DermatologyTimes
CLINICAL INSIGHTS THAT EXPAND EXPERTISE AND ADVANCE PRACTICE

2019 media kit
ModernMedicine Network

Engaging healthcare professionals with content that matters.

ModernMedicine Network includes over 30 brands, spanning 17 markets to meet the marketing needs of the healthcare industry.

ModernMedicine Network reaches all sectors of the healthcare industry with tactical brands thru multiple touchpoints. We take pride in our creative approach to targeting qualified audiences, understanding those audiences and delivering relevant, practical content to decision makers. From custom solutions to standard display, our team optimizes the diversity and reach of the ModernMedicine Network to meet your expectations.

For more information on ModernMedicine brands and marketing materials go to ModernMedicine.com

1.25M+ database of HCPs  
1.5M unique visitors/month  
3.5M average page views/month  
780K print subscribers  
1000+ KOL’s on Editorial board
Dermatology Times provides regulatory and clinical updates, as well as, discussions on cost-effective practice management solutions.

www.dermatologytimes.com

7.8K US E-News subscribers
75K Page views/month*
15K Print Circulation
37.5K Unique visitors*
1.6 Pages per visit*
6.70 Min. Time on Site*

*Based on 6 month rolling average
Focus On...
(Previously known as Topic Resource Centers)

Keep your brand top-of-mind within an on-site section exploring contextually relevant topics to your target audience.

» **Exclusive sponsorship** of a dedicated, on-site section and email
» **Content including** news, perspectives, resources, articles, videos and slide shows
» **No Medical Legal Regulatory review**
» **Pricing options** by audience and impression volume

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.

New Engaging Format!
Conference Coverage

Align your brand message with *Dermatology Times* objective news and commentary before, during and after major industry events.

**PROGRAM MAY INCLUDE:**

- Banners and sponsored content links within show coverage area for 3 months
- Banners on daily eNewsletters during show to our most engaged subscribers
- Pre-roll on video
- Dedicated eBlast

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
Champions’ Challenge

Peer-to-peer engagement with friendly competition, brand awareness and market research rolled into one successful gaming platform.

» Scalable from 2-12 qualifying rounds with a leaderboard and final, “invitational” round
» Questions may be supplied in a variety of formats, including video

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
Podcasts

Drive engagement on key topics from different perspectives under the authority of our trusted brand.

» Available for download or playback
» Provide co-branded pertinent information with 100% SOV in an enduring format
» “Brought to You By” tagline
» High interest/timely content
» Robust traffic-driving audience generation package included
» Creates engagement
» Under the auspices and credibility of the journal

Custom-designed programs to fit your needs. Contact your sales representative for pricing and availability.
### BANNER ADS


<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard; Medium Rectangle; Skyscraper; Wide Skyscraper</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$125/CPM (net)</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>$150/CPM (net)</td>
</tr>
<tr>
<td>Pushdown*</td>
<td>970x90 - expands to 970x415</td>
<td>$275/CPM (net)</td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$255/CPM (net)</td>
</tr>
</tbody>
</table>

†See expanded dimensions, where applicable in format guidelines.

*Expanding pushdown ad units push page content down rather than expanding over page content.

### HOME PAGE ROAD BLOCK

Utilize all positions for 100% SOV on the homepage. Rates vary based on site traffic; please inquire for pricing.

### WALLPAPER ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>$250 CPM (net)</td>
</tr>
</tbody>
</table>
e-NEWSLETTERS

**e-News provide additional opportunities** to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare professionals’ in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution*</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x/week</td>
<td>9,000**</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

* Publisher’s own data.
** 7,800 US only distribution.
*** 9,000 US & International distribution.

e-ISSUE ALERTS

**e-Issue Alert** showcases editorial highlights in the journal as well as notification when the digital edition is ready for download. The mailing is designed to alert readers to specific articles in the current issue, as well as web-only features.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution*</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x/month</td>
<td>10,000</td>
<td>$1,800</td>
<td>$1,800</td>
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</tbody>
</table>

* Publisher’s own data.

ADVERTORIAL e-BLASTS

**Send your custom message** directly to our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base.

**Contact your sales representative for pricing and availability.**

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**Static Ad Specification**

- **Max File Size:** 40K
- **Formats Accepted:** GIF or JPG plus 1 Live Click URL provided by client
- **Ad unit sizes:** 728x90 and 300x250
- **No Flash/Rich Media** accepted for e-News

**In-Column Text Ad Specification**

- **Header:** 60 characters
- **Body text:** 210 characters
- Maximum character allowances including spaces: 270
DERMATOLOGY TIMES APP

**A rich engagement opportunity** that can take your online and mobile promotional messages directly to your targeted audience.

