



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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DERMATOLOGY TIMES is a B2B brand intended for individuals with broad-based interests in dermatology. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED
DERMATOLOGY TIMES serves the fields of Dermatology & Dermatologic Surgery.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are physicians and residents engaged in office-based and hospital-based practice in the above served field. Also qualified are nurse practitioners, physician assistants, and other healthcare professionals allied to the field.

CHANNELS

DERMATOLOGY TIMES



6 Issues in the period
15,864 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DERMATOLOGY TIMES (6 issues in the period)	15,814	50	15,864
a. Print	13,821	50	13,871
b. Digital	1,993	-	1,993
1. Requested	-	-	-
2. Non-Requested	1,993	-	1,993

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	620
Allocated for Trade Shows and Conventions	233
All Other	385
TOTAL	1,238

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,864	100.0	15,814	99.7	50	0.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,864	100.0	15,814	99.7	50	0.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
February	14,213	1,946	16,159
March	14,217	1,907	16,124
April	14,135	1,991	16,126
May	13,753	2,470	16,223
June	13,500	1,930	15,430
July	13,407	1,715	15,122

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017
 This issue is 5.6% or 890 copies below the average of the other 5 issues reported in Paragraph 2.

PROFESSIONAL CLASSIFICATION			TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
11	D	Dermatology	12,383	81.9	11,253	1,130
	DS	Dermatologic Surgery	59	0.4	15	44
18	FP	Family Practice	-	-	-	-
27	IM	Internal Medicine	1	-	-	1
		Other Physician Specialty	409	2.7	137	272
		Sub-Total	12,852	85.0	11,405	1,447
		PERCENT TO PHYSICIANS	85.0		75.0	10.0
		Dermatology Physician Assistant	1,416	9.4	1,371	45
		Dermatology NP, Esthetician, Nurse/RN, Other Healthcare Professional	803	5.3	581	222
		Owner/President, Office Manager/Administrator, Other	-	-	-	-
		Other Paid Subscriptions	51	0.3	50	1
		TOTAL QUALIFIED CIRCULATION	15,122	100.0	13,407	1,715
		PERCENT	100.0		88.7	11.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	-	-	-	-	-	-	-
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):	12,838	1,912	372	13,407	1,715	15,122	100.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	12,838	1,912	372	13,407	1,715	15,122	100.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION	12,838	1,912	372	13,407	15,122	100.0
	PERCENT	84.9	12.6	2.5	88.7	11.3	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2017

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	922	76	998	6.6	UNITED STATES	13,279	1,223	14,502	95.9
MIDDLE ATLANTIC	2,081	192	2,273	15.0	U.S. TERRITORIES	67	13	80	0.5
EAST NO. CENTRAL	1,702	163	1,865	12.3	CANADA	55	-	55	0.4
WEST NO. CENTRAL	793	54	847	5.6	MEXICO	-	17	17	0.1
SOUTH ATLANTIC	2,774	265	3,039	20.2	OTHER INTERNATIONAL	2	462	464	3.1
EAST SO. CENTRAL	541	50	591	3.9	APO/FPO	4	-	4	-
WEST SO. CENTRAL	1,199	102	1,301	8.6					
MOUNTAIN	936	83	1,019	6.7	TOTAL QUALIFIED CIRCULATION	13,407	1,715	15,122	100.0
PACIFIC	2,331	238	2,569	17.0					

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 15,122 copies or 100.0%, including MedData Group Healthcare Professional Database.

PUBLISHER'S AFFIDAVIT

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

Kelly Kemper, Audience Development Manager

Christine Shappell, Audience Development 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

September 12, 2017

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County

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About BPA Worldwide:

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