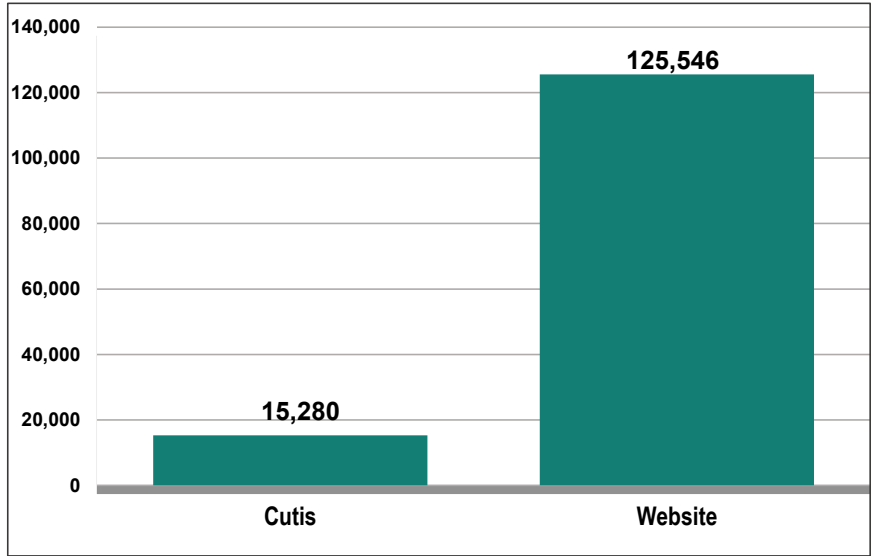


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended July 31, 2024

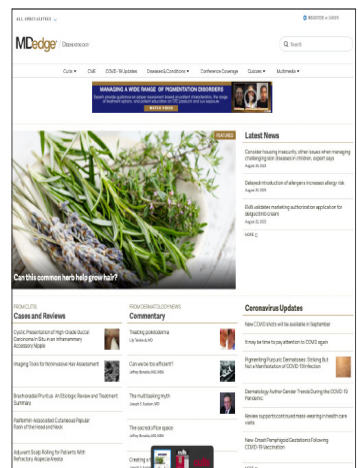
TOTAL AVERAGE GROSS CONTACTS 140,826



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Cutis		6 months ended July 31, 2024
Total Qualified Circulation	15,280	
Website Activity		6 months ended July 31, 2024
Page Impressions	193,913	
Visits	142,725	
Unique Browsers	125,546	

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.





6 months ended July 31, 2024

Subject to Audit

Field Served:

CUTIS serves the field of dermatology and other related medical specialties as reported in the Business Analysis.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		15,280
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		15,280
Total Average Qualified Nonpaid Circulation		15,280

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		42
Nonqualified Miscellaneous, Including Staff Copies - Print		851
Total Average Nonqualified Circulation		893

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Feb		15,368
Mar		15,321
Apr		15,318
May		15,301
Jun		15,239
Jul		15,131

BUSINESS ANALYSIS

Classification by Business & Industry			Total	%	Qualified Nonpaid Print	Major Professional Activity for United States & Professions Including APO & FPO								
						Patient Care					Semi - Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopaths Patient Care
						Office - Based Practice	Hospital Based Practice							
							Residents	Full - Time Hospital Staff	Total (Hospital - Based)					
1.	D	Dermatology	12,544	82.9	12,544	9,675	1,440	625	2,065		11,740	125	679	
2.	DMP	Dermatopathology	568	3.8	568	444	57	31	88		532	32	4	
3.	DS	Dermatologic Surgery	126	0.8	126	120		6	6		126			
4.	PDD	Pediatric Dermatology	50	0.3	50	20	23	7	30		50			
5.	PRD	Procedural Dermatology	612	4.0	612	518	75	10	85		603	9		
		Total Qualified to Physicians	13,900	91.9	13,900	10,777	1,595	679	2,274		13,051	166	683	
6.		Derm Physicians Assistants	1,002	6.6	1,002									
7.		Derm Nurse Practitioners	135	0.9	135									
8.		Association of Military Dermatologists Members	94	0.6	94									
		Total Qualified Circulation	15,131	100.0	15,131									
		Percent	100.0		100.0									

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	2,449	4,183	1,579	8,211	54.3
Written	758	838	308	1,904	12.6
Telecommunication	1,691	3,345	1,271	6,307	41.7
Internet and Email					
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request	15			15	0.1
Written	15			15	0.1
Telecommunication					
Internet and Email					
Membership Benefit					
Business Directories					
Lists	6,782			6,782	44.8
Acquired Circulation					
Other Sources	123			123	0.8
Total Qualified Subscriptions	9,369	4,183	1,579	15,131	100.0
Percent	61.9	27.6	10.4	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	15,131	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	15,131	100.0
Total Qualified Circulation	15,131	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	171
Arizona	315
Arkansas	88
California	2,053
Colorado	295
Connecticut	238
Delaware	23
District of Columbia	71
Florida	1,217
Georgia	385
Idaho	69
Illinois	587
Indiana	182
Iowa	110
Kansas	111
Kentucky	146
Louisiana	250
Maine	38
Maryland	343
Massachusetts	503
Michigan	421
Minnesota	309
Mississippi	82
Missouri	259
Montana	46
Nebraska	67
Nevada	78
New Hampshire	80
New Jersey	400
New Mexico	52
New York	1,174
North Carolina	519
North Dakota	21
Ohio	476
Oklahoma	103
Oregon	190
Pennsylvania	615
Rhode Island	85
South Carolina	187
South Dakota	40
Tennessee	259
Texas	1,133
Utah	159
Vermont	55
Virginia	378
Washington	305
West Virginia	45
Wisconsin	290
Wyoming	18
TOTAL 48 CONTERMINOUS STATES	15,041
Alaska	22
Hawaii	68
TOTAL ALASKA & HAWAII	90
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	15,131
Poss. & Other Areas	
U.S. & POSS., etc.	15,131
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	15,131

CHANNEL PROFILES**WEBSITE ACTIVITY - www.mdedge/dermatology**

Month	Page Impressions	Visits	Unique Browsers
February	199,205	143,708	124,572
March	225,628	162,400	141,639
April	209,311	152,786	134,423
May	151,068	111,544	101,110
June	199,999	153,557	133,342
July	178,266	132,357	118,190

NOTES

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.

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, American Academy of Physician Assistants, and Association of Military Dermatologists.

Other Sources: Represent copies served to subscribers obtained from MMS Nurse Practitioners.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the July issue.

Total Average 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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