

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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ORTHOTOWN is a B2B brand intended for connecting individuals in the dental specialty of orthodontics for the sharing of knowledge. The brand content and editorial scope of the publication includes case presentations, treatment plans, ideas for practice improvement, interactive message board forums, continuing education courses, and special features. The content of every issue is also available to subscribers and registered members globally via the online digital version, the Orthotown.com website, weekly e-newsletters, and Orthotown branded mobile applications.

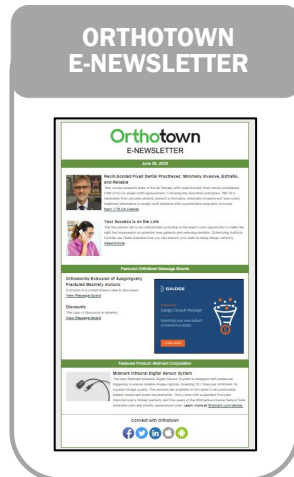
MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

ORTHOTOWN 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
ORTHOTOWN PRINT AND DIGITAL MAGAZINE Unique Total* (5 issues in the period)	9,516	8	9,524
a. Print	8,819	8	8,827
b. Digital	2,020	7	2,027
(See Paragraph 3b for Source)			
ORTHOTOWN E-NEWSLETTER			
Orthotown eNews (47 issued in the period)	5,444	-	5,444
ORTHOTOWN WEBSITES			
a. Orthotown (Monthly Users with 26,747 average Pageviews)	10,010	-	10,010
b. Orthotown Mobile App (Monthly Users with 3,952 average Pageviews)	133	-	133

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

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

ORTHOTOWN serves the medical specialties relating to Orthodontics and Orthodontic Specialties.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Orthodontists and Orthodontic Residents.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	569
Allocated for Trade Shows and Conventions	20
All Other	198
TOTAL	787

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,485	99.6	9,477	99.5	8	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	39	0.4	39	0.4	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,524	100.0	9,516	99.9	8	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Unique Total Qualified*
January/February	8,900	2,070	9,619
March	8,850	2,092	9,572
April	8,803	2,052	9,507
May	8,820	1,973	9,499
June	8,760	1,950	9,424

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023
 This issue is 0.3% or 32 copies below the average of the other 4 issues reported in Paragraph 2.

Field of Practice	Unique Total Qualified*	Percent of Total	Print	Digital
Orthodontists	9,336	98.3	8,703	1,865
Orthodontic Residents	163	1.7	117	108
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,499	100.0	8,820	1,973
PERCENT	100.0		92.9	20.8

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	2,844	1,396	973	4,534	1,973	5,213	54.9
II. Request from recipient's company:	1	-	-	1	-	1	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	10	10	-	10	0.1
V. TOTAL – Sources other than above (listed alphabetically):	4,275	-	-	4,275	-	4,275	45.0
**Association rosters and directories	2,433	-	-	2,433	-	2,433	25.6
**Business directories	1,842	-	-	1,842	-	1,842	19.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,120	1,396	983	8,820	1,973	9,499	100.0
PERCENT	75.0	14.7	10.3	92.8	20.7	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 MAY 2023

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	8,810	1,973	9,489	99.9
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	10	-	10	0.1
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,820	1,973	9,499	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	Audited Data	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022	January – June 2023*
Unique Total Audit Average Qualified***:	9,383	9,944	10,639	10,239	10,012	9,524
Unique Qualified Non-Paid Total***:	9,374	9,937	10,634	10,231	10,001	9,516
Print:	8,571	9,115	9,878	9,474	9,283	8,819
Digital:	2,383	2,351	2,221	2,222	2,078	2,020
Unique Qualified Paid Total***:	9	7	5	8	11	8
Print:	9	7	5	8	11	8
Digital:	9	7	5	8	11	7
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$22.00	\$22.00	\$22.00	\$34.86	\$36.73	\$40.00

*NOTE: January – June 2023 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.ORTHOTOWN.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	25,670	13,190	10,130	1:10
February	28,351	12,813	9,586	1:26
March	28,125	13,736	10,221	1:18
April	25,883	12,932	9,681	1:14
May	27,777	14,011	10,856	1:04
June	24,678	13,305	9,591	2:16
AVERAGE:	26,747	13,331	10,010	1:24

January - June 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

Orthotown Mobile App

2023	Pageviews	Sessions	Users	Average Session Duration
January	2,714	515	134	2:28
February	4,812	758	160	2:35
March	5,552	785	143	2:55
April	3,297	596	124	2:10
May	3,935	655	116	2:54
June	3,399	562	120	2:57
AVERAGE:	3,952	645	133	2:40

January - June 2023 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.

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 2,433 copies or 25.6%, including American Dental Association. Business directories include 1 source of circulation for a quantity of 1,842 copies or 19.4%, including Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Websites 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 29, 2023

State Arizona

County Maricopa

Received by BPA Worldwide July 29, 2023

Type BD

ID Number 0212BRJ23

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.