

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.

Wolters Kluwer,  
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A peer-reviewed, multidisciplinary journal, **ADVANCES IN SKIN & WOUND CARE** balances cutting-edge original research and practical clinical management articles on wounds and other problems of skin integrity. Each issue features CME/CE for physicians and nurses, one of the first journals in the field to regularly offer continuing education for both disciplines.

## MAGAZINE CHANNEL FORMAT – PRINT ISSUES

**ADVANCES IN SKIN & WOUND CARE** is produced in a print format. The editorial for the print copy is the same for all recipients.

## FIELD SERVED

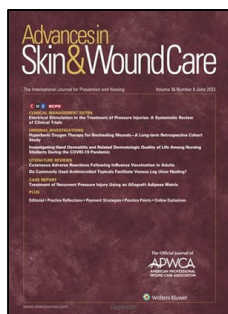
**ADVANCES IN SKIN & WOUND CARE** serves wound care professionals, including those primarily involved in dermatology, enterostomal therapy, gerontology/internal medicine, plastic surgery, vascular surgery, nursing, podiatry, physical therapy, physician assistants, Members of APWCA and others allied to the field.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are M.D.s, D.O.s, P.A.s, D.P.M.s, Physical Therapists, Nurses and others allied to the field.

## CHANNELS

### ADVANCES IN SKIN & WOUND CARE PRINT MAGAZINE



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>ADVANCES IN SKIN &amp; WOUND CARE PRINT MAGAZINE</b> (6 issues in the period)	22,072	475	22,547

(See Paragraph 3b for Source)

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	1,014
<b>TOTAL</b>	<b>1,014</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,299	94.5	20,824	92.4	475	2.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,248	5.5	1,248	5.5	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,547</b>	<b>100.0</b>	<b>22,072</b>	<b>97.9</b>	<b>475</b>	<b>2.1</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	22,428
February	22,511
March	22,468
April	22,523
May	22,704
June	22,646

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

This issue is 0.8% or 189 copies above the average of the other 5 issues reported in Paragraph 2.

Title/Profession	Total Qualified	Percent of Total
MD/DO		
Dermatologists	3,898	17.2
Enterostomal Therapy	3	-
Geriatric/Internal Medicine	3	-
Plastic Surgeons	3,892	17.2
Vascular Surgeons	5	-
MD/DO Subtotal	7,801	34.4
RN/NP/CETN	10,036	44.2
Podiatrists	4,143	18.2
APWCA Members (Wound Care Professionals)	263	1.2
Physical Therapists	19	0.1
Physician Assistants	3	-
Other/Unknown	439	1.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,704</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Total Qualified*	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6	4	4	14	0.1
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	22,157	63	-	22,220	99.9
*Association rosters and directories	693	63	-	756	3.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	21,464	-	-	21,464	96.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,163</b>	<b>67</b>	<b>4</b>	<b>22,234</b>	<b>100.0</b>
<b>PERCENT</b>	<b>99.7</b>	<b>0.3</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

## AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2020	January - June 2021	July - December 2021	January - June 2022	July - December 2022	January - June 2023*
Total Audit Average Qualified:	22,330	22,435	22,699	22,594	22,578	22,547
Qualified Non-Paid:	21,766	21,909	22,179	22,109	22,074	22,072
Qualified Paid:	564	526	520	485	504	475
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

