

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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cosmetic DERMATOLOGY

Quadrant Healthcom Inc.
7 Century Drive - Suite 302
Parsippany, NJ 07054
Tel.: (973) 206-3434
Fax: (973) 206-9256
www.cosderm.com

Official Publication of: None
Established: 1988
Issues Per Year: 12



FIELD SERVED

COSMETIC DERMATOLOGY serves US, office and hospital based, dermatologists, dermatology residents, non-dermatology MDs and DOs as well as dermatologic nurse practitioners, physician assistants, and aestheticians.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are dermatologists, cosmetic surgeons, dermatologic surgeons, facial plastic surgeons and non-dermatology MD's and DO's with a secondary specialty in dermatology; and selected family medicine specialists, family practitioners, general practitioners, gynecologists, internal medicine specialists, obstetricians, obstetricians/gynecologists, and pediatricians, as well as dermatologic nurse practitioners, physician assistants, aestheticians, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	225
Advertiser and Agency _____	574
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	553
TOTAL	1,352

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,030	100.0	14,030	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,030	100.0	14,030	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____					14,012	May _____					14,018
March _____					14,016	June _____					14,025
April _____					14,016	July _____					14,091
						TOTAL					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009

This issue is 2.8% or 401 copies below the average of the other 5 issues reported in Paragraph two. This journal conforms to the uniform specialty/professional activity breakout which was developed by the BPA Worldwide advertiser, agency, and the publisher committee for the Physicians Market in September 1972, revised June 1975, January 1976, July 1986, and August 1993, requiring participating publications to report their circulation on a comparable basis. A copy of the comparability brochure can be obtained from BPA Worldwide.

PROFESSIONAL CLASSIFICATION			TOTAL QUALIFIED	PERCENT OF TOTAL	MAJOR PROFESSIONAL ACTIVITY FOR UNITED STATES & POSSESSIONS INCLUDING APO & FPO (SEE NOTES 1 & 4)						
					PATIENT CARE				Medical Teaching & Other Professional Activity	OSTEOPATHIC PHYSICIANS	
					Office-Based Practice (A)	Residents (B), (C)	Full-Time Hospital Staff (D)	Total Patient Care (F)		Office & Hospital-Based Practice (M), (N)	Other Professional Activity (O)
11	CS	Cosmetic Surgery _____	291	2.1	253	-	3	256	13	22	-
	D	Dermatology _____	10,109	71.8	8,653	778	135	9,566	160	381	2
	DS	Dermatologic Surgery (See Note 3) _____	218	1.5	195	4	5	204	7	7	-
17	FPS	Facial Plastic Surgery, Otolaryngology _____	314	2.2	259	1	5	265	11	36	2
	FM	Family Medicine _____	509	3.6	370	3	7	380	7	120	2
18	FP	Family Practice _____	176	1.2	124	2	1	127	3	46	-
21	GP	General Practice _____	94	0.7	86	-	2	88	1	5	-
23	GYN	Gynecology _____	61	0.4	59	-	1	60	-	1	-
27	IM	Internal Medicine _____	200	1.4	184	1	4	189	6	4	1
42	OBS	Obstetrics _____	8	0.1	7	-	-	7	-	-	1
43	OBG	Obstetrics & Gynecology _____	115	0.8	107	-	2	109	1	5	-
66	PD	Pediatrics _____	338	2.4	320	-	4	324	7	7	-
105	US	Other Unspecified _____	98	0.7	79	16	-	95	-	3	-
Total Copies to Physicians			12,531	88.9	10,696	805	169	11,670	216	637	8
Percent to Physicians			88.9		75.9	5.7	1.2	82.8	1.5	4.5	0.1
		Derm Physicians Assistants (See Note 3) _____	685	4.9							
		Derm Nurse Practitioners (See Note 3) _____	104	0.7							
		Aestheticians (See Note 3) _____	575	4.1							
		AOCD Residents (See Note 3) _____	149	1.1							
		Derm Other (See Note 3) _____	47	0.3							
TOTAL QUALIFIED CIRCULATION			14,091	100.0							

Note 1 - Comparable classifications E, L, P-R have been omitted at the publisher's option.

