

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.

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DENTALTOWN was created with a simple mission in mind – to connect dental professionals from around the world. We do this through channels including Dentaltown Magazine, Dentaltown.com, e-mail newsletters and promotions, a social media presence, mobile apps, continuing education courses, message board forums, and live events.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

DENTALTOWN MAGAZINE	DENTALTOWN E-NEWSLETTERS	DENTALTOWN APPS	DENTALTOWN WEBSITE	DENTALTOWN SOCIAL MEDIA
<p>6 issues in the period 133,591 average circulation</p>	<p>3 E-Newsletters in the period 156 total issued in the period 105,469 average per occurrence 70,074 average per occurrence 66,338 average per occurrence</p>	<p>Community App – iOS 39,099 cumulative downloads Community App – Android 2,778 installs on active devices</p>	<p>www.dentaltown.com 88,112 average users</p>	<p>21,129 Twitter followers 84,461 Facebook likes</p>

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DENTALTOWN MAGAZINE Unique Total* (6 issues in the period)	133,540	51	133,591
a. Print	118,881	51	118,932
b. Digital	28,487	40	28,527
1. Requested	28,487	40	28,527
2. Non-Requested	-	-	-
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (26 issued in the period)	105,469	-	105,469
b. Dentaltown CE-News (6 issued in the period)	70,074	-	70,074
c. Dentaltown ePromos (124 issued in the period)	66,338	-	66,338
DENTALTOWN APP - iOS			
Dentaltown Community App	**39,099	-	**39,099
DENTALTOWN APP - ANDROID			
Dentaltown Community App (installs on active devices)	**2,778	-	**2,778
DENTALTOWN WEBSITE (Monthly Users with 1,654,217 average Pageviews)	88,112	-	88,112
DENTALTOWN SOCIAL MEDIA			
a. Twitter followers	**21,129	-	**21,129
b. Facebook likes	**84,461	-	**84,461

*Unique Total represents unique recipients, not the sum of Print and Digital.

**App downloads and Social Media claims are cumulative figures, not averages.

FIELD SERVED

DENTALTOWN serves the dental profession.

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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	3,622
Allocated for Trade Shows and Conventions	48
All Other	261
TOTAL	3,931

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	133,464	99.9	133,413	99.9	51	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	127	0.1	127	0.1	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	133,591	100.0	133,540	100.0	51	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January	117,881	28,229	132,300
February	120,047	28,467	134,668
March	119,077	28,642	133,772
April	117,585	28,561	132,296
May	120,074	28,650	134,824
June	118,923	28,616	133,683

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is 1.1% or 1,480 copies above the average of the other 5 issues reported in Paragraph 2.

Field of Practice	Unique Total Qualified*	Percent of Total	Print	Digital
1. Dentist				
a. General Practice	112,810	83.7	105,661	18,879
b. Dental Public Health	113	0.1	86	56
c. Endodontist	694	0.5	473	313
d. Oral and Maxillofacial Pathology	19	-	12	9
e. Oral and Maxillofacial Radiology	31	-	14	24
f. Oral Surgeon	523	0.4	378	255
g. Orthodontist	1,465	1.1	1,006	796
h. Pedodontist	1,293	1.0	1,030	550
i. Periodontist	727	0.5	563	333
j. Prosthodontist	707	0.5	449	394
2. STUDENT				
a. Dental Student	9,943	7.4	8,926	1,901
b. Dental Resident	1,523	1.1	1,430	195
3. STAFF				
a. Dental Assistant	396	0.3	-	396
b. Dental Hygiene Student	91	0.1	-	91
c. Front Office Coordinator	209	0.2	-	209
d. Hygienist	1,203	0.9	-	1,203
e. Office Manager	538	0.4	-	538
4. OTHERS ALLIED				
a. Anesthesiologist	57	-	46	26
b. Consultant	681	0.5	-	681
c. Dental Educator	145	0.1	-	145
d. Dental Lab Tech	285	0.2	-	285
e. Dental Lecturer	61	-	-	61
5. OTHERS				
a. Other functions	1,198	0.9	-	1,198
b. Industry / Dental Company Sales Rep	112	0.1	-	112
UNIQUE TOTAL QUALIFIED CIRCULATION*	134,824	100.0	120,074	28,650
PERCENT	100.0		89.1	21.2

