

B2B Media

Publisher's Statement

6 months ended June 30, 2024

Subject to Audit

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.



[Learn more about this media property at auditedmedia.com](http://www.auditedmedia.com)

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	22,457
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	22,457
Total Average Qualified Nonpaid Circulation	22,457

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,014
Total Average Nonqualified Circulation	1,014

CIRCULATION BY ISSUES		Qualified Nonpaid - Print
Issue		
Jan		22,503
Feb		22,472
Mar		22,439
Apr		22,391
May		22,448
Jun		22,487

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print
MD/DO				
1.	Dermatologists	3,767	16.8	3,767
2.	Enterostomal Therapy	2	0.0	2
3.	Geriatric/Internal Medicine	3	0.0	3
4.	Plastic Surgeons	3,764	16.8	3,764
5.	Vascular Surgeons	5	0.0	5
MD/DO Subtotal		7,541	33.6	7,541
RN/NP/CETN				
6.	RN/NP/CETN	10,192	45.4	10,192
7.	Podiatrists	4,069	18.1	4,069
8.	APWCA Members (Wound Care Professionals)	235	1.0	235
9.	Physical Therapists	12	0.1	12
10.	Physician Assistants	17	0.1	17
	Others Allied to the Field	382	1.7	382
Total Qualified Circulation		22,448	100.0	22,448

SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	285	81	29	395	1.8
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Membership Benefit					
Business Directories					
Lists	21,993	60		22,053	98.2
Acquired Circulation					
Other Sources					
Total Qualified Subscriptions	22,278	141	29	22,448	100.0
Percent	99.2	0.6	0.1	100.0	

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	312
Arizona	350
Arkansas	213
California	2,259
Colorado	295
Connecticut	353
Delaware	72
District of Columbia	1,592
Florida	596
Georgia	104
Idaho	844
Illinois	542
Indiana	340
Iowa	265
Kansas	301
Kentucky	311
Louisiana	110
Maine	511
Maryland	563
Massachusetts	647
Michigan	359
Minnesota	196
Mississippi	541
Missouri	85
Montana	184
Nebraska	115
Nevada	97
New Hampshire	923
New Jersey	108
New Mexico	1,551
New York	550
North Carolina	82
North Dakota	1,172
Ohio	299
Oklahoma	186
Oregon	1,180
Pennsylvania	119
Rhode Island	263
South Carolina	79
South Dakota	429
Tennessee	1,588
Texas	150
Utah	45
Vermont	522
Virginia	62
Washington	292
West Virginia	153
Wisconsin	379
Wyoming	36
TOTAL 48 CONTERMINOUS STATES	22,325
Alaska	23
Hawaii	67
TOTAL ALASKA & HAWAII	90
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	22,415
Poss. & Other Areas	12
U.S. & POSS., etc.	22,427
Canada	4
International	17
Military or Civilian Personnel Overseas	
Total International	21
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	22,448

NOTES

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.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: Monthly
Format: Standard

Established: 1988
AAM Member Since: 1998
Member #: 06-3020-5
SRDS: H25

Parent Company: Wolters Kluwer, Lippincott Williams & Wilkins

Published by:

Wolters Kluwer, Lippincott Williams & Wilkins
28 Liberty Street, 26th Floor
New York, NY 10005
T: (646) 946-9795
www.aswcjournal.com

DANIEL LENZ
Senior Audience Operations Manager

THERESA STELTZER
Sr. Director, Publishing