Reach 96% of Dermatologists*

*With a membership of more than 18,000, AAD represents virtually all practicing dermatologists in the United States. Reach this important market with AAD’s Dermatology World.
"Dermatology World is the #1 Practice Management/Clinical Publication!"

Ranked first for “most useful in managing my practice” among top competing magazines in the field.

- Dermatology World: 48.4%
- Dermatology Times: 19.6%
- Practical Dermatology: 10.3%
- Skin & Allergy News: 13.0%
- The Dermatologist: 1.6%

9 out of 10 readers took at least one action as a result of reading Dermatology World in the last 12 months.

98.5% Agree Dermatology World is useful in managing a practice and keeping informed of the latest practice management, policy, and clinical issues affecting dermatology.

90.3% Agree Dermatology World provides relevant clinical information.

89.1% Agree Dermatology World goes beyond the news to provide analysis and valued interpretation of what the issues mean to dermatologists and their practice.

88% Agree Dermatology World provides new and useful information on improving patient care.

Source: Dermatology World Reader Primary Readership Study. Stratton Research, Fall 2012
Dermatology World

Audience Profile

AAD’s members include virtually every practicing dermatologist in the U.S.!

18,000+

general dermatologists, pediatric dermatologists, dermatologic surgeons, cosmetic dermatologists, dermatopathologists, dermatologic osteopaths, residents, and researchers.

75%
solo or dermatology group practice

Products and services purchased in the last 12 months:

- Coding services: 76.2%
- Computer hardware: 83.5%
- Computer software: 83.3%
- Consultant services: 68.3%
- Cosmetic and skin care: 82.2%
- Disposable medical supplies: 85.4%
- EMR/EHR Systems: 73.0%
- Financial services: 78.3%
- Laboratory services: 76.3%
- Laser and laser supplies: 71.6%
- Medical equipment and supplies: 88.4%
- Medical lighting equipment: 74.5%
- Payroll services: 74.1%
- Phototherapy supplies and equipment: 70.9%
- Staffing and/or HR services: 73.0%
- surgical instruments: 86.0%

79.1%
involved in purchasing decision

58.5%
find information on new products and services through advertising

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70%
United States

21%
International

9%
Residents and Fellows

57% Male

43% Female

Source: Dermatology World Reader Primary Readership Study, Stratton Research, Fall 2012
Dermatology World features a bold editorial mix, and a modern, consumer-style look and feel that is completely unique and unlike anything else in the specialty. No other dermatology publication covers practice management topics with an insider’s perspective, or offers editorial that bridges the gap between science and practice.

Practice Management
Features and columns with practical practice management info, best practices/benchmarking for practices, expert Q&A, coding tips, legal issues, technology tips, and more.

Clinical/Research
Expert pearls, implications of research breakthroughs for practicing dermatologists, analysis of Academy clinical guidelines and their implications for practicing dermatologists, coverage of Academy scientific meetings/conferences, and translational research topics.

Regulatory/Legislative
News on legislative and regulatory actions and practical analysis of their impact on dermatologists, tips on how to implement new requirements, FDA updates, and coverage of Academy advocacy positions/events.

AAD Affairs
News of ongoing AAD activities, including coverage of Board actions, administrative matters, member recognition, new product/program announcements, leaders’ columns, policy and position statements not covered in the other content areas.

Advertising Sales Representative, Dermatology World
The Townsend Group
Kelley Kennedy-Lapping
T: 301-215-6710 ext.124
F: 301-215-7704
Email: kkennedy@townsend-group.com
### 2013 Editorial Calendar & Issue Close Dates

