

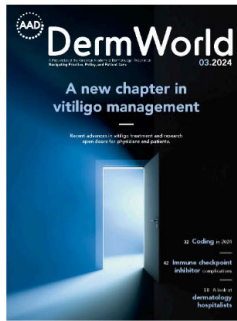
Year-Round Opportunities

Print this page

DermWorld

Cosmetic Dermatology & Skin Care News

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 Annual Meeting Issue!](#)

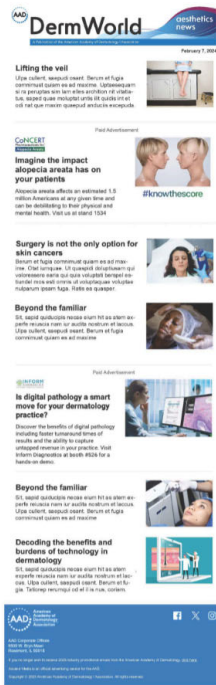
*2023 Reader Feedback Study of DermWorld; Hickman Brady Media.

Deadlines vary. Ask your account manager for details.

2025 Rates

Full Page, 4C, 1x	\$4,785
1/2 Page, 4C, 1x	\$4,080

[View full rates](#)



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Cosmetic Dermatology & Skin Care News

Opportunity: Advertising in the new AAD official member cosmetic 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.

Member statistics:*

- AAD members regularly perform a variety of cosmetic 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.

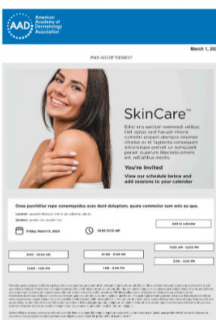
Content

Deadlines	Space Reservation	Materials Due
April 2025	March 17, 2025	March 24, 2025
September 2025	Aug. 23, 2025	Aug. 30, 2025

Rate
\$6,500

Four positions available per issue

[2024 Insertion Order/Specs](#)
[2025 Insertion Order/Specs](#)



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 July 2025.

Metrics: 54% average unique open rate.

[Annual Meeting exclusive emails are also available and get](#)

Deadlines	Space Reservation	Materials Due
December 2024	Nov. 6, 2024	Nov. 13, 2024
January 2025	Dec. 10, 2024	Dec. 17, 2024
April 2025	March 17, 2025	March 24, 2025
May 2025	April 14, 2025	April 21, 2025
June 2025	May 12, 2025	May 19, 2025
August 2025	July 14, 2025	July 21, 2025



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your message to meeting attendees before, during and after the event!

September 2025	Aug. 11, 2025	Aug. 18, 2025
October 2025	Sept. 15, 2025	Sept. 22, 2025
November 2025	Oct. 13, 2025	Oct. 20, 2025
December 2025	Nov. 10, 2025	Nov. 17, 2025

Rate
\$35,000

2024 Insertion Order/Specs
2025 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.



annual meeting
MARCH 7-11, 2025 • ORLANDO, FL
Official Meeting Provider