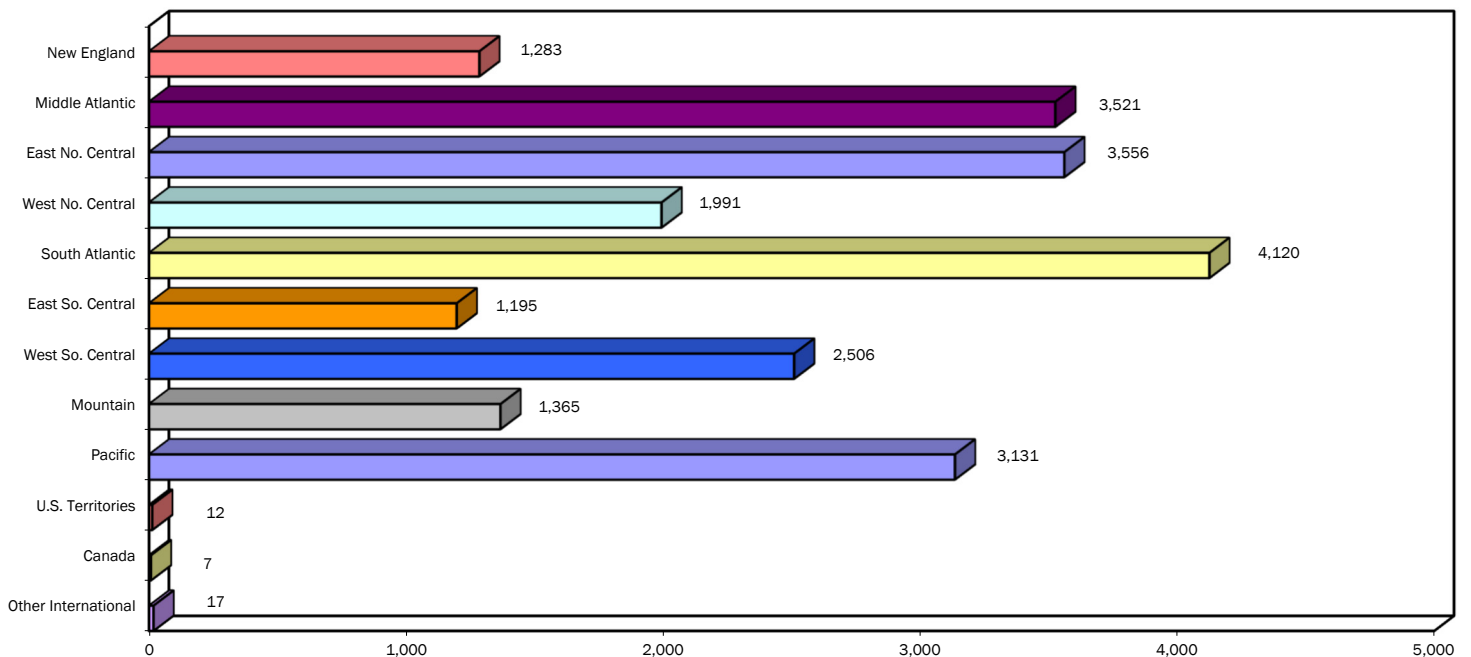
\*NOTE: January - June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Region	Total Qualified	Percent	Region	Total Qualified	Percent
New England	1,283	5.6	UNITED STATES	22,668	99.8
Middle Atlantic	3,521	15.5	U.S. Territories	12	0.1
East No. Central	3,556	15.7	Canada	7	-
West No. Central	1,991	8.8	Mexico	-	-
South Atlantic	4,120	18.1	Other International	17	0.1
East So. Central	1,195	5.3	APQ/FPO	-	-
West So. Central	2,506	11.0			
Mountain	1,365	6.0	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,704</b>	<b>100.0</b>
Pacific	3,131	13.8			

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

**PARAGRAPH 3b:**  
Paragraph 3b includes 22,234 qualified non-paid circulation. Qualified paid circulation of 470 combined with the qualified non-paid circulation equals 22,704 total qualified circulation for the analyzed issue.  
Association rosters and directories include 1 source of circulation for a quantity of 756 copies or 3.4%, including APWCA.  
Other Sources include 2 sources of circulation for quantities of 9,987 copies or 44.0% to 11,477 copies or 50.6%, including AMI Database and MCH Nursing Services Directors.

**PUBLISHER'S AFFIDAVIT**  

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

Theresa Steltzer, Director, Publishing  
Daniel Lenz, Senior Audience Operations Manager

(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	July 19, 2023
State	New York
County	New York
Received by BPA Worldwide	July 19, 2023
Type	BD
ID Number	A286BRJ23

**About BPA Worldwide**  
BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.