<table>
<thead>
<tr>
<th>Month</th>
<th>Issue</th>
<th>Event</th>
<th>Approval Dates</th>
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</thead>
<tbody>
<tr>
<td><strong>January 2013</strong></td>
<td>Celebrating 75 years of the AAD; leadership in practice; role of patient liaison groups</td>
<td>Space 11/16/12; Materials 11/30/12 New Ad Approval: 11/26/12</td>
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<tr>
<td><strong>February 2013</strong></td>
<td>Smartphones and how they affect practice; impact of election results on health care; personalized medicine in dermatology</td>
<td>Space 12/14/12; Materials 1/4/13 New Ad Approval: 12/17/12 + 71st Annual Meeting, March 1-5, Miami</td>
<td>Feb 26/12</td>
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<td><strong>March 2013</strong></td>
<td>In-office pharmacy trend; quality reporting to avoid penalties in 2015; update on infestations</td>
<td>Space 1/18/13; Materials 2/1/13 New Ad Approval: 1/21/13 + Dermatology Nurses’ Association Annual Meeting, April 4-7, New Orleans</td>
<td>Mar 20/13</td>
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<tr>
<td><strong>April 2013</strong></td>
<td>How to hire and maintain a practice team; complying with the Sunshine Act; dealing with pharmacy formularies</td>
<td>Space 2/15/13; Materials 3/1/13 New Ad Approval: 2/18/13</td>
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<td><strong>May 2013</strong></td>
<td>Employee appearance; SPOT and the rationale behind public health campaigns; communicating diagnoses with patients</td>
<td>Space 3/22/13; Materials 4/5/13 New Ad Approval: 3/25/13</td>
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<tr>
<td><strong>June 2013</strong></td>
<td>Smart offices; care coordination in dermatology; patient safety tools and how to use them</td>
<td>Space 4/19/13; Materials 5/3/13 New Ad Approval: 4/22/13</td>
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<tr>
<td><strong>July 2013</strong></td>
<td>Internal practice diagnostics; changing ACGME guidelines; treating skin of color</td>
<td>Space 5/17/13; Materials 5/31/13 New Ad Approval: 5/26/13 + Summer Academy Meeting, July 29-August 4, New York City</td>
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<td><strong>August 2013</strong></td>
<td>Managed care contract negotiation; maintenance of certification advice; venous insufficiency and wound healing</td>
<td>Space 6/21/13; Materials 7/3/13 New Ad Approval: 6/24/13</td>
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<td><strong>September 2013</strong></td>
<td>Advertising your practice; pivotal greats in dermatology; office-based surgery</td>
<td>Space 7/12/13; Materials 7/26/13 New Ad Approval: 7/15/13 + ASDS Annual Meeting, October 3-6, Chicago</td>
<td>Sep 13/13</td>
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<tr>
<td><strong>October 2013</strong></td>
<td>Considerations when moving a practice; indoor tanning regulation update; new developments in military dermatology</td>
<td>Space 8/16/13; Materials 8/30/13 New Ad Approval: 8/19/13</td>
<td>Oct 20/13</td>
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<tr>
<td><strong>November 2013</strong></td>
<td>Issues with PAs/NPs; Medicare physician payment; atopic dermatitis in adults</td>
<td>Space 9/20/13; Materials 10/4/13 New Ad Approval: 9/23/13</td>
<td>Nov 20/13</td>
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<tr>
<td><strong>December 2013</strong></td>
<td>Benchmarking your practice against others; medical liability reform; atopic dermatitis in children</td>
<td>Space 10/18/13; Materials 11/1/13 New Ad Approval: 10/21/13</td>
<td>Dec 20/13</td>
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**Bonus distribution** | February, May, and July issues include a special supplement. See page 6 for more information.
Dermatology World Supplements

February: Buyer’s Guide
The Buyer’s Guide provides dermatologists with a comprehensive directory of goods and services serving the dermatology market. Articles will have a special focus on EHR.
Space 12/3/12; Materials 12/14/12
New Ad Approval: 12/10/12

May: Skin Cancer
Skin cancer is the most common form of cancer in the United States. This supplement will cover the latest treatments and developments on the disease.
Space 3/15/13; Materials 3/28/13
New Ad Approval: 3/25/13

July: Cosmetic Dermatology
A supplement covering the practical issues related to cosmetic dermatology in practice management and the latest advances in cosmeceuticals.
Space 5/10/13; Materials 5/24/13
New Ad Approval: 5/20/13

Position your advertising message as part of in-depth coverage of clinical and socioeconomic issues related to important single topics.

