

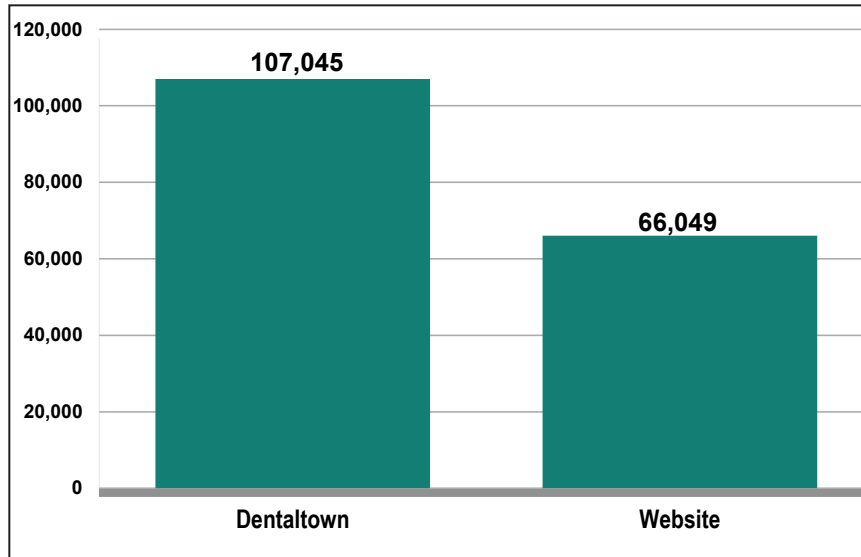
## CONSOLIDATED MEDIA REPORT B2B Media

6 months ended June 30, 2025

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### TOTAL AVERAGE GROSS CONTACTS

173,094



### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>DentalTown</b>		6 months ended June 30, 2025
Total Qualified Circulation	107,045	
<b>Website Activity</b>		6 months ended June 30, 2025
Page Views	1,090,697	
Sessions/Visits	204,748	
Users/Visitors	66,049	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended June 30, 2025  
Subject to Audit

Field Served:  
Dentaltown serves the dental profession.



All totals in this report represent aggregate unique recipients,  
not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		107,045
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		100,377
Qualified Nonpaid Individual - Digital		12,805
Total Qualified Nonpaid Individual		106,878
Qualified Nonpaid Multicopy Same Addressee - Print		167
Total Average Qualified Nonpaid Circulation		107,045

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,124
Nonqualified Miscellaneous, Including Staff Copies - Digital	21
Total Nonqualified Miscellaneous, Including Staff Copies	1,129
Total Average Nonqualified Circulation	1,129

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jan	100,119	13,183	106,810
	Feb	98,985	12,953	105,578
	Mar	100,898	12,835	107,427
	Apr	100,293	12,702	106,750
	May	99,614	12,696	106,051
	Jun	103,348	12,460	109,648

BUSINESS ANALYSIS					
Field of Practice		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	DENTIST				
	a. General Practice	100,957	94.0	96,847	9,615
	b. Dental Public Health	42	0.0	29	23
	c. Endodontist	421	0.4	361	105
	d. Oral and Maxillofacial Pathology	27	0.0	24	5
	e. Oral and Maxillofacial Radiology	11	0.0	5	7
	f. Oral Surgeon	218	0.2	170	96
	g. Orthodontist	939	0.9	836	202
	h. Pedodontist	1,060	1.0	917	305
	i. Periodontist	614	0.6	547	151
	j. Prosthodontist	411	0.4	320	154
2.	STUDENT				
	a. Dental Student	1,020	0.9	739	528
	b. Dental Resident	120	0.1	82	74
3.	STAFF				
	a. Dental Assistant	104	0.1		104
	b. Dental Hygiene Student	17	0.0		17
	c. Front Office Coordinator	31	0.0		31
	d. Hygienist	273	0.3		273
	e. Office Manager	198	0.2		198
4.	OTHER PROFESSIONALS				
	a. Anesthesiologist	24	0.0	21	7
	b. Consultant	219	0.2		219
	c. Dental Educator	62	0.1		62
	d. Dental Lab Tech	70	0.1		70
	e. Dental Lecturer	14	0.0		14
5.	OTHER FUNCTIONS / INDUSTRY				
	a. Other functions	449	0.4		449
	b. Industry / Dental Company Sales Rep	126	0.1		126
	Total Qualified Circulation	107,427	100.0	100,898	12,835
	Percent			93.9	11.9