**APP SPONSORSHIP**

One App Sponsorship opportunity available per issue

**Includes:**
- Cover 2 ad (free Interactive Ad upgrade)
- Banner ad on every editorial page
- Sponsorship of promotional materials (email, social media and push notifications)
- The Cover 2 position and all banner ads are reserved for this package

**Cost:** $6,500/issue

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>App Only</th>
<th>Multi-Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Tips</td>
<td>$4,800/insertion</td>
<td>$3,600/insertion</td>
</tr>
<tr>
<td>Interactive Ad (fully immersive)</td>
<td>$4,320/insertion</td>
<td>$3,300/insertion</td>
</tr>
<tr>
<td>Standard Ad (with hyperlink)</td>
<td>N/A</td>
<td>$1,200/insertion</td>
</tr>
</tbody>
</table>

**APP PRODUCTION SCHEDULE**

<table>
<thead>
<tr>
<th>January Issue</th>
<th>February Issue</th>
<th>March Issue</th>
<th>April Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad close:</td>
<td>December 6</td>
<td>January 7</td>
<td>Ad close:</td>
</tr>
<tr>
<td>Materials due:</td>
<td>December 21</td>
<td>January 24</td>
<td>Materials due:</td>
</tr>
<tr>
<td>May Issue</td>
<td>June Issue</td>
<td>July Issue</td>
<td>August Issue</td>
</tr>
<tr>
<td>Ad close:</td>
<td>April 8</td>
<td>May 8</td>
<td>Ad close:</td>
</tr>
<tr>
<td>Materials due:</td>
<td>April 23</td>
<td>May 23</td>
<td>Materials due:</td>
</tr>
<tr>
<td>September Issue</td>
<td>October Issue</td>
<td>November Issue</td>
<td>October Issue</td>
</tr>
<tr>
<td>Ad close:</td>
<td>August 7</td>
<td>September 6</td>
<td>Ad close:</td>
</tr>
<tr>
<td>Materials due:</td>
<td>August 23</td>
<td>September 23</td>
<td>Materials due:</td>
</tr>
</tbody>
</table>

- **Materials due:**
  - December 21
  - January 24
  - May 23
  - September 23
  - October 24
  - November 20
### Advertising Creative Format Guidelines

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Skyscraper / Wide Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td>“Expanding Pushdown ad units <em>push</em> page content down rather than expanding over page content.”</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250, 160x600, 728x90, 300x600</td>
<td>Expansion not allowed for these units</td>
<td>200 KB</td>
<td>100 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
</tbody>
</table>

**Abbreviations:** px = pixel  sec = seconds  fps = frames per second
**digital specifications**

**GENERAL AD REQUIREMENTS (APPLY TO ALL ADS):**

- **File Format:** Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted
- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for atleast 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.
- **File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines [http://html5.iabtechlab.com/needauth?redir](http://html5.iabtechlab.com/needauth?redir).
- **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.

**VIDEO REQUIREMENTS:**

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (.html), all tags must be SSL only
- **Video length:** 15/30 sec
- **FPS:** 24

**GENERAL NOTES:**

- **File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines [http://html5.iabtechlab.com/needauth?redir](http://html5.iabtechlab.com/needauth?redir).
- **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.

**HTML5 NOTES:**

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” ([http://www.iab.com/html5](http://www.iab.com/html5)) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.
COVER TIPS

Grab the reader’s attention with an exclusive Cover Tip, an effective way to enhance brand awareness, communicate timely information, or to lead the reader to additional content within the publication. Make a statement and be front of mind with your target audience. Only one cover tip per issue is available, contact your sales representative to take advantage of this powerful opportunity.

Trimming:
Live matter: 7-1/2" x 6-1/4"
Trim size: 8-1/2" x 7-1/4"
Bleed size: 8-3/4" x 7-1/2"
Thickness: Up to four pages maximum 100# Text to minimum 70# text paper.

Cover tips jog to the bottom.
Keep live matter 3/4" from trimmed edges from gutter trim.
If client supplies, please provide as trim size, 80# stock weight

Consult publisher for availability and pricing.

Be seen first. Limited availability for this high impact position.

OUTSERTS

Outserts are poly-bagged with the publication and allow the sponsor to tell a rich story and engage the reader with a journey. This high visibility position can accommodate many sizes and opportunities. Contact your sales representative to explore the options.

Consult publisher for availability and pricing.