Added Exposure with Bonus Distribution
May and July supplements are distributed at the AAD Summer Academy Meeting. The February Buyer’s guide will be distributed at the AAD Annual Meeting.

Contact your advertising sales representative today to reserve your space:

Advertising Sales (The Townsend Group)
Kelley Kennedy-Lapping
T: 301-215-6710 ext. 124
F: 301-215-7704
Email: kkennedy@townsend-group.com

Production & Materials (AAD)
Carrie Parratt
T: 847-240-1770
F: 847-240-8618
Email: cparratt@aad.org

All advertising, including supplement ads, is subject to approval by American Academy of Dermatology and AAD Association according to the Advertising Standards. New ad copy MUST be received by the publisher according to the scheduled due dates for new ad approval. Contact AAD for more information.
**Ad Rates & Specifications**

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### Premium Position
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**Cover 3 Pl:** 10% premium on earned black & white rate  | **Other Special Positions:** Call for pricing

**Additional Color:** 2-color: $675  | **Matched (PMS):** $870  | **Metallic:** $1,040

**Furnished Inserts:** Black and white earned frequency rate times the number of insert pages

**Cover Tips & Belly Bands:** Call for pricing  | **Agency Discount:** 15% off gross billing

**Publication Trim Size:** 8.125” x 10.875”  | **Bleed Ads:** Keep live matter 0.25” from trim edges

**Advertising Sales Representative, Dermatology World**
The Townsend Group  
Kelley Kennedy-Lapping  
T: 301-215-6710 ext.124  
Email: kkennedy@townsend-group.com

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**Earned Rates**
Rates are based on the total units earned during a 12-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

**Special Preprinted Ads/Inserts**
All preprinted advertising (e.g., inserts, cover tip-ons, belly bands, etc.) must be submitted to Publisher for approval of stock, design and other mechanical specifications. Please contact Carrie Parratt for instructions.

Furnished inserts are billed at the black & white earned frequency rate times the number of insert pages. Production charges incurred for inserts not meeting printer specifications will be billed at cost.

**Production**
- Heat-set web printing 4-color process.
- 150 line screen on 60% coated stock.
- Perfect binding.

**File Formats**
- The preferred file format is PDF and must meet the specifications listed below. EPS and TIFF files are also accepted, specifications are listed below.
- The AAD will not accept native file formats from Quark, InDesign, Pagemaker, or files created in any Microsoft Office program (e.g., Word or Publisher). Corel Draw files are also not acceptable.

**Electronic File Specifications**
- All 4-color files must be in CMYK, unless a 5th or spot color is specified. Black and white files must be in grayscale, no 4-color black.
- All files must include trim, register and center marks.
- All files must be the correct size as listed on the rate card per each publication.
- Additional bleed is required for all bleed ads. See above.
- All files submitted must be final artwork. Publisher will not make changes to digital files.

**PDF File Specifications**
- Acrobat Distiller options should be set to Press Quality.
- Fonts and images must be embedded.
- All files and images must be at least 300 dpi.

**FTP Instructions**
Please email Carrie Parratt at cparratt@aad.org when a file is being uploaded. Please note: Two (2) press match proofs must be provided to the AAD for color accuracy. See “Proofs” above.

**Address:** ftp.aad.org  
**Username:** aadftp1  
**Password:** ftp1xvm

**Disposition of Materials**
- All digital ad files will be held for 12 months only unless otherwise notified.  
- Press proofs will be held until the issue mails. After issue mailing is completed, any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

**For more information please review the AAD media kit on the web at www.aad.org/advertising.**
The American Academy of Dermatology was founded in 1938. It is the largest, most influential, and most representative dermatology group in the United States. With a membership of more than 18,000, it represents virtually all practicing dermatologists in the United States, as well as a growing number of international dermatologists.