

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.

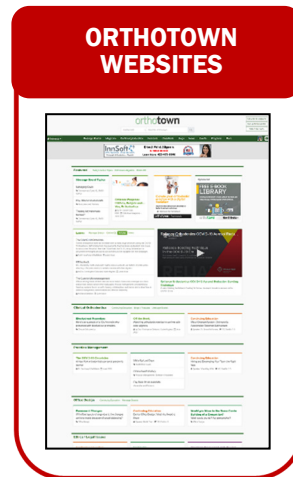
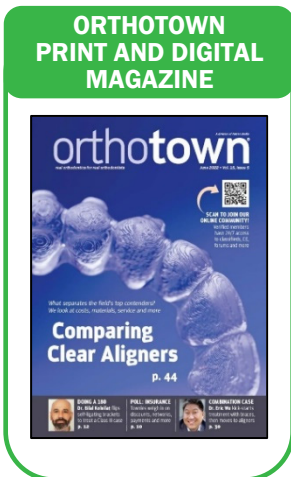
### MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**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
<b>ORTHOTOWN PRINT AND DIGITAL MAGAZINE</b> Unique Total* (5 issues in the period)	10,231	8	10,239
a. Print	9,474	8	9,482
b. Digital	2,222	8	2,230
(See Paragraph 3b for Source)			
<b>ORTHOTOWN E-NEWSLETTER</b>			
Orthotown eNews (52 issued in the period)	5,678	-	5,678
<b>ORTHOTOWN WEBSITES</b>			
a. Orthotown (Monthly Users with 28,979 average Pageviews)	11,863	-	11,863
b. Orthotown Mobile App (Monthly Users with 3,702 average Pageviews)	130	-	130

\*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		549
Allocated for Trade Shows and Conventions		20
All Other		292
<b>TOTAL</b>		<b>861</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,167	99.3	10,159	99.2	8	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	72	0.7	72	0.7	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,239</b>	<b>100.0</b>	<b>10,231</b>	<b>99.9</b>	<b>8</b>	<b>0.1</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Unique Total Qualified*
January/February	9,649	2,251	10,408
March	9,600	2,293	10,374
April	9,500	2,269	10,264
May	9,344	2,178	10,094
June	9,315	2,156	10,051

\*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 1.8% or 180 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	9,771	96.8	9,094	2,028
Orthodontic Residents	323	3.2	250	150
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>10,094</b>	<b>100.0</b>	<b>9,344</b>	<b>2,178</b>
<b>PERCENT</b>	<b>100.0</b>		<b>92.6</b>	<b>21.6</b>

\*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:	<b>2,528</b>	<b>2,398</b>	<b>640</b>	<b>4,816</b>	<b>2,178</b>	<b>5,566</b>	<b>55.2</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	<b>30</b>	<b>42</b>	<b>72</b>	-	<b>72</b>	<b>0.7</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>2,988</b>	<b>1,468</b>	-	<b>4,456</b>	-	<b>4,456</b>	<b>44.1</b>
**Association rosters and directories	2,988	-	-	2,988	-	2,988	29.6
**Business directories	-	1,468	-	1,468	-	1,468	14.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>5,516</b>	<b>3,896</b>	<b>682</b>	<b>9,344</b>	<b>2,178</b>	<b>10,094</b>	<b>100.0</b>
<b>PERCENT</b>	<b>54.6</b>	<b>38.6</b>	<b>6.8</b>	<b>92.5</b>	<b>21.5</b>	<b>100.0</b>	

\*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	9,272	2,178	10,022	99.3
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	72	-	72	0.7
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,344</b>	<b>2,178</b>	<b>10,094</b>	<b>100.0</b>

\*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 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021	January – June 2022*
Unique Total Audit Average Qualified***:	9,972	9,656	9,383	9,944	10,639	10,239
Unique Qualified Non-Paid Total***:	9,963	9,648	9,374	9,937	10,634	10,231
Print:	9,169	8,815	8,571	9,115	9,878	9,474
Digital:	2,398	2,425	2,383	2,351	2,221	2,222
Unique Qualified Paid Total***:	9	8	9	7	5	8
Print:	9	8	9	7	5	8
Digital:	6	6	9	7	5	8
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00	\$34.86

\*NOTE: January – 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.ORTHOTOWN.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	25,782	13,634	10,236	1:11
February	31,336	15,166	11,592	1:22
March	32,587	17,530	13,564	1:07
April	27,230	15,157	11,680	1:04
May	28,326	14,836	11,831	1:05
June	28,614	15,218	12,278	1:00
<b>AVERAGE:</b>	<b>28,979</b>	<b>15,256</b>	<b>11,863</b>	<b>1:08</b>

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

### Orthotown Mobile App

2022	Pageviews	Sessions	Users	Average Session Duration
January	3,813	590	114	2:38
February	4,767	460	144	3:54
March	4,432	437	130	3:36
April	3,474	494	147	2:53
May	2,534	437	126	2:37
June	3,193	460	118	3:41
<b>AVERAGE:</b>	<b>3,702</b>	<b>480</b>	<b>130</b>	<b>3:13</b>

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.

## 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 2,988 copies or 29.6%, including American Dental Association. Business directories include 1 source of circulation for a quantity of 1,468 copies or 14.5%, 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 15, 2022

State Arizona

County Maricopa

Received by BPA Worldwide July 15, 2022

Type BD

ID Number 0212B0J2

#### 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.