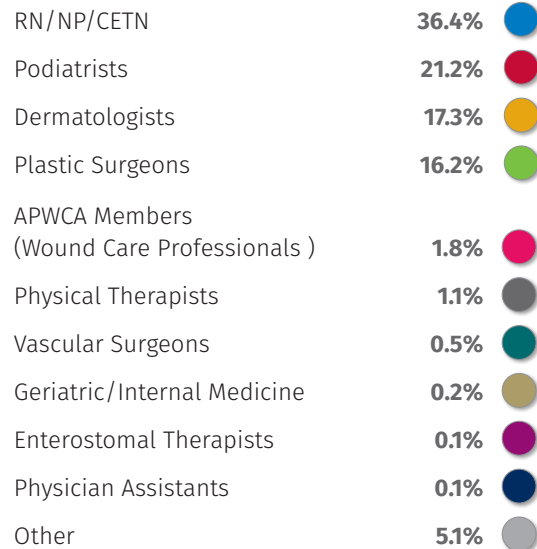


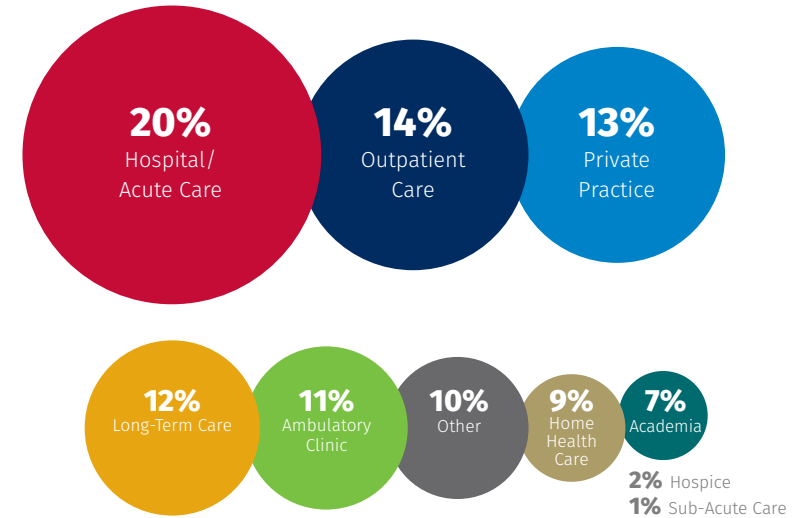
Audience Profile



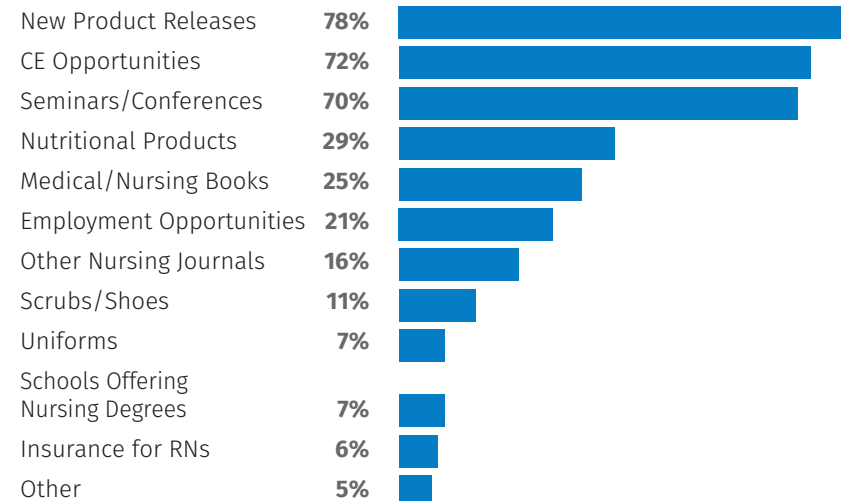
Title/Profession**



Primary Work Setting*



Most Beneficial Ad*



68% of readers have over 16 years of experience in a specialty area.*

71% of readers take some sort of action after seeing an ad.*

*Advances in Skin & Wound Care 2018 Readership Survey, March 2018, Wolters Kluwer HLRP Market Research

**BPA Worldwide Brand Report, Advances in Skin & Wound Care, December 2018