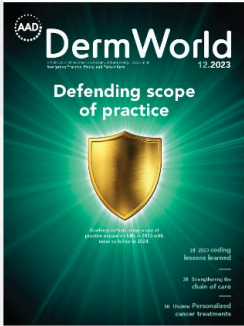


Year-Round Opportunities

Print this page

- [DermWorld](#)
- [DermWorld Aesthetics News](#)
- [DermWorld Year In Review Email](#)
- [Exclusive Advertiser Email](#)



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DermWorld

Opportunity:

- Monthly advertising in *DermWorld*, the go-to practice management publication for AAD members.
- Review the [editorial calendar](#) to maximize your exposure with AAD members!

Reach: 16,000+ U.S. dermatologists

Reader statistics:

- **93%** rate the credibility of content as “good” or “excellent.”*
- **88%** say *DermWorld* provides relevant clinical information.*
- **87%** say *DermWorld* provides new and useful information on improving patient care.*
- **70%** of readers either recommend or make the final purchase decisions for their practice.*

Learn more about advertising in the *DermWorld* Innovation Academy Issue!

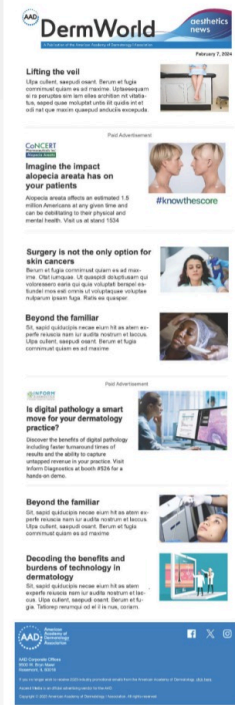
*2023 Reader Feedback Study of *DermWorld*; Hickman Brady Media.

VIEW FULL RATES

Deadlines vary. Ask your account manager for details.

2024 Rates	
Full Page, 4C, 1x	\$4,695
1/2 Page, 4C, 1x	\$4,010

[View full rates](#)



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DermWorld Aesthetics News

Opportunity: Advertising in the new AAD official member aesthetics publication to meet the growing demand from AAD members.

Reach: 19,000 AAD members and Annual Meeting and Innovation Academy attendees.

Distribution: Sent in April and September 2024.

Member statistics:*

- AAD members regularly perform a variety of cosmetic and aesthetic treatments:
 - 74% neurotoxin injections
 - 67% filler injections
 - 60% chemical peels
- About half of AAD members perform:
 - Laser treatment of vascular lesions
 - Laser hair removal
 - IPL treatments
- More than a third of AAD members perform:
 - Laser treatment of acne scars
 - Non-ablative laser resurfacing
 - Fractional laser resurfacing

*2023 AAD Member Practice Survey.

[Content](#)

Deadlines	Space Reservation	Materials Due
April	March 19, 2024	March 26, 2024
September	Aug. 20, 2024	Aug. 27, 2024

2025 deadlines coming soon!

Rate

\$6,500

Four positions available per issue

[Insertion Order/Specs](#)



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DermWorld Year In Review Email

Opportunity: Advertising in the important year-end wrap-up sent to all AAD members.

Reach: 19,000 AAD members and Annual Meeting attendees.

Distribution: Sent in December.

[Content](#)

Deadlines

Space reservation: Nov. 16, 2024
Materials due: Nov. 27, 2024

Rate

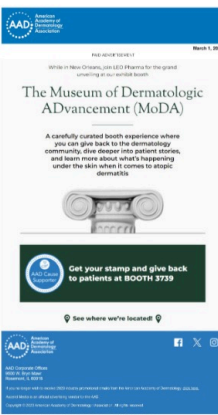
\$6,500

Four positions available per issue

[Insertion Order/Specs](#)



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Exclusive Advertiser Email

Opportunity:

- Your exclusive email sent directly to AAD members.
- Subject to AAD approval.

Reach: 19,000 AAD members and Annual Meeting attendees.

Distribution:

- Just one exclusive email is available per month.
- Exclusive Advertiser Emails are not available for the following months: February, March or August 2024.

Metrics: 54% average unique open rate.

Innovation Academy exclusive emails are also available and get your message to meeting attendees before, during and after the event!

Deadlines	Space Reservation	Materials Due
January SOLD	Nov. 21, 2023	Nov. 30, 2023
April SOLD	March 8, 2024	March 15, 2024
May SOLD	April 5, 2024	April 12, 2024
June SOLD	May 9, 2024	May 16, 2024
July SOLD	June 7, 2024	June 14, 2024
September SOLD	Aug. 8, 2024	Aug. 15, 2024
October SOLD	Sept. 6, 2024	Sept. 13, 2024
November SOLD	Oct. 4, 2024	Oct. 11, 2024
December	Nov. 6, 2024	Nov. 13, 2024

2025 deadlines coming soon!

Rate
\$35,000

Insertion Order/Specs

All rates are net. No agency discounts apply. Cancellations are nonrefundable. All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.



innovation academy
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