

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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DENTALTOWN was created with a simple mission in mind – to connect dental professionals from around the world. We do this through channels including Dentaltown Magazine, Dentaltown.com, e-mail newsletters and promotions, a social media presence, mobile apps, continuing education courses, message board forums, and live events.

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

DENTALTOWN MAGAZINE



6 Issues in the period
128,695 average circulation

DENTALTOWN E-NEWSLETTERS



3 E-Newsletters in the period
161 total issued in the period
101,914 average per occurrence
58,984 average per occurrence
62,572 average per occurrence

DENTALTOWN APPS




Community App – iOS
25,705 cumulative downloads
Magazine App - iOS
10,289 cumulative downloads
Community App – Android
2,683 installs on active devices
Magazine App - Android
347 installs on active devices

DENTALTOWN WEBSITE



www.dentaltown.com
90,316 average unique browsers
m.dentaltown.com
7,211 average unique browsers

DENTALTOWN SOCIAL MEDIA



17,756 Twitter followers
84,876 Facebook likes

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
DENTALTOWN MAGAZINE Unique Total* (6 issues in the period)	128,633	62	128,695
a. Print	115,623	62	115,685
b. Digital	28,947	45	28,992
1. Requested	28,947	45	28,992
2. Non-Requested	-	-	-
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (27 issued in the period)	101,914	-	101,914
b. Dentaltown CE-News (8 issued in the period)	58,984	-	58,984
c. Dentaltown ePromos (126 issued in the period)	62,572	-	62,572
DENTALTOWN APPS - iOS			
a. Dentaltown Community App (cumulative downloads)	**25,705	-	**25,705
b. Dentaltown Magazine App (cumulative downloads)	**10,289	-	**10,289
DENTALTOWN APPS - ANDROID			
a. Dentaltown Community App (installs on active devices)	**2,683	-	**2,683
b. Dentaltown Magazine App (installs on active devices)	**347	-	**347
DENTALTOWN WEBSITE (Monthly Unique Browsers with 1,867,196 average Page Impressions)	90,316	-	90,316
M.DENTALTOWN WEBSITE (Monthly Unique Browsers with 112,076 average Page Impressions)	7,211	-	7,211
DENTALTOWN SOCIAL MEDIA			
a. Twitter followers	**17,756	-	**17,756
b. Facebook likes	**84,876	-	**84,876

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

**App Downloads and Social Media Claims are cumulative figures, not averages.

FIