

**Seminars in
Cutaneous
Medicine
and Surgery**

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JULY 2018



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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SEMINARS IN CUTANEOUS MEDICINE AND SURGERY is a B2B brand intended for individuals with broad-based interest in dermatologic surgery, general dermatology and dermatopathology. The brand content and editorial scope of the publication includes topical reviews that address critical advances in the practice of medicine and surgical dermatology.

FIELD SERVED

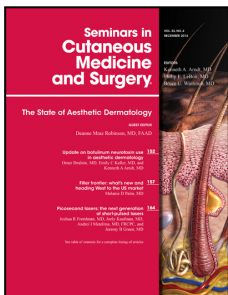
SEMINARS IN CUTANEOUS MEDICINE AND SURGERY serves physicians practicing in Dermatologic Surgery, Dermatology, Dermatopathology and Procedural Dermatology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Office and Hospital Based Dermatologic Surgeons, Dermatologists, Dermatopathologists, and Procedural Dermatologists.

CHANNELS

**SEMINARS IN CUTANEOUS
MEDICINE AND SURGERY
MAGAZINE**



2 issues in the period
2,446 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SEMINARS IN CUTANEOUS MEDICINE AND SURGERY MAGAZINE (2 issues in the period)	2,446	-	2,446

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	24
Advertiser and Agency	64
Allocated for Trade Shows and Conventions	-
All Other	200
TOTAL	288

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,446	100.0	2,446	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,446	100.0	2,446	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
March	2,452
June	2,441

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

This issue is 0.4% or 11 copies below the other issue reported in Paragraph 2.

Alpha Code	Professional Classification	Total Qualified	Percent Of Total	Major Professional Activity				
				Patient Care			Other Professional Activity	
				Office Based	Full-Time Hospital Staff	Total Hospital Based	Total Patient Care	Osteopathic Physicians
DS	Dermatologic Surgery	36	1.5	32	4	4	36	-
D	Dermatology	2,304	94.4	2,140	115	115	2,255	49
DMP	Dermatopathology	70	2.8	59	11	11	70	-
PRD	Procedural Dermatology	31	1.3	28	3	3	31	-
TOTAL QUALIFIED CIRCULATION		2,441	100.0	2,259	133	133	2,392	49
PERCENT		100.0		92.6	5.4	5.4	98.0	2.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	1,378	-	1,378	56.5
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):	1,063	-	-	1,063	43.5
*Association rosters and directories	1,063	-	-	1,063	43.5
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,063	1,378	-	2,441	100.0
PERCENT	43.5	56.5	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	2,441	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	2,441	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	August 2015 – January 2016	February – July 2016	August 2016 – January 2017	February – July 2017	August 2017 – January 2018*	February – July 2018*
Total Audit Average Qualified:	2,372	2,046	2,028	2,225	2,483	2,446
Qualified Non-Paid:	2,372	2,046	2,028	2,225	2,483	2,446
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 2017 – July 2018 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 JUNE 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	4		Kentucky	25	
New Hampshire	16		Tennessee	49	
Vermont	5		Alabama	31	
Massachusetts	86		Mississippi	12	
Rhode Island	8		EAST SO. CENTRAL	117	4.8
Connecticut	42		Arkansas	21	
NEW ENGLAND	161	6.6	Louisiana	45	
New York	247		Oklahoma	18	
New Jersey	79		Texas	152	
Pennsylvania	95		WEST SO. CENTRAL	236	9.7
MIDDLE ATLANTIC	421	17.2	Montana	7	
Ohio	68		Idaho	14	
Indiana	26		Wyoming	5	
Illinois	90		Colorado	37	
Michigan	73		New Mexico	8	
Wisconsin	33		Arizona	40	
EAST NO. CENTRAL	290	11.9	Utah	30	
Minnesota	31		Nevada	13	
Iowa	19		MOUNTAIN	154	6.3
Missouri	33		Alaska	3	
North Dakota	4		Washington	43	
South Dakota	5		Oregon	31	
Nebraska	7		California	324	
Kansas	20		Hawaii	5	
WEST NO. CENTRAL	119	4.9	PACIFIC	406	16.6
Delaware	3		UNITED STATES	2,441	100.0
Maryland	64		U.S. Territories	-	
Washington, DC	12		Canada	-	
Virginia	50		Mexico	-	
West Virginia	11		Other International	-	
North Carolina	78		APO/FPO	-	
South Carolina	23				
Georgia	64				
Florida	232				
SOUTH ATLANTIC	537	22.0			
			TOTAL QUALIFIED CIRCULATION	2,441	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,063 copies or 43.5%, including American Medical Association.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Alan Imhoff, President and CEO

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 22, 2018
State	New Jersey
County	Morris
Received by BPA Worldwide	August 22, 2018
Type	BJ
ID Number	S470B0J8

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.