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	40,138	31,061	20,759	77,208	28,649	91,958	68.2
II. Request from recipient's company:	42	-	50	92	1	92	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	42,774	-	-	42,774	-	42,774	31.7
**Association rosters and directories	42,774	-	-	42,774	-	42,774	31.7
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	82,954	31,061	20,809	120,074	28,650	134,824	100.0
PERCENT	61.5	23.0	15.5	89.1	21.2	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	119,984	28,153	134,237	99.5
Individuals by name only	-	497	497	0.4
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	90	-	90	0.1
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	120,074	28,650	134,824	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Unique Total Audit Average Qualified:***	127,567	127,629	128,695	129,553	132,764	133,591
Unique Qualified Non-Paid:***	127,503	127,570	128,633	129,490	132,712	133,540
Print:	114,397	114,212	115,623	117,033	120,842	118,881
Digital:	27,656	28,639	28,947	28,706	26,123	28,487
Unique Qualified Paid:***	64	59	62	63	52	51
Print:	64	59	62	63	52	51
Digital:	47	43	45	47	39	40
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$69.00	\$69.00	\$69.00	\$69.00	\$69.00	\$69.00

*NOTE: July 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Unique Total Qualified*					Unique Total Qualified*				
State	Print	Digital	Qualified*	Percent	State	Print	Digital	Qualified*	Percent
Maine	490	79	528		Kentucky	1,591	234	1,685	
New Hampshire	473	93	518		Tennessee	2,177	444	2,363	
Vermont	223	45	246		Alabama	1,285	246	1,378	
Massachusetts	3,252	561	3,470		Mississippi	827	111	859	
Rhode Island	330	63	357		EAST SO. CENTRAL	5,880	1,035	6,285	4.7
Connecticut	1,574	273	1,691		Arkansas	835	129	875	
NEW ENGLAND	6,342	1,114	6,810	5.0	Louisiana	1,339	250	1,425	
New York	9,076	1,384	9,566		Oklahoma	1,238	232	1,330	
New Jersey	4,760	833	5,064		Texas	9,014	1,847	9,786	
Pennsylvania	5,113	840	5,481		WEST SO. CENTRAL	12,426	2,458	13,416	10.0
MIDDLE ATLANTIC	18,949	3,057	20,111	14.9	Montana	372	58	400	
Ohio	3,898	753	4,208		Idaho	634	123	669	
Indiana	2,033	397	2,193		Wyoming	180	33	194	
Illinois	5,849	1,061	6,274		Colorado	2,359	472	2,580	
Michigan	4,345	702	4,613		New Mexico	586	151	657	
Wisconsin	2,072	444	2,269		Arizona	2,390	675	2,734	
EAST NO. CENTRAL	18,197	3,357	19,557	14.5	Utah	1,196	340	1,344	
Minnesota	1,904	391	2,092		Nevada	915	175	991	
Iowa	1,050	191	1,139		MOUNTAIN	8,632	2,027	9,569	7.1
Missouri	2,156	424	2,355		Alaska	289	61	314	
North Dakota	236	42	249		Washington	2,846	643	3,124	
South Dakota	273	53	293		Oregon	1,504	325	1,658	
Nebraska	835	145	888		California	15,654	2,840	16,779	
Kansas	929	206	1,020		Hawaii	635	89	667	
WEST NO. CENTRAL	7,383	1,452	8,036	6.0	PACIFIC	20,928	3,958	22,542	16.7
Delaware	272	57	299		UNITED STATES	118,865	22,576	128,179	95.1
Maryland	2,504	473	2,677		U.S. Territories	79	31	90	
Washington, DC	358	63	380		Canada	1,063	1,295	1,786	
Virginia	3,077	591	3,293		Mexico	-	92	92	
West Virginia	558	61	582		Other International	40	4,621	4,630	
North Carolina	3,010	674	3,311		APO/FPO	27	35	47	
South Carolina	1,442	267	1,565						
Georgia	2,726	571	3,000						
Florida	6,181	1,361	6,746						
SOUTH ATLANTIC	20,128	4,118	21,853	16.2					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	120,074	28,650	134,824	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 **See Additional Data

