May	16,181
June	16,150
July	16,167

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2019
 This issue is 1.9% or 305 copies above 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	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopaths Patient Care
			Residents							
DS Dermatologic Surgery	141	0.9	135	-	6	6	-	141	-	-
D Dermatology	12,480	77.2	9,548	1,353	522	1,875	132	11,555	236	689
IMD Internal Medicine/ Dermatology	77	0.5	38	33	2	35	1	74	3	-
PDD Pediatric Dermatology	28	0.2	20	-	7	7	-	27	1	-
PRD Procedural Dermatology	493	3.0	394	64	18	82	-	476	12	5
TOTAL QUALIFIED COPIES TO PHYSICIANS	13,219	81.8	10,135	1,450	555	2,005	133	12,273	252	694
PERCENT TO PHYSICIANS	81.8		62.7	9.0	3.4	12.4	0.8	75.9	1.6	4.3
Dermatology Nurse Practitioners	694	4.3								
Dermatology Physician Assistants	2,254	13.9								
TOTAL QUALIFIED CIRCULATION	16,167	100.0								

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

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	2,050	3,044	3,567	8,661	53.6
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):	7,506	-	-	7,506	46.4
*Association rosters and directories	4,704	-	-	4,704	29.1
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,802	-	-	2,802	17.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	9,556	3,044	3,567	16,167	100.0
	59.1	18.8	22.1		

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,167	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,167	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2016 – January 2017	February – July 2017	August 2017 – January 2018	February – July 2018	August 2018 – January 2019*	February – July 2019
Total Audit Average Qualified:	15,288	15,372	15,781	16,016	15,914	15,913
Qualified Non-Paid:	15,288	15,372	15,781	16,016	15,914	15,913
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 – July 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 JULY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	43		Kentucky	159	
New Hampshire	65		Tennessee	282	
Vermont	52		Alabama	173	
Massachusetts	602		Mississippi	88	
Rhode Island	97		EAST SO. CENTRAL	702	4.3
Connecticut	240		Arkansas	97	
NEW ENGLAND	1,099	6.8	Louisiana	243	
New York	1,363		Oklahoma	116	
New Jersey	496		Texas	1,080	
Pennsylvania	703		WEST SO. CENTRAL	1,536	9.5
MIDDLE ATLANTIC	2,562	15.9	Montana	40	
Ohio	515		Idaho	74	
Indiana	196		Wyoming	17	
Illinois	618		Colorado	275	
Michigan	503		New Mexico	53	
Wisconsin	275		Arizona	371	
EAST NO. CENTRAL	2,107	13.0	Utah	171	
Minnesota	294		Nevada	94	
Iowa	117		MOUNTAIN	1,095	6.8
Missouri	263		Alaska	23	
North Dakota	26		Washington	305	
South Dakota	56		Oregon	217	
Nebraska	59		California	2,133	
Kansas	109		Hawaii	63	
WEST NO. CENTRAL	924	5.7	PACIFIC	2,741	17.0
Delaware	28		UNITED STATES	16,165	100.0
Maryland	375		U.S. Territories	1	
Washington, DC	79		Canada	-	
Virginia	382		Mexico	-	
West Virginia	62		Other International	-	
North Carolina	538		APO/FPO	1	
South Carolina	192				
Georgia	419		TOTAL QUALIFIED CIRCULATION	16,167	100.0
Florida	1,324				
SOUTH ATLANTIC	3,399	21.0			

*See Additional Data

WEBSITE CHANNEL

WWW.MDEDGE.COM/DERMATOLOGY

2019	Pageviews	Sessions	Users	Average Session Duration
February	380,592	227,430	193,277	0:58
March	454,932	272,910	230,198	0:53
April	448,921	273,990	233,435	0:50
May	464,791	287,861	246,193	0:50
June	457,613	296,202	253,846	0:51
July	501,873	322,926	281,594	0:52
AVERAGE:	451,453	280,219	239,757	0:52

February – July 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.
Shared media channel - www.mdedge.com/dermatology - serving both Dermatology News and Cutis.

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 4,704 copies or 29.1% including the American Medical Association. Other sources include 1 source of circulation for a quantity of 2,802 copies or 17.3%, including DMD Advanced Practice Providers.

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 August 15, 2019

State New Jersey

County Morris

Received by BPA Worldwide August 15, 2019

Type BJ

ID Number S230B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.