

**B2B Media**

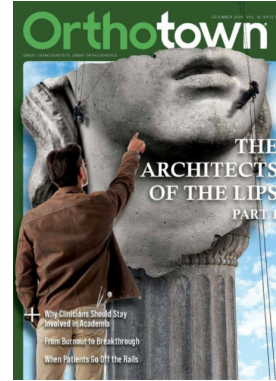
**Publisher's Statement**

6 months ended December 31, 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.

<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>10,524</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		10,000
Qualified Nonpaid Individual - Digital		1,677
<b>Total Qualified Nonpaid Individual</b>		<b>10,524</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>10,524</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
Nonqualified Miscellaneous, Including Staff Copies - Print		280
Nonqualified Miscellaneous, Including Staff Copies - Digital		18
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>284</b>
<b>Total Average Nonqualified Circulation</b>		<b>284</b>

<b>CIRCULATION BY ISSUES</b>			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul/Aug	10,218	1,692	10,755
Sep	10,148	1,712	10,698
Oct	10,025	1,676	10,556
Nov	9,829	1,663	10,335
Dec	9,781	1,641	10,275

**BUSINESS ANALYSIS**

Field of Practice		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1.	Orthodontists	10,224	98.9	9,744	1,592
2.	Orthodontic Residents	111	1.1	85	71
<b>Total Qualified Circulation</b>		<b>10,335</b>	<b>100.0</b>	<b>9,829</b>	<b>1,663</b>
<b>Percent</b>				<b>95.1</b>	<b>16.1</b>

SOURCE ANALYSIS							
Source	Print	Digital	Qualified Within				Percent
			1 Year	2 Years	3 Years	Total	
<b>Total Direct Request From Recipient</b>	<b>5,088</b>	<b>1,663</b>	<b>3,106</b>	<b>1,876</b>	<b>612</b>	<b>5,594</b>	<b>54.1</b>
<b>Total Direct Request From Recipient's Company</b>							
<b>Total Communication Other Than Request</b>							
Membership Benefit							
Business Directories	532				532	532	5.2
Lists	4,209		4,209			4,209	40.7
Acquired Circulation							
Other Sources							
<b>Total Qualified Subscriptions</b>	<b>9,829</b>	<b>1,663</b>	<b>7,315</b>	<b>1,876</b>	<b>1,144</b>	<b>10,335</b>	<b>100.0</b>
<b>Percent</b>	<b>95.1</b>	<b>16.1</b>	<b>70.8</b>	<b>18.2</b>	<b>11.1</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	9,829	1,661	10,333	100.0
Individual by Name Only				
Title or Occupation Only		2	2	0.0
Company Name Only				
Multicopy Same Addressee				
<b>Total Qualified Subscriptions</b>	<b>9,829</b>	<b>1,663</b>	<b>10,335</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>9,829</b>	<b>1,663</b>	<b>10,335</b>	<b>100.0</b>

**GEOGRAPHIC ANALYSIS**

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	122	20	127
Arizona	211	45	219
Arkansas	58	6	58
California	1,309	183	1,348
Colorado	224	32	233
Connecticut	143	19	148
Delaware	19	3	19
District of Columbia	23	5	23
Florida	656	91	683
Georgia	263	49	273
Idaho	70	6	72
Illinois	345	63	354
Indiana	152	25	157
Iowa	92	8	92
Kansas	77	9	80
Kentucky	128	13	130
Louisiana	116	14	118
Maine	32	10	37
Maryland	202	36	211
Massachusetts	275	30	283
Michigan	265	45	277
Minnesota	152	25	157
Mississippi	59	8	60
Missouri	135	20	139
Montana	37	6	37
Nebraska	56	14	57
Nevada	101	17	104
New Hampshire	56	7	56
New Jersey	384	57	387
New Mexico	53	6	55
New York	635	112	659
North Carolina	300	40	311
North Dakota	18	1	18
Ohio	323	49	331
Oklahoma	100	7	102
Oregon	114	9	115
Pennsylvania	383	45	392
Rhode Island	33	4	35
South Carolina	147	15	150
South Dakota	27	2	27
Tennessee	164	21	168
Texas	741	120	771
Utah	146	16	148
Vermont	20	4	20
Virginia	296	44	305
Washington	283	42	292
West Virginia	35	2	35
Wisconsin	154	32	163
Wyoming	20	3	21
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>9,754</b>	<b>1,440</b>	<b>10,057</b>
Alaska	11	1	11
Hawaii	42	6	45
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>53</b>	<b>7</b>	<b>56</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>9,807</b>	<b>1,447</b>	<b>10,113</b>
Poss. & Other Areas	6	2	6
<b>U.S. &amp; POSS., etc.</b>	<b>9,813</b>	<b>1,449</b>	<b>10,119</b>
Canada	14	71	73
International	1	141	141
Military or Civilian Personnel Overseas	1	2	2
<b>Total International</b>	<b>16</b>	<b>214</b>	<b>216</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>9,829</b>	<b>1,663</b>	<b>10,335</b>

## 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 November issue.

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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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