E-NEWSLETTER CHANNEL

2018	Dentaltown eNews	Dentaltown CE-News	Dentaltown ePromos	2018	Dentaltown eNews	Dentaltown CE-News	Dentaltown ePromos
JANUARY				APRIL			
January 1	-	-	66,104	April 2	-	-	66,837
January 5	103,901	-	-	April 6	105,446	-	-
January 8	-	-	65,871	April 9	-	-	67,221
January 12	104,906	-	-	April 13	106,153	-	-
January 15	-	-	65,638	April 16	-	-	67,051
January 19	104,912	-	-	April 20	105,316	-	-
January 22	-	-	65,958	April 23	-	-	67,101
January 26	105,004	-	-	April 27	105,692	-	-
January 27	-	69,588	-	April 28	-	70,484	-
January 29	-	-	65,801	April 30	-	-	67,130
FEBRUARY				MAY			
February 2	104,107	-	-	May 4	105,499	-	-
February 5	-	-	65,839	May 7	-	-	66,911
February 9	105,262	-	-	May 11	105,351	-	-
February 12	-	-	66,077	May 14	-	-	66,936
February 16	104,881	-	-	May 18	106,045	-	-
February 19	-	-	65,381	May 21	-	-	67,129
February 23	105,647	-	-	May 25	105,478	-	-
February 24	-	69,276	-	May 26	-	69,544	-
February 26	-	-	66,339	May 28	-	-	65,733
MARCH				JUNE			
March 2	105,602	-	-	June 1	105,649	-	-
March 5	-	-	66,545	June 4	-	-	67,103
March 9	105,125	-	-	June 8	106,715	-	-
March 12	-	-	66,820	June 11	-	-	67,303
March 16	105,846	-	-	June 15	105,788	-	-
March 19	-	-	66,705	June 18	-	-	65,335
March 23	104,916	-	-	June 22	106,390	-	-
March 24	-	69,622	-	June 25	-	-	62,619
March 26	-	-	66,303	June 29	106,678	-	-
March 30	105,874	-	-	June 30	-	71,932	-
				AVERAGE:	105,469	70,074	66,338

Dentaltown eNews (26 issued in the period)
 Dentaltown CE-News (6 issued in the period)
 Dentaltown ePromos (124 issued in the period)

APP CHANNEL

Dentaltown Community App

2018	Android App	IOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)
Beginning Balance			37,013
January	2,861	497	37,510
February	2,844	341	37,851
March	2,874	333	38,184
April	2,835	348	38,532
May	2,791	294	38,826
June	2,778	273	39,099

Note 1: Installs on Active Devices – the number of devices that have been active in the last 30 days, with the app installed.

Note 2: Apple Cumulative downloads represents the aggregate number of downloads of the Dentaltown Community App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

Dentaltown Community App

2018	Pageviews*	Sessions	Users	Average Session Duration
January	1,282,770	106,308	7,354	11:54
February	1,214,965	101,579	7,040	11:58
March	1,264,357	109,914	7,097	11:32
April	1,129,014	101,006	6,894	11:03
May	1,121,697	101,602	6,716	10:56
June	1,044,219	96,486	6,484	11:00
AVERAGE:	1,176,170	102,816	6,931	11:24

*The Pageviews column represents ScreenViews as captured by Google Analytics Mobile app code.

WEBSITE CHANNEL

WWW.DENTALTOWN.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	1,838,122	292,066	100,935	9:18
February	1,679,538	266,688	90,342	9:28
March	1,763,406	274,693	89,861	9:15
April	1,572,734	259,015	86,379	8:59
May	1,607,054	260,982	83,082	9:17
June	1,464,451	240,794	78,071	9:10
AVERAGE:	1,654,217	265,706	88,112	9:14

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Dentaltown Social Media



Twitter followers

<http://www.twitter.com/Dentaltown>



Facebook likes

<http://www.facebook.com/Dentaltown>

2018

	Twitter followers	Facebook likes
Beginning Balance	20,118	84,631
January	20,332	84,698
February	20,516	84,678
March	20,697	84,626
April	20,868	84,529
May	20,966	84,414
June	21,129	84,461

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Association Rosters and Directories include 1 source of circulation for a quantity of 42,774 copies or 31.7%, including the American Dental Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Apps, Websites and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Marcie Donavon, Circulation Director

Howard Farran, DDS, MBA, MAGD, Publisher/Owner

(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 17, 2018

State Arizona

County Maricopa

Received by BPA Worldwide July 17, 2018

Type BJ

ID Number D158B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.