

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.

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

ORTHOTOWN MAGAZINE




5 issues in the period
10,184 average circulation

ORTHOTOWN E-NEWSLETTER



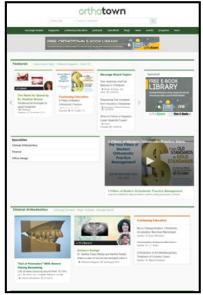
27 issued in the period
5,839 average per occurrence

ORTHOTOWN APPS



Orthotown App – iOS
5,545 cumulative downloads
Orthotown App – Android
139 installs on active devices

ORTHOTOWN WEBSITE



8,115 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ORTHOTOWN MAGAZINE Unique Total* (5 issues in the period)	10,177	7	10,184
a. Print	9,384	7	9,391
b. Digital	2,528	6	2,534
1. Requested	2,528	6	2,534
2. Non-Requested	-	-	-
ORTHOTOWN E-NEWSLETTER			
Orthotown eNews (27 issued in the period)	5,839	-	5,839
ORTHOTOWN APP – IOS			
Orthotown App	**5,545	-	**5,545
ORTHOTOWN APP – ANDROID			
Orthotown App (installs on active devices)	**139	-	**139
ORTHOTOWN WEBSITE (Monthly Users with 34,277 average Pageviews)	8,115	-	8,115

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

**App downloads are cumulative figures, not averages.

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		630
Allocated for Trade Shows and Conventions		-
All Other		280
TOTAL		910

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,012	98.3	10,005	98.2	7	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	172	1.7	172	1.7	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,184	100.0	10,177	99.9	7	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
July/August	9,397	2,447	10,146
September	9,477	2,547	10,281
October	9,421	2,553	10,228
November	9,378	2,573	10,186
December	9,279	2,553	10,077

*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 -% or 3 copies above the average of the other 4 issues reported in Paragraph 2.

Field of Practice	Unique Total Qualified*	Percent of Total	Circulation	
			Print	Digital
Orthodontists	9,357	91.9	8,715	2,220
Orthodontic Residents	829	8.1	663	353
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,186	100.0	9,378	2,573
PERCENT	100.0		92.1	25.3

*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:	3,277	1,715	1,109	5,293	2,573	6,101	59.9
II. Request from recipient's company:	14	99	50	163	-	163	1.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	3,922	-	-	3,922	-	3,922	38.5
**Association rosters and directories	3,922	-	-	3,922	-	3,922	38.5
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,213	1,814	1,159	9,378	2,573	10,186	100.0
PERCENT	70.8	17.8	11.4	92.0	25.2	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	9,217	2,573	10,025	98.4
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	161	-	161	1.6
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,378	2,573	10,186	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		Circulation Claim	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017		
Unique Total Audit Average Qualified***:	11,205	11,475	11,154	10,736	10,133	10,184
Unique Qualified Non-Paid Total***:	11,196	11,464	11,145	10,728	10,125	10,177
Print:	10,457	10,709	10,352	9,919	9,336	9,384
Digital:	2,350	2,522	2,612	2,593	2,507	2,528
Unique Qualified Paid Total***:	9	11	9	8	8	7
Print:	9	11	9	8	8	7
Digital:	8	9	7	6	6	6
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	\$22.00

*NOTE: January – 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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	29	7	31		Kentucky	128	24	132	
New Hampshire	41	7	43		Tennessee	164	37	166	
Vermont	22	5	22		Alabama	115	33	123	
Massachusetts	260	61	275		Mississippi	53	8	54	
Rhode Island	34	7	34		EAST SO. CENTRAL	460	102	475	4.7
Connecticut	131	39	139		Arkansas	48	4	49	
NEW ENGLAND	517	126	544	5.3	Louisiana	118	19	120	
New York	659	142	688		Oklahoma	86	16	88	
New Jersey	356	78	365		Texas	716	169	758	
Pennsylvania	411	94	439		WEST SO. CENTRAL	968	208	1,015	10.0
MIDDLE ATLANTIC	1,426	314	1,492	14.6	Montana	39	8	39	
Ohio	299	77	315		Idaho	53	7	55	
Indiana	145	30	151		Wyoming	15	2	15	
Illinois	389	86	406		Colorado	215	68	231	
Michigan	289	67	304		New Mexico	56	13	59	
Wisconsin	144	46	155		Arizona	174	59	183	
EAST NO. CENTRAL	1,266	306	1,331	13.1	Utah	119	22	127	
Minnesota	133	31	142		Nevada	108	46	125	
Iowa	74	16	78		MOUNTAIN	779	225	834	8.2
Missouri	216	44	228		Alaska	18	3	18	
North Dakota	16	3	17		Washington	229	60	247	
South Dakota	21	4	21		Oregon	78	21	86	
Nebraska	55	16	57		California	1,198	280	1,265	
Kansas	71	11	73		Hawaii	43	7	45	
WEST NO. CENTRAL	586	125	616	6.0	PACIFIC	1,566	371	1,661	16.3
Delaware	18	6	18		UNITED STATES	9,282	2,188	9,771	95.9
Maryland	188	44	199		U.S. Territories	7	6	11	
Washington, DC	32	8	35		Canada	81	87	108	
Virginia	267	57	275		Mexico	-	19	19	
West Virginia	38	6	38		Other International	2	263	263	
North Carolina	238	51	247		APO/FPO	6	10	14	
South Carolina	122	27	128						
Georgia	253	70	269						
Florida	558	142	594						
SOUTH ATLANTIC	1,714	411	1,803	17.7					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	9,378	2,573	10,186	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2018	Orthotown eNews
JULY	
July 1	5,769
July 8	5,763
July 15	5,777
July 22	5,782
July 29	5,779
AUGUST	
August 5	5,792
August 12	5,811
August 19	5,828
August 26	5,824
SEPTEMBER	
September 2	5,833
September 9	5,818
September 16	5,820
September 23	5,780
September 30	5,832
OCTOBER	
October 7	5,847
October 14	5,838
October 21	5,857
October 28	5,858
NOVEMBER	
November 4	5,856
November 11	5,857
November 18	5,860
November 25	5,864
DECEMBER	
December 2	5,896
December 9	5,922
December 16	5,925
December 23	5,928
December 30	5,936
AVERAGE:	5,839

Orthotown eNews (27 issued in the period)

APP CHANNEL

Orthotown App

2018	Android App		iOS App
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)
Beginning Balance			5,420
July	145	28	5,448
August	152	19	5,467
September	143	22	5,489
October	142	25	5,514
November	144	17	5,531
December	139	14	5,545

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: Cumulative Downloads represents the aggregate number of downloads of the Orthotown App, not copies. Information regarding app deletion/removal is not available from this vendor and have not been removed from these figures.

Orthotown App

2018	Pageviews	Sessions	Users	Average Session Duration
July	19,596	2,882	285	7:37
August	19,028	2,765	280	8:14
September	15,537	2,492	275	7:19
October	17,178	2,456	253	7:54
November	13,272	2,048	258	6:06
December	12,965	2,057	215	6:17
AVERAGE:	16,263	2,450	261	7:14

July – December 2018 data was provided by Google Analytics.

WEBSITE CHANNEL

WWW.ORTHOTOWN.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	39,398	12,691	8,330	3:45
August	41,734	13,710	9,253	3:25
September	34,473	12,484	8,702	3:02
October	35,980	13,343	9,084	2:55
November	28,816	10,784	7,424	2:43
December	25,261	9,107	5,897	2:44
AVERAGE:	34,277	12,019	8,115	3:05

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.

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, smart phones 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 3,922 copies or 38.5%, including American Dental Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Apps, and Website 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.