Note: If the cover tip covers the title of the magazine, the title should be added on to the cover tip.
### DISPLAY ADVERTISING

<table>
<thead>
<tr>
<th>Ad Size (inches)</th>
<th>Trim Sizes (Width x Depth)</th>
<th>Bleed Sizes (Width x Depth)</th>
<th>Live area (Width x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tab Spread</td>
<td>21 x 13.75</td>
<td>21.25 x 14</td>
<td>20.25 x 13</td>
</tr>
<tr>
<td>Tab Page</td>
<td>10.5 x 13.75</td>
<td>10.75 x 14</td>
<td>9.75 x 13</td>
</tr>
<tr>
<td>2/3 Tab Horizontal</td>
<td>10.5 x 9</td>
<td>10.75 x 9.25</td>
<td>9.75 x 8.25</td>
</tr>
<tr>
<td>2/3 Tab Vertical</td>
<td>6.575 x 13.75</td>
<td>6.825 x 14</td>
<td>5.825 x 13</td>
</tr>
<tr>
<td>1/2 Tab Horizontal</td>
<td>10.5 x 6.75</td>
<td>10.75 x 7</td>
<td>9.75 x 6</td>
</tr>
<tr>
<td>1/2 Tab Vertical</td>
<td>5.0417 x 13.75</td>
<td>5.2917 x 14</td>
<td>4.2917 x 13</td>
</tr>
<tr>
<td>1/2 Tab Spread Horizontal</td>
<td>21 x 6.75</td>
<td>21.25 x 7</td>
<td>20.25 x 6</td>
</tr>
<tr>
<td>Island</td>
<td>6.57 x 10.06</td>
<td>6.82 x 10.32</td>
<td>5.8 x 9.7</td>
</tr>
<tr>
<td>Island Spread</td>
<td>13.12 x 10.06</td>
<td>13.37 x 10.32</td>
<td>13.08 x 9.7</td>
</tr>
<tr>
<td>1/3 Vertical block</td>
<td>4.36 x 10.06</td>
<td>4.61 x 10.32</td>
<td>3.6 x 9.7</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>3.5 x 13.75</td>
<td>3.75 x 14</td>
<td>2.75 x 13</td>
</tr>
<tr>
<td>1/4 Vertical Block</td>
<td>5.0417 x 6.75</td>
<td>5.2917 x 7</td>
<td>4.2917 x 6</td>
</tr>
<tr>
<td>1/4 Horizontal</td>
<td>10.5 x 3.25</td>
<td>10.75 x 3.50</td>
<td>9.75 x 2.50</td>
</tr>
<tr>
<td>1/4 Horizontal Block</td>
<td>6.57 x 5.125</td>
<td>6.82 x 5.375</td>
<td>5.8 x 4.75</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>1.75 x 13.75</td>
<td>2 x 14</td>
<td>1.125 x 13</td>
</tr>
<tr>
<td>1/6 Horizontal</td>
<td>10.5 x 2.25</td>
<td>10.75 x 2.54</td>
<td>9.75 x 1.53</td>
</tr>
</tbody>
</table>

**Additional Specifications**

**Live matter:** Hold 3/8" from trim on all sides.

**Trim size of journal:** 10.5" x 13.75"

**Paper Stock:**
- Text Pages: 45# coated
- Covers: 100# coated

**Type of Binding:**
- Perfect bound. Jogs to foot.
Dermatology Times

Dermatology Times

SUPPLEMENTS

<table>
<thead>
<tr>
<th>Ad Size (inches)</th>
<th>Trim Sizes (Width x Depth)</th>
<th>Bleed Sizes (Width x Depth)</th>
<th>Live area (Width x Depth)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.75 x 10.5</td>
<td>8 x 10.75</td>
<td>7 x 9.75</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.875 x 10.5</td>
<td>4.125 x 10.75</td>
<td>3.125 x 9.75</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.71 x 10.5</td>
<td>2.96 x 10.75</td>
<td>1.96 x 9.75</td>
</tr>
<tr>
<td>1/4 Page Block</td>
<td>3.875 x 5.125</td>
<td>4.125 x 5.375</td>
<td>3.125 x 4.375</td>
</tr>
</tbody>
</table>

Additional Specifications

Live matter: Hold 3/8" from trim on all sides.

Jogs to foot

Paper Stock:

Text Pages: 45# machine coated
Covers: 100# coated.

Type of Binding:

Perfect bound. Jogs to foot.

Total Qualified Distribution*

Dermatology.............................................. 12,383
Dermatology Surgery................................ 59
FM/IM ..................................................... 1
Other Physician Specialty........................... 409
Derm PA, NP, Esthetician/          
Other Healthcare Professional.................. 2,219
Other Paid Subscriptions......................... 51
Total.................................................... 15,122

* As filed with the BPA, subject to audit.
**PRINT DISPLAY ADVERTISING RATES – FULL-RUN:**

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>144x</th>
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</thead>
<tbody>
<tr>
<td>1/2 page Island</td>
<td>$3,400</td>
<td>$3,335</td>
<td>$3,295</td>
<td>$3,165</td>
<td>$3,020</td>
<td>$2,885</td>
<td>$2,735</td>
<td>$2,670</td>
<td>$2,590</td>
<td>$2,480</td>
<td>$2,405</td>
<td>$2,290</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,180</td>
<td>$3,140</td>
<td>$3,095</td>
<td>$2,990</td>
<td>$2,860</td>
<td>$2,705</td>
<td>$2,580</td>
<td>$2,520</td>
<td>$2,420</td>
<td>$2,320</td>
<td>$2,255</td>
<td>$2,180</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,655</td>
<td>$2,610</td>
<td>$2,580</td>
<td>$2,480</td>
<td>$2,415</td>
<td>$2,300</td>
<td>$2,185</td>
<td>$2,120</td>
<td>$2,040</td>
<td>$1,930</td>
<td>$1,875</td>
<td>$1,780</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,360</td>
<td>$2,325</td>
<td>$2,280</td>
<td>$2,190</td>
<td>$2,115</td>
<td>$2,050</td>
<td>$1,940</td>
<td>$1,875</td>
<td>$1,810</td>
<td>$1,745</td>
<td>$1,695</td>
<td>$1,610</td>
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<tr>
<td>1/6 page</td>
<td>$1,440</td>
<td>$1,415</td>
<td>$1,395</td>
<td>$1,335</td>
<td>$1,265</td>
<td>$1,220</td>
<td>$1,165</td>
<td>$1,100</td>
<td>$1,070</td>
<td>$1,040</td>
<td>$1,005</td>
<td>$975</td>
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<tr>
<td>BRCs</td>
<td>$2,805</td>
<td>$2,775</td>
<td>$2,745</td>
<td>$2,715</td>
<td>$2,615</td>
<td>$2,565</td>
<td>$2,455</td>
<td>$2,325</td>
<td>$2,270</td>
<td>$2,195</td>
<td>$2,135</td>
<td>$2,070</td>
</tr>
</tbody>
</table>

**Color:** In addition to earned B&W rates. Charge per color/page or fraction

- Second color (magenta, cyan, yellow): ................................................................. $900
- Matched color (all PMS excluding 800 series): ..................................................... $1,215
- Sheen/Metallic/Fluorescent color (PMS 800 series): .............................................. $1,805
- 3- and 4-color process: ....................................................................................... $2,080
- 5-color: ................................................................................................................ $3,965

**Covers and Premium Positions (non-cancelable):**

Add the premium for positions to the earned B&W rate. Then add charge for color.

- **a) Cover Rates:** Second cover: 25%  |  Third cover: 10%  |  Fourth cover: 50%
- **b) Premium Positions:** Preferred Position: 15%  |  Opposite Table of Contents: 15%

- Must be a minimum of one full page of color.
- **c) Special Position Charge:** A 10% per page special position charge is incurred when requesting consecutive right-hand pages or other special positioning.

*Does not include 4C process charges.

**Cover Tips/Outserts:**
Consult publisher for rates and availability.

**Cancellation Policy with Letter of Agreement:**
- 60 days or more prior to issue ad close deadline, no charge.
- 30–60 days prior to issue ad close deadline, 50% of contract rate.
- 30 days or less prior to issue ad close deadline, 100% of contract rate.

**Demographic Rates:**
ROB ads available on a limited basis. Rates for demographic ads are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a $1,650 (non-commissionable) mechanical charge. Demographic ads will count toward a company’s final earned frequency on a page-for-page basis.

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DermatologyTimes.com

Last revised: 05/15/2019
### Insert Advertising Rates – Full-Run:

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2 Page</strong></td>
<td>$8,560</td>
<td>$8,260</td>
<td>$8,100</td>
<td>$7,800</td>
<td>$7,440</td>
<td>$7,070</td>
<td>$6,660</td>
<td>$6,520</td>
<td>$6,340</td>
<td>$6,160</td>
<td>$5,930</td>
<td>$5,690</td>
</tr>
<tr>
<td><strong>4 Page</strong></td>
<td>16,520</td>
<td>16,200</td>
<td>15,600</td>
<td>14,880</td>
<td>14,140</td>
<td>13,320</td>
<td>13,040</td>
<td>12,680</td>
<td>12,320</td>
<td>11,860</td>
<td>11,380</td>
<td></td>
</tr>
<tr>
<td><strong>6 Page</strong></td>
<td>24,300</td>
<td>23,400</td>
<td>22,320</td>
<td>21,210</td>
<td>19,980</td>
<td>19,560</td>
<td>19,020</td>
<td>18,480</td>
<td>17,790</td>
<td>17,070</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8 Page</strong></td>
<td>32,400</td>
<td>31,200</td>
<td>29,760</td>
<td>28,280</td>
<td>26,640</td>
<td>26,080</td>
<td>25,360</td>
<td>24,640</td>
<td>23,720</td>
<td>22,760</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>10 Page</strong></td>
<td>40,500</td>
<td>39,000</td>
<td>37,200</td>
<td>35,350</td>
<td>33,300</td>
<td>32,600</td>
<td>31,700</td>
<td>30,800</td>
<td>29,650</td>
<td>28,450</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12 Page</strong></td>
<td>46,800</td>
<td>44,640</td>
<td>42,420</td>
<td>39,960</td>
<td>39,120</td>
<td>38,040</td>
<td>36,960</td>
<td>35,580</td>
<td>34,140</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Island</strong></td>
<td>$6,800</td>
<td>$6,670</td>
<td>$6,590</td>
<td>$6,330</td>
<td>$6,040</td>
<td>$5,770</td>
<td>$5,470</td>
<td>$5,340</td>
<td>$5,180</td>
<td>$4,960</td>
<td>$4,810</td>
<td>$4,580</td>
</tr>
<tr>
<td><strong>2 Page</strong></td>
<td>13,340</td>
<td>13,180</td>
<td>12,660</td>
<td>12,080</td>
<td>11,540</td>
<td>10,940</td>
<td>10,680</td>
<td>10,360</td>
<td>9,920</td>
<td>9,620</td>
<td>9,160</td>
<td></td>
</tr>
<tr>
<td><strong>4 Page</strong></td>
<td>19,770</td>
<td>18,990</td>
<td>18,120</td>
<td>17,310</td>
<td>16,410</td>
<td>16,020</td>
<td>15,540</td>
<td>14,880</td>
<td>14,430</td>
<td>13,740</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6 Page</strong></td>
<td>26,360</td>
<td>25,320</td>
<td>24,160</td>
<td>23,080</td>
<td>21,880</td>
<td>21,360</td>
<td>20,720</td>
<td>19,840</td>
<td>19,240</td>
<td>18,320</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8 Page</strong></td>
<td>32,950</td>
<td>31,650</td>
<td>30,200</td>
<td>28,850</td>
<td>27,350</td>
<td>26,700</td>
<td>25,900</td>
<td>24,800</td>
<td>24,050</td>
<td>22,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>10 Page</strong></td>
<td>37,980</td>
<td>36,240</td>
<td>34,620</td>
<td>32,820</td>
<td>32,040</td>
<td>31,080</td>
<td>29,760</td>
<td>28,860</td>
<td>27,480</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Acceptance:** Insert stock weight 80 # text. Contact publisher for approval and pricing for inserts heavier than 80 # text. Submit samples to Production Manager.

**Demographic Rates:**
Inserts available on a limited basis. Rates for demographic inserts are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus a $1,450 (non-commissionable) mechanical charge. Demographic ads will count toward a company’s final earned frequency on a page-for-page basis.

**BRCs:** BRC must accompany a minimum of a full-page ad. Please contact your sales manager.

**Insert Rates:** All full run inserts charged page for page at the earned B/W rates. If there are charges for inserts not meeting specifications, they will be billed at cost. A non-commissionable tip-in charge of $585 will be added for all inserts, including BRCs, that will tip into Dermatology Times or Dermatology Times Supplements.
### SUPPLEMENT DISPLAY ADVERTISING RATES – FULL-RUN:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page vertical</td>
<td>3,115</td>
<td>3,095</td>
<td>3,080</td>
<td>2,960</td>
<td>2,840</td>
<td>2,720</td>
<td>2,570</td>
<td>2,460</td>
<td>2,415</td>
<td>2,310</td>
<td>2,250</td>
<td>2,180</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2,895</td>
<td>2,805</td>
<td>2,745</td>
<td>2,675</td>
<td>2,590</td>
<td>2,500</td>
<td>2,420</td>
<td>2,330</td>
<td>2,265</td>
<td>2,190</td>
<td>2,120</td>
<td>2,070</td>
</tr>
<tr>
<td>1/4 page block</td>
<td>2,225</td>
<td>2,175</td>
<td>2,135</td>
<td>2,080</td>
<td>2,010</td>
<td>1,930</td>
<td>1,870</td>
<td>1,795</td>
<td>1,735</td>
<td>1,690</td>
<td>1,605</td>
<td>1,550</td>
</tr>
</tbody>
</table>

### SUPPLEMENT INSERT ADVERTISING RATES – FULL-RUN:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
<th>144x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page</td>
<td>$7,650</td>
<td>$7,560</td>
<td>$7,460</td>
<td>$7,190</td>
<td>$6,870</td>
<td>$6,510</td>
<td>$6,190</td>
<td>$6,020</td>
<td>$5,870</td>
<td>$5,590</td>
<td>$5,410</td>
<td>$5,300</td>
</tr>
<tr>
<td>4 page</td>
<td>15,120</td>
<td>14,920</td>
<td>14,380</td>
<td>13,740</td>
<td>13,020</td>
<td>12,380</td>
<td>12,040</td>
<td>11,740</td>
<td>11,180</td>
<td>10,820</td>
<td>10,600</td>
<td></td>
</tr>
<tr>
<td>6 page</td>
<td>22,380</td>
<td>21,570</td>
<td>20,610</td>
<td>19,530</td>
<td>18,570</td>
<td>18,060</td>
<td>17,610</td>
<td>16,770</td>
<td>16,230</td>
<td>15,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 page</td>
<td>29,840</td>
<td>28,760</td>
<td>27,480</td>
<td>26,040</td>
<td>24,760</td>
<td>24,080</td>
<td>23,480</td>
<td>22,360</td>
<td>21,640</td>
<td>21,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 page</td>
<td>37,300</td>
<td>35,950</td>
<td>34,350</td>
<td>32,550</td>
<td>30,950</td>
<td>30,100</td>
<td>29,350</td>
<td>27,950</td>
<td>27,050</td>
<td>26,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 page</td>
<td>43,140</td>
<td>41,220</td>
<td>39,060</td>
<td>37,140</td>
<td>36,120</td>
<td>35,220</td>
<td>33,540</td>
<td>32,460</td>
<td>31,800</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Color:** In addition to earned B&W rates.
- Second color (magenta, cyan, yellow): $900
- Matched color (all PMS excluding 800 series): $1,215
- Sheen/Metallic/Fluorescent color (PMS 800 series): $1,805
- 3- and 4-color process: $2,080
- 5-color: $3,965

**Dermatology Times Supplement Incentive:**
An additional 10% discount will be earned on Dermatology Times Supplement insertions if the same product is advertised in the corresponding monthly issues of Dermatology Times.

**Insert Rates:**
All inserts and BRCs appearing in the Dermatology Times supplements will be charged a $585 commissionable and non-discountable tip-in charge.
CORPORATE DISCOUNTS

**Earned Rates:** Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Demographic ads will count toward a company’s final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine earned rate. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2019 calendar or fiscal year.

**Corporate Discount Program:** Effective with January 1, 2019 insertion orders, the Corporate Discount program is based on an advertiser’s 2018 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

<table>
<thead>
<tr>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000 - $250,000</td>
<td>0.50%</td>
<td>$2,500,001 - $3,000,000</td>
<td>5.00%</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>0.75%</td>
<td>$3,000,001 - $3,500,000</td>
<td>6.00%</td>
</tr>
<tr>
<td>$500,001 - $750,000</td>
<td>1.00%</td>
<td>$3,500,001 - $4,000,000</td>
<td>8.00%</td>
</tr>
<tr>
<td>$750,001 - $1,000,000</td>
<td>1.50%</td>
<td>$4,000,001 - $4,500,000</td>
<td>10.00%</td>
</tr>
<tr>
<td>$1,000,001 - $1,500,000</td>
<td>2.00%</td>
<td>$4,500,001 - $5,000,000</td>
<td>12.00%</td>
</tr>
<tr>
<td>$1,500,001 - $2,000,000</td>
<td>3.00%</td>
<td>$5,000,001 - $5,500,000</td>
<td>14.00%</td>
</tr>
<tr>
<td>$2,000,001 - $2,500,000</td>
<td>4.00%</td>
<td>$5,500,001 - $6,000,000</td>
<td>16.00%</td>
</tr>
</tbody>
</table>

**Pre-Payment:** Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

**Multiple Page PI Discount:** Ads running more than two pages of prescribing information are offered a discount. Starting with the third PI page of the unit, a 50% discount will be applied to the cost of the page.

**New Product Discount:** New advertisers, advertisers with new products, and products that have not run in the previous 12 months will qualify for the New Product Discount. In order to qualify, advertisers must run for a minimum of 6 issues during the year and will receive a 6% discount. An additional 1% discount will be granted for every issue beyond 6.

The New Product Discount cannot be combined with the Product Incentive Program (PIP).

**Specialty Care Group Discount:** Effective with January 1, 2019 insertion orders, Specialty Care Group Discount is based solely on an advertiser’s 2018 net print advertising expenditures within the UBM Medica Specialty Care Group of publications, as follows: **Contemporary Pediatrics,** **Dermatology Times,** **Ophthalmology Times,** **Optometry Times,** and **Urology Times.**

<table>
<thead>
<tr>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2018 Net Corporate Spend</th>
<th>Rate Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000 - $200,000</td>
<td>1.00%</td>
<td>$400,001 - $500,000</td>
<td>4%</td>
</tr>
<tr>
<td>$200,001 - $300,000</td>
<td>2.00%</td>
<td>$500,001 - Above</td>
<td>5%</td>
</tr>
<tr>
<td>$300,001 - $400,000</td>
<td>3.00%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please contact your account manager for more information.

ADVERTISING INCENTIVE DISCOUNTS

**Product Incentive Program (PIP Continuity Discount):**
Run a minimum of three product insertions in **Dermatology Times** and save. The more insertions, the more you save. Free pages count toward earned frequency but do not count toward the corporate discount program.

<table>
<thead>
<tr>
<th>Number of Insertions:</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discount:</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Product Incentive Program Criteria:**

i) The minimum number of insertions at each level must be met within a calendar or fiscal year.

ii) For simplicity, and maximum savings, the Product Incentive Program percent savings will be taken off the product’s gross insertion expenditure. The PIP discount should be added to your corporation’s Corporate Discount Program earned discount, and the resulting total percentage is taken off of the gross insertion cost.

iii) You can project what Product Incentive Program level you will achieve for the year and begin to realize savings immediately. At your earliest convenience, please notify your **Dermatology Times** account manager of your product’s planned Product Incentive Program participation level. If the product does not meet the projected level, or exceeds its projected level, that product will be short rated or rebated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity.

iv) All of a product’s indications work together to attain a product’s insertion level.

**ABC (Add A Book Combo):**
When you advertise in **Dermatology Times** and run the same product in the same month in another UBM Medica medical publication(s) (i.e., Contemporary OB/GYN , Contemporary Pediatrics, Drug Topics, Managed Healthcare Executive, Medical Economics, Oncology, Psychiatric Times and Urology Times), you will receive a discount dependent upon the number of publications you run in. The more titles you choose, the deeper the discount.

- 2 publication buy = 10%
- 3 publication buy = 15%
- 4+ publication buy = 20%

**Note:** This discount applies to full run ads only and may not be used when advertising in Ophthalmology Times, Ophthalmology Times Europe, Optometry Times, Dental Products Report and The Aesthetic Guide. This discount cannot be used in combination with the Product Incentive Plan (PIP) but may be used with the Corporate Discount Program. This discount applies to the nine UBM Medica publications shown only and may be used in any combination. For products with different size ad units, the discount will be calculated based on the mutual number of pages. For example, if 6 pages run in one publication and 4 pages run in the other, under this program, the discount will be applied to the 4 matching pages in each magazine. Free runs do not count toward the discount.

**Dermatology Times Supplement Incentive:**
An additional 10% discount will be earned on **Dermatology Times** Supplement insertions if the same product is advertised in the corresponding monthly issues of **Dermatology Times.**

Last revised: 05/15/2019
print specifications and display ad requirements

**COVER TIPS**

**Trimming:**
- Live matter: 7-1/2” x 6-1/4”
- Trim size: 8-1/2” x 7-1/4”
- Bleed size: 8-3/4” x 7-1/2”
- Thickness: Up to four pages maximum 100# Text to minimum 70# text paper

Cover tips jog to the bottom.
- Keep live matter 3/4” from trimmed edges from gutter trim.
- If client supplies, please provide as trim size; 80# stock weight

For anything not matching the specs on cover tips and inserts above, please contact the publisher for special pricing AND send sample for pre-approval to:

**Dermatology Times**
Attn: Karen Lenzen
131 W 1st St, Duluth, MN 55802-2065
Phone: 218-740-7271
Email: klenzen@hcl.com

**INSERTS**

**Trimming:**
- Insert size: Overall size should not exceed 9¾” x 12¼”; Spread insert should not exceed 18¾” x 12¼”; Junior Inserts should be 7¾” x 10¾”; Supplement inserts should adhere to junior size inserts
- Keep live matter 1/2” from trimmed edges & 1/2” from gutter trim
- Trims: 1/8” head, allow 1/8” for gutter, outside, and foot trim

**Quantity:** Full Run: 16,000

**Shipping:** Mark all insert cartons with publication name, date of issue, advertiser, product name, and insert quantity. Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

**SCREEN REQUIREMENTS**

Density of Tone: 4C ads not exceed 300%; 2C, 190%; B&W, 95%.
1. CMYK is the only accepted mode for 4C ads. Do not use RGB.
2. Do not use spot color unless you are paying for a PMS (Pantone) color.
3. Colors viewed on your monitor may not be representative of final output.

**REPRODUCTION REQUIREMENTS:**

Follow “Specifications for Web Offset Publication” (SWOP) Tenth Edition for printing in the new millennium. **Dermatology Times** is printed Web offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

**DISPOSITION OF MATERIAL AND INSERTS:**

Inserts and electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained.

**DIGITAL AD REQUIREMENTS:**

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a $150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to [https://ads.ubm.com](https://ads.ubm.com) or contact the production manager.
2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for prefllighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser’s file before publication.

**PROVIDER INFORMATION REQUIRED:**

1. Issue date.
2. Advertiser, product, and agency name.
3. Agency contact person and phone number, or vendor name and phone number.
4. List of contents (printout of disk contents).

