

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, podcasts, webcasts, and live events.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

DENTALTOWN is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DENTALTOWN PRINT AND DIGITAL MAGAZINE Unique Total* (6 issues in the period)	124,687	43	124,730
a. Print	113,827	43	113,870
b. Digital	20,383	34	20,417
(See Paragraph 3b for Source)			
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (25 issued in the period)	99,377	-	99,377
b. Dentaltown CE-News (6 issued in the period)	78,798	-	78,798
c. Dentaltown ePromos (116 issued in the period)	57,016	-	57,016
DENTALTOWN WEBSITES			
a. Dentaltown (Monthly Users with 1,096, 654 average Pageviews)	82,472	-	82,472
b. Dentaltown Mobile App (Monthly Users with 724,066 average Pageviews)	4,819	-	4,819
DENTALTOWN SOCIAL MEDIA			
a. Twitter followers	**25,900	-	**25,900
b. Facebook likes	**84,773	-	**84,773
c. Instagram followers	**11,139	-	**11,139

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

**Social Media claims are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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	2,614
Allocated for Trade Shows and Conventions	-
All Other	321
TOTAL	2,935

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	124,700	100.0	124,657	100.0	43	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	30	-	30	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	124,730	100.0	124,687	100.0	43	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Unique Total Qualified*
January	114,599	21,154	125,767
February	113,312	20,781	124,276
March	114,235	20,678	125,114
April	112,835	20,120	123,410
May	113,905	20,124	124,840
June	114,335	19,641	124,974

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

This issue is 0.1% or 132 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	107,158	85.8	100,625	14,309
b. Dental Public Health	49	-	37	24
c. Endodontist	330	0.3	225	166
d. Oral and Maxillofacial Pathology	6	-	3	3
e. Oral and Maxillofacial Radiology	12	-	4	11
f. Oral Surgeon	289	0.2	198	162
g. Orthodontist	632	0.5	462	330
h. Pedodontist	853	0.7	632	431
i. Periodontist	407	0.3	295	205
j. Prosthodontist	432	0.4	272	266
2. STUDENT				
a. Dental Student	9,623	7.7	8,940	1,292
b. Dental Resident	2,266	1.8	2,193	153
3. STAFF				
a. Dental Assistant	280	0.2	-	280
b. Dental Hygiene Student	18	-	-	18
c. Front Office Coordinator	69	0.1	-	69
d. Hygienist	475	0.4	-	475
e. Office Manager	321	0.3	-	321
4. OTHERS ALLIED				
a. Anesthesiologist	26	-	19	15
b. Consultant	397	0.3	-	397
c. Dental Educator	73	0.1	-	73
d. Dental Lab Tech	107	0.1	-	107
e. Dental Lecturer	37	-	-	37
5. OTHERS				
a. Other functions	763	0.6	-	763
b. Industry / Dental Company Sales Rep	217	0.2	-	217
UNIQUE TOTAL QUALIFIED CIRCULATION*	124,840	100.0	113,905	20,124
PERCENT	100.0		91.2	16.1

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent	
	1 Year	2 Years	3 Years					
I. Direct Request:	22,486	20,329	19,832	51,712	20,124	62,647	50.2	
II. Request from recipient's company:	-	-	-	-	-	-	-	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. Communication (other than request):	-	30	-	30	-	30	-	
V. TOTAL – Sources other than above (listed alphabetically):	62,163	-	-	62,163	-	62,163	49.8	
**Association rosters and directories	62,163	-	-	62,163	-	62,163	49.8	
Business directories	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	
Other sources	-	-	-	-	-	-	-	
VI. Single Copy Sales:	-	-	-	-	-	-	-	
	UNIQUE TOTAL QUALIFIED CIRCULATION*	84,649	20,359	19,832	113,905	20,124	124,840	100.0
	PERCENT	67.8	16.3	15.9	91.3	16.2	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 2022

Mailing Address	Print	Digital	Unique Total Qualified*	Percent	
Individuals by name and title and/or function	113,875	19,841	124,527	99.8	
Individuals by name only	-	283	283	0.2	
Titles or functions only	-	-	-	-	
Company names only	-	-	-	-	
Multi-Copy Same Addressee copies	30	-	30	-	
Single Copy Sales	-	-	-	-	
	UNIQUE TOTAL QUALIFIED CIRCULATION*	113,905	20,124	124,840	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*	January - June 2022*
Unique Total Audit Average Qualified:***	131,339	129,530	133,283	129,898	126,286	124,730
Unique Qualified Non-Paid:***	131,279	129,476	133,236	129,855	126,244	124,687
Print:	116,407	115,670	119,807	117,140	114,557	113,827
Digital:	26,927	25,332	24,999	23,917	22,001	20,383
Unique Qualified Paid:***	60	54	47	43	42	43
Print:	60	54	47	43	42	43
Digital:	41	39	34	32	33	34
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	\$67.80

*NOTE: July 2021 – June 2022 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.

WEBSITE CHANNEL

WWW.DENTALTOWN.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	1,225,361	234,982	84,700	7:59
February	1,065,797	213,186	81,669	7:26
March	1,130,964	230,159	87,423	7:17
April	1,025,469	209,499	79,290	7:17
May	1,070,687	214,365	77,350	7:28
June	1,061,646	221,070	84,401	7:08
AVERAGE:	1,096,654	220,543	82,472	7:25

January – June 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

DENTALTOWN MOBILE APP

2022	Pageviews	Sessions	Users	Average Session Duration
January	829,022	74,076	5,081	6:38
February	701,475	55,850	4,807	6:28
March	756,817	59,843	4,791	6:37
April	703,278	63,461	4,820	6:09
May	700,645	62,469	4,750	6:11
June	653,160	61,158	4,665	5:54
AVERAGE:	724,066	62,810	4,819	6:20

January – June 2022 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 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 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

2022	 Twitter followers http://www.twitter.com.Dentaltown	 Facebook likes http://www.facebook.com/Dentaltown	 Instagram followers https://instagram.com/Dentaltown
Beginning Balance	25,171	85,019	10,991
January	25,304	84,988	11,017
February	25,441	84,925	11,035
March	25,568	84,872	11,044
April	25,672	84,905	11,090
May	25,796	84,833	11,149
June	25,900	84,773	11,139

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.

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 62,163 copies or 49.8%, including American Dental Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, 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, 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 15, 2022
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County	Maricopa
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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.