

B2B Media

Publisher's Statement

6 months ended June 30, 2025

Subject to Audit

Field Served:

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



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

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		10,738
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		10,175
Qualified Nonpaid Individual - Digital		1,731
Total Qualified Nonpaid Individual		10,738
Total Average Qualified Nonpaid Circulation		10,738

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	15
Total Nonqualified Allocated for Shows & Conventions	15
Nonqualified Miscellaneous, Including Staff Copies - Print	290
Nonqualified Miscellaneous, Including Staff Copies - Digital	18
Total Nonqualified Miscellaneous, Including Staff Copies	295
Total Average Nonqualified Circulation	310

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan/Feb	10,195	1,743	10,769
Mar	10,142	1,735	10,713
Apr	10,123	1,733	10,685
May	10,099	1,745	10,668
Jun	10,316	1,700	10,857

BUSINESS ANALYSIS					
Field of Practice		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Orthodontists	10,559	99.0	10,019	1,677
2.	Orthodontic Residents	109	1.0	80	68
Total Qualified Circulation		10,668	100.0	10,099	1,745
Percent				94.7	16.4

SOURCE ANALYSIS							
			Qualified Within				
Source	Print	Digital	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	5,046	1,745	2,837	2,023	755	5,615	52.6
Total Direct Request From Recipient's Company	1				1	1	0.0
Total Communication Other Than Request							
Membership Benefit							
Business Directories	752				752	752	7.1
Lists	4,300			4,300		4,300	40.3
Acquired Circulation							
Other Sources							
Total Qualified Subscriptions	10,099	1,745	2,837	6,323	1,508	10,668	100.0
Percent	94.6	16.3	26.6	59.3	14.1	100.0	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	10,099	1,743	10,666	100.0
Individual by Name Only				
Title or Occupation Only		2	2	0.0
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	10,099	1,745	10,668	100.0
Total Qualified Circulation	10,099	1,745	10,668	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	129	23	134
Arizona	205	46	214
Arkansas	48	6	48
California	1,337	199	1,384
Colorado	220	31	230
Connecticut	153	18	157
Delaware	19	3	19
District of Columbia	28	4	28
Florida	647	103	677
Georgia	263	51	273
Idaho	64	4	66
Illinois	362	57	370
Indiana	158	23	163
Iowa	92	6	92
Kansas	78	8	81
Kentucky	124	9	127
Louisiana	125	14	129
Maine	35	9	39
Maryland	210	31	220
Massachusetts	286	37	296
Michigan	268	49	276
Minnesota	152	26	159
Mississippi	63	8	64
Missouri	140	19	143
Montana	42	5	42
Nebraska	56	14	58
Nevada	105	19	110
New Hampshire	56	7	56
New Jersey	410	60	413
New Mexico	53	7	56
New York	671	114	700
North Carolina	305	45	316
North Dakota	20	1	20
Ohio	341	57	350
Oklahoma	105	7	106
Oregon	108	16	111
Pennsylvania	390	48	400
Rhode Island	30	4	32
South Carolina	132	15	135
South Dakota	24	4	25
Tennessee	167	19	170
Texas	801	124	833
Utah	139	17	143
Vermont	18	5	18
Virginia	298	45	307
Washington	270	45	284
West Virginia	31	1	31
Wisconsin	150	35	161
Wyoming	18	3	19
TOTAL 48 CONTERMINOUS STATES	9,946	1,501	10,285
Alaska	21		21
Hawaii	47	6	50
TOTAL ALASKA & HAWAII	68	6	71
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	10,014	1,507	10,356
Poss. & Other Areas	62	3	62
U.S. & POSS., etc.	10,076	1,510	10,418
Canada	9	81	86
International	4	152	153
Military or Civilian Personnel Overseas	10	2	11
Total International	23	235	250
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	10,099	1,745	10,668

NOTES

Definition of Recipient Qualification:

Qualified recipients include Orthodontists and Orthodontic Residents.

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

Business Directories: Represent copies served to subscribers obtained from Dun & Bradstreet Orthodontic Business Listing.

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

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

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.

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