Note 2 - Comparable classifications 1-10, 12-16, 19-20, 22, 24-26, 28-41, 44-65, 67-106, Hospitals, Nursing Homes, Medical Libraries, Schools and Association, Medical Students, and others Allied to the Field have been omitted at the publisher's option.

Note 3 - Non-comparable classification added at publisher's option.

Note 4 - Comparable classifications B & C, G-K, and M & N have been combined at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	3,649	2,115	2,224			7,988	56.7
a. Written _____	3,575	2,092	2,065			7,732	54.9
b. Telecommunication _____	20	23	11			54	0.4
c. Electronic _____	54	-	148			202	1.4
II. TOTAL - Request from recipient's company: _____	134	278	223			635	4.5
a. Written _____	134	278	223			635	4.5
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,468	-	-			5,468	38.8
*Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	5,468	-	-			5,468	38.8
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	9,251	2,393	2,447			14,091	100.0
PERCENT	65.6	17.0	17.4			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			14,091	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			14,091	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY 2009			
State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	24		
030-038 New Hampshire _____	52		
050-059 Vermont _____	21		
010-027 Massachusetts _____	412		
028-029 Rhode Island _____	68		
060-069 Connecticut _____	222		
NEW ENGLAND	799	5.7	
100-149 New York _____	1,236		
070-089 New Jersey _____	478		
150-196 Pennsylvania _____	619		
MIDDLE ATLANTIC	2,333	16.6	
430-459 Ohio _____	468		
460-479 Indiana _____	222		
600-629 Illinois _____	541		
480-499 Michigan _____	488		
530-549 Wisconsin _____	202		
EAST NO. CENTRAL	1,921	13.6	
550-567 Minnesota _____	226		
500-528 Iowa _____	110		
630-658 Missouri _____	236		
580-588 North Dakota _____	23		
570-577 South Dakota _____	25		
680-693 Nebraska _____	69		
660-679 Kansas _____	119		
WEST NO. CENTRAL	808	5.7	
197-199 Delaware _____	41		
206-219 Maryland _____	306		
200-205 Washington, DC _____	74		
220-246 Virginia _____	324		
247-268 West Virginia _____	62		
270-289 North Carolina _____	409		
290-299 South Carolina _____	171		
300-319 Georgia _____	361		
320-349 Florida _____	1,184		
SOUTH ATLANTIC	2,932	20.8	
400-427 Kentucky _____	149		
370-385 Tennessee _____	255		
350-369 Alabama _____	183		
386-397 Mississippi _____	75		
EAST SO. CENTRAL	662	4.7	
716-729 Arkansas _____	94		
700-714 Louisiana _____	211		
730-749 Oklahoma _____	109		
750-799 Texas _____	894		
WEST SO. CENTRAL	1,308	9.3	
590-599 Montana _____	33		
832-838 Idaho _____	54		
820-831 Wyoming _____	12		
800-816 Colorado _____	192		
870-884 New Mexico _____	58		
850-865 Arizona _____	271		
840-847 Utah _____	118		
889-898 Nevada _____	78		
MOUNTAIN	816	5.8	
995-999 Alaska _____	22		
980-994 Washington _____	277		
970-979 Oregon _____	158		
900-961 California _____	1,994		
967-968 Hawaii _____	60		
PACIFIC	2,511	17.8	
UNITED STATES	14,090	100.0	
969 & 004-009 U.S. Territories _____	1		
Canada _____	-		
Mexico _____	-		
Other International _____	-		
APO/FPO _____	-		
TOTAL QUALIFIED CIRCULATION	14,091	100.0	

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	February-July 2008	August-January 2008/2009	February-July 2009*
Total Audit Average Qualified: _____	13,968	14,135	145,125	14,099	14,268	14,030
Qualified Non-Paid: _____	13,968	14,135	145,125	14,099	14,268	14,030
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: February - July 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

9. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required since the circulation is obtained from Healthcare Data Solutions.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 5,468 copies or 38.8%, including Healthcare Data Solutions.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

PUBLISHER'S AFFIDAVIT

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

Donna Sickles, Corporate Circulation Director

Sharon Finch, Senior VP

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 10, 2009

State New Jersey

County Morris

Received by BPA Worldwide August 10, 2009

Type PD

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