

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.

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

6 issues in the period
131,418 average circulation

DENTALTOWN E-NEWSLETTERS

3 E-Newsletters in the period
157 total issued in the period
107,493 average per occurrence
73,402 average per occurrence
63,132 average per occurrence

DENTALTOWN APPS

Community App – iOS
40,760 cumulative downloads
Community App – Android
2,663 installs on active devices

DENTALTOWN WEBSITE

76,879 average users

DENTALTOWN SOCIAL MEDIA

21,649 Twitter followers
84,605 Facebook likes

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)	131,358	60	131,418
a. Print	116,555	60	116,615
b. Digital	28,075	46	28,121
1. Requested	28,075	46	28,121
2. Non-Requested	-	-	-
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (26 issued in the period)	107,493	-	107,493
b. Dentaltown CE-News (7 issued in the period)	73,402	-	73,402
c. Dentaltown ePromos (124 issued in the period)	63,132	-	63,132
DENTALTOWN APP - iOS			
Dentaltown Community App	**40,760	-	**40,760
DENTALTOWN APP - ANDROID			
Dentaltown Community App (installs on active devices)	**2,663	-	**2,663
DENTALTOWN WEBSITE (Monthly Users with 1,549,433 average Pageviews)	76,879	-	76,879
DENTALTOWN SOCIAL MEDIA			
a. Twitter followers	**21,649	-	**21,649
b. Facebook likes	**84,605	-	**84,605

*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	3,592
Allocated for Trade Shows and Conventions	133
All Other	300
TOTAL	4,025

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	131,345	99.9	131,285	99.9	60	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	73	0.1	73	0.1	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	131,418	100.0	131,358	100.0	60	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
July	117,933	28,595	132,809
August	118,892	27,713	133,484
September	117,298	28,025	132,088
October	115,916	27,845	130,616
November	115,434	28,298	130,349
December	114,224	28,253	129,169

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

This issue is 1.0% or 1,284 copies below 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	112,572	86.4	105,523	18,599
b. Dental Public Health	112	0.1	83	54
c. Endodontist	624	0.5	421	293
d. Oral and Maxillofacial Pathology	18	-	12	8
e. Oral and Maxillofacial Radiology	30	-	13	24
f. Oral Surgeon	453	0.3	314	229
g. Orthodontist	1,304	1.0	901	699
h. Pedodontist	1,205	0.9	944	531
i. Periodontist	681	0.5	523	328
j. Prosthodontist	660	0.5	427	366
2. STUDENT				
a. Dental Student	6,665	5.1	5,781	1,570
b. Dental Resident	529	0.4	449	130
3. STAFF				
a. Dental Assistant	449	0.3	-	449
b. Dental Hygiene Student	101	0.1	-	101
c. Front Office Coordinator	222	0.2	-	222
d. Hygienist	1,269	1.0	-	1,269
e. Office Manager	605	0.5	-	605
4. OTHERS ALLIED				
a. Anesthesiologist	53	0.1	43	24
b. Consultant	758	0.6	-	758
c. Dental Educator	155	0.1	-	155
d. Dental Lab Tech	311	0.2	-	311
e. Dental Lecturer	67	0.1	-	67
5. OTHERS				
a. Other functions	1,332	1.0	-	1,332
b. Industry / Dental Company Sales Rep	174	0.1	-	174
UNIQUE TOTAL QUALIFIED CIRCULATION*	130,349	100.0	115,434	28,298
PERCENT	100.0		88.6	21.7

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

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

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	34,487	31,768	20,803	72,143	28,297	87,058	66.8
II. Request from recipient's company:	8	-	40	48	1	48	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	43,243	-	-	43,243	-	43,243	33.2
**Association rosters and directories	43,243	-	-	43,243	-	43,243	33.2
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	77,738	31,768	20,843	115,434	28,298	130,349	100.0
PERCENT	59.6	24.4	16.0	88.6	21.7	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 NOVEMBER 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	115,394	27,757	129,768	99.6
Individuals by name only	-	541	541	0.4
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	40	-	40	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	115,434	28,298	130,349	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2016	July - December 2016	January – June 2017	July - December 2017	January – June 2018	July - December 2018*
Unique Total Audit Average Qualified:***	127,629	128,695	129,553	132,764	133,591	131,418
Unique Qualified Non-Paid:***	127,570	128,633	129,490	132,712	133,540	131,358
Print:	114,212	115,623	117,033	120,842	118,881	116,555
Digital:	28,639	28,947	28,706	26,123	28,487	28,075
Unique Qualified Paid:***	59	62	63	52	51	60
Print:	59	62	63	52	51	60
Digital:	43	45	47	39	40	46
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 – December 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.

APP CHANNEL

Dentaltown App

2018	Android App		IOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			39,099	
July	2,706	288	39,387	
August	2,678	305	39,692	
September	2,702	281	39,973	
October	2,658	302	40,275	
November	2,734	256	40,531	
December	2,663	229	40,760	

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 App

2018	Pageviews	Sessions	Users	Average Session Duration
July	1,062,723	97,488	6,538	10:37
August	1,106,535	99,357	6,560	10:50
September	975,345	91,258	6,337	10:31
October	1,075,713	97,101	6,583	10:46
November	984,479	89,235	6,183	10:56
December	1,003,977	88,946	5,884	10:54
AVERAGE:	1,034,795	93,898	6,348	10:46

July - December 2018 data was provided by Google Analytics.

WEBSITE CHANNEL

WWW.DENTALTOWN.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	1,507,755	240,774	75,473	9:33
August	1,665,821	256,806	81,572	9:41
September	1,493,815	225,522	71,971	9:47
October	1,698,043	256,367	82,262	9:52
November	1,504,709	233,568	76,225	9:43
December	1,426,457	223,390	73,775	9:41
AVERAGE:	1,549,433	239,404	76,879	9:42

July - December 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 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

2018	 Twitter followers http://www.twitter.com.Dentaltown	 Facebook likes http://www.facebook.com/Dentaltown
	Beginning Balance	21,129
July	20,977	84,447
August	21,171	84,439
September	21,300	84,457
October	21,535	84,533
November	21,546	84,593
December	21,649	84,605

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 43,243 copies or 33.2%, 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 January 16, 2019

State Arizona

County Maricopa

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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.