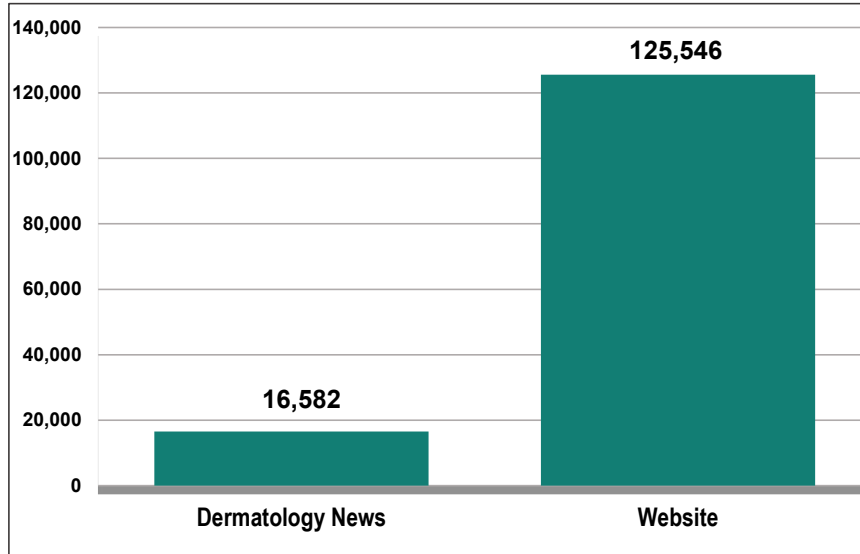


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended July 31, 2024

TOTAL AVERAGE GROSS CONTACTS **142,128**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Dermatology News		6 months ended July 31, 2024
Total Qualified Circulation	16,582	
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.



Dermatology News

6 months ended July 31, 2024
Subject to Audit

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.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	16,582
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	16,582
Total Average Qualified Nonpaid Circulation	16,582

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	25
Nonqualified Miscellaneous, Including Staff Copies - Print	802
Total Average Nonqualified Circulation	827

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Feb		16,611
Mar		16,600
Apr		16,615
May		16,582
Jun		16,550
Jul		16,531

BUSINESS ANALYSIS

Major Professional Activity for United States & Professions Including APO & FPO													
Classification by Business & Industry			Total	%	Qualified Nonpaid - Print	Patient Care					Total (Other Professional Activity)	Osteopaths Patient Care	
						Office Based Practice	Hospital Based Practice			Semi - Retired			Total (Patient Care)
							Residents	Full Time Hospital Staff	Total (Hospital Based)				
1.	DS	Dermatologic Surgery	135	0.8	135	122		6	6		128		7
2.	D	Dermatology	12,685	76.7	12,685	9,683	1,440	546	1,986		11,669	196	820
3.	IMD	Internal Medicine/Dermatology	88	0.5	88	49	31	4	35		84	2	2
4.	PDD	Pediatric Dermatology	57	0.3	57	24	23	8	31		55	1	1
5.	PRD	Procedural Dermatology	769	4.7	769	631	75	26	101		732	10	27
		Total Qualified To Physicians	13,734	83.1	13,734	10,509	1,569	590	2,159		12,668	209	857
6.		Dermatology Nurse Practitioners	658	4.0	658								
7.		Dermatology Physician Assistants	2,139	12.9	2,139								
		Total Qualified Circulation	16,531	100.0	16,531								
		Percent	100.0		100.0								

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	2,509	4,919	1,251	8,679	52.5
Total Direct Request From Recipient's Company					
Total Communication Other Than Request	18			18	0.1
Membership Benefit					
Business Directories					
Lists	7,236			7,236	43.8
Acquired Circulation					
Other Sources	598			598	3.6
Total Qualified Subscriptions	10,361	4,919	1,251	16,531	100.0
Percent	62.7	29.8	7.6	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	16,531	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	16,531	100.0
Total Qualified Circulation	16,531	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	171
Arizona	342
Arkansas	91
California	2,154
Colorado	310
Connecticut	242
Delaware	31
District of Columbia	101
Florida	1,363
Georgia	423
Idaho	80
Illinois	644
Indiana	199
Iowa	119
Kansas	120
Kentucky	156
Louisiana	258
Maine	42
Maryland	355
Massachusetts	587
Michigan	477
Minnesota	392
Mississippi	87
Missouri	296
Montana	60
Nebraska	75
Nevada	101
New Hampshire	81
New Jersey	460
New Mexico	53
New York	1,253
North Carolina	577
North Dakota	23
Ohio	516
Oklahoma	117
Oregon	217
Pennsylvania	690
Rhode Island	90
South Carolina	194
South Dakota	47
Tennessee	278
Texas	1,173
Utah	180
Vermont	55
Virginia	413
Washington	333
West Virginia	53
Wisconsin	342
Wyoming	21
TOTAL 48 CONTERMINOUS STATES	16,442
Alaska	21
Hawaii	67
TOTAL ALASKA & HAWAII	88
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	16,530
Poss. & Other Areas	1
U.S. & POSS., etc.	16,531
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	16,531

CHANNEL PROFILES

WEBSITE ACTIVITY - www.mdedge.com/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 office and hospital-based dermatologists, dermatologic surgeons, internal medicine/dermatologists, pediatric dermatologists, procedural dermatologists, requesting healthcare professionals, and dermatologic nurse practitioners and physician assistants.

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, and American Academy of Physician Assistants.

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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