**PRINT PRODUCTION MATERIALS:**

**Email Insertion orders, contracts, publication-set copy, reproduction materials, electronic files, proofs and other instructions, to:** derm.io@hcl.com

Send all non-eMailed print materials and other information to:

**Dermatology Times**
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## Production and Editorial Calendar 2019

### January Issue
- **Ad close:** December 06
- **Materials due:** December 12
- **Inserts due:** December 18

**Editorial Features:**
- Dermatology as Big Business: Managing Your Business in the Digital Age
- Does "patient-centered" work in practice?
- New to market: Physician Profile

**Bonus Distribution:**
- Maui Derm For Dermatologists Meeting, January 26-30, Kihei, Hawaii
- American Academy of Cosmetic Surgery (AACS) Annual Meeting, January 31 - February 2, Orlando, FL
- American Academy of Dermatology (AAD) Annual Meeting, March 1-5, Washington, DC

### February Issue
- **Ad close:** January 07
- **Materials due:** January 11
- **Inserts due:** January 18

**Editorial Features:**
- Back to Basics/What's old May be New Again: A Retrospective Review of Dermatology (coincides with Hall of Fame)
- New to market: Physician Profile

**Bonus Distribution:**
- American Academy of Dermatology (AAD) Annual Meeting, March 1-5, Washington, DC

### March Issue
- **Ad close:** February 05
- **Materials due:** February 11
- **Inserts due:** February 15

**Editorial Features:**
- FDA Device Regulations
  - Evaluating and choosing among options,
  - Microneedling the new laser?
- New to market: Physician Profile

**Bonus Distribution:**
- American Society for Laser Medicine and Surgery Conference (ASLMS), March 27-31, Denver, CO

### April Issue
- **Ad close:** March 07
- **Materials due:** March 13
- **Inserts due:** March 19

**Editorial Features:**
- Nail fungus: Distinguishing among dermatophytosis
- New to market: Physician Profile

**Bonus Distribution:**
- Tennessee Society For Laser Medicine And Surgery (TSLMS) Symposium for Cosmetic Advances and Laser Education (SCALE), May 9-11, Nashville, TN

### May Issue
- **Ad close:** April 08
- **Materials due:** April 12
- **Inserts due:** April 18

**Editorial Features:**
- Practical Understanding of Dermatopathology
- Pipeline products
- New to market: Physician Profile

**Bonus Distribution:**
- American Society for Aesthetic Plastic Surgery (ASAPS), May 16-19, New Orleans, LA
- Vegas Cosmetic Surgery Forum (VCS), June 5-9, Las Vegas, NV

### June Issue (Acne Supplement)
- **Ad close:** May 08
- **Materials due:** May 14
- **Inserts due:** May 20

**Editorial Features:**
- Perspectives on Payers — The impact of the regulatory landscape on dermatology
- New to market: Physician Profile

**Bonus Distribution:**
- Maui Derm NP+PA Summer 2019, June 19-22, Colorado Springs, Colorado
- The Aesthetic Show 2019 (TAS), July TBD, TBD

*Editorial features subject to change.*
### JULY ISSUE
- **Ad close:** June 06
- **Materials due:** June 12
- **Inserts due:** June 18

**Editorial features**: Cutaneous warts: Emerging procedural and prescription
New to market
Physician Profile

**Bonus Distribution**:
- The Aesthetic Show 2019 (TAS), July TBD, TBD
- DERM Foundation NPPA, TBD, TBD
- American Academy of Dermatology (AAD) Summer Meeting, July 25-28, New York, NY
- ADM, TBD, TBD

### AUGUST ISSUE (PSORIASIS SUPPLEMENT)
- **Ad close:** July 09
- **Materials due:** July 15
- **Inserts due:** July 19

**Editorial features**: Psoriatic arthritis patient management strategies
- The role of the dermatologist
- New to market
Physician Profile

**Supplement**: Psoriasis Patient perspective and quality of life concerns

**Bonus Distribution**:
- AES, TBD, TBD

### SEPTEMBER ISSUE
- **Ad close:** August 07
- **Materials due:** August 13
- **Inserts due:** August 20

**Editorial features**: New frontiers in the treatment of melasma and vitiligo
New to market
Physician Profile

**Bonus Distribution**:
- American Society of Plastic Surgeons (ASPS) Plastic Surgery Meeting 2019, September 20-24, San Diego, CA
- Maui Derm NP+PA Fall 2019, TBD, TBD
- Fall Clinical Dermatology Conference for PAs & NPs, May 31 - June 2, Scottsdale, AZ

### OCTOBER ISSUE
- **Ad close:** September 06
- **Materials due:** September 12
- **Inserts due:** September 18

**Editorial features**: Challenges and new strategies for managing pruritus
- Therapeutic approaches in kids
New to market
Physician Profile

**Bonus Distribution**:
- American Society for Dermatologic Surgery Annual Meeting, October 24-27, Chicago, IL
- The Aesthetic Academy (TAA), TBD, TBD

### NOVEMBER ISSUE
- **Ad close:** October 08
- **Materials due:** October 15
- **Inserts due:** October 21

**Editorial features**: Skincare Trends – What’s New in Skin Science and Technology
New to market
Physician Profile

**Bonus distribution**:
- Cosmetic Surgery Forum (CSF), TBD, TBD

### DECEMBER ISSUE
- **Ad close:** November 05
- **Materials due:** November 11
- **Inserts due:** November 15

**Editorial features**: 2019 Workforce Trends
New to market
Physician Profile

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**Dermatology**

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