SOURCE ANALYSIS							
Source	Print	Digital	Qualified Within				
			1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	49,966	12,835	15,988	24,218	16,289	56,495	52.6
Total Direct Request From Recipient's Company							
Total Communication Other Than Request	200				200	200	0.2
Membership Benefit							
Business Directories	11,491			11,491		11,491	10.7
Lists	39,241		39,241			39,241	36.5
Acquired Circulation							
Other Sources							
Total Qualified Subscriptions	100,898	12,835	55,229	35,709	16,489	107,427	100.0
Percent	94.0	12.0	51.4	33.2	15.3	100.0	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	100,688	12,823	107,210	99.8
Individual by Name Only				
Title or Occupation Only	10	12	17	0.0
Company Name Only				
Multicopy Same Addressee	200		200	0.2
Total Qualified Subscriptions	100,898	12,835	107,427	100.0
Total Qualified Circulation	100,898	12,835	107,427	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	1,027	106	1,062
Arizona	2,163	304	2,309
Arkansas	701	74	740
California	13,821	1,315	14,346
Colorado	2,123	216	2,225
Connecticut	1,223	140	1,273
Delaware	239	30	254
District of Columbia	245	17	253
Florida	6,472	674	6,758
Georgia	2,505	296	2,632
Idaho	650	56	670
Illinois	4,192	459	4,363
Indiana	1,804	188	1,884
Iowa	854	72	887
Kansas	813	92	850
Kentucky	1,173	110	1,214
Louisiana	1,029	103	1,058
Maine	372	53	395
Maryland	2,058	217	2,139
Massachusetts	2,493	242	2,594
Michigan	3,240	400	3,403
Minnesota	1,597	182	1,679
Mississippi	670	63	690
Missouri	1,695	189	1,765
Montana	385	34	399
Nebraska	690	67	717
Nevada	987	82	1,026
New Hampshire	434	46	455
New Jersey	4,103	455	4,256
New Mexico	494	66	523
New York	6,184	682	6,439
North Carolina	3,216	346	3,387
North Dakota	242	12	245
Ohio	3,015	348	3,160
Oklahoma	1,068	95	1,101
Oregon	1,188	137	1,252
Pennsylvania	3,315	402	3,482
Rhode Island	269	28	280
South Carolina	1,270	121	1,322
South Dakota	308	17	315
Tennessee	1,971	201	2,059
Texas	8,348	872	8,738
Utah	1,051	132	1,106
Vermont	172	16	179
Virginia	2,996	299	3,122
Washington	2,527	259	2,639
West Virginia	436	34	448
Wisconsin	1,680	210	1,759
Wyoming	164	20	175
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>99,672</b>	<b>10,579</b>	<b>104,027</b>
Alaska	237	20	249
Hawaii	340	47	362
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>577</b>	<b>67</b>	<b>611</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>100,249</b>	<b>10,646</b>	<b>104,638</b>
Poss. & Other Areas	500	27	513
<b>U.S. &amp; POSS., etc.</b>	<b>100,749</b>	<b>10,673</b>	<b>105,151</b>
Canada	32	1,027	1,034
International	10	1,129	1,131
Military or Civilian Personnel Overseas	107	6	111
<b>Total International</b>	<b>149</b>	<b>2,162</b>	<b>2,276</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>100,898</b>	<b>12,835</b>	<b>107,427</b>

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.dentaltown.com			
2025	Page Views	Sessions/Visits	Users/Visitors
January	730,914	175,142	64,894
February	686,536	163,420	62,014
March	703,076	175,247	65,055
April	712,284	173,300	64,443
May	689,208	170,335	67,673
June	655,925	153,275	52,496

WEBSITE ACTIVITY - dentaltown.com/mobile			
2025	Page Views	Sessions/Visits	Users/Visitors
January	428,197	39,071	3,499
February	397,764	36,922	3,388
March	420,195	37,594	3,334
April	391,880	35,915	3,255
May	383,028	35,295	3,203
June	345,174	32,969	3,037

## NOTES

### Definition of Recipient Qualification:

Qualified recipients include the following dental professionals: Dentists, including General Practice, Dental Public Health, Endodontist, Oral & Maxillofacial Pathology, Oral & Maxillofacial Radiology, Oral Surgeon, Orthodontist, Pedodontist, Periodontist, and Prosthodontist; Dental Students and Dental Residents; Dental practice staff, including Dental Assistant, Front Office Coordinator, Office Manager, Hygienist and Hygiene Student; Others allied to the profession, including Anesthesiologist, Consultant, Dental Educator, Dental Lab Tech, Dental Lecturer, Dental Company Reps, as well as other functions.

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

**Qualified Nonpaid Multicopy Same Addressee :** Represent copies distributed in bulk to Dental Students in a quantity of 200.

**Business Directories:** Represent copies served to subscribers obtained from State Dental License Data .

**Lists:** Represent copies served to subscribers obtained from the American Dental Association (ADA).

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

**Total Average Gross Contacts Include:** Qualified Circulation and Users/Visitors.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic: <https://www.dentaltown.com/> and <https://dentaltown.com/mobile>.

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

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.

Parent Company: Farran Media, LLC

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Circulation Director

HOWARD FARRAN, DDS, MBA  
Publisher/Owner

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1999  
**AAM Member Since:** 2001  
**Member #:** 06-3007-7  
**Class:** DENTAL

**Published by:**  
Farran Media, LLC.  
9633 South 48th Street Suite 200  
Phoenix, AZ 85044  
T: (480) 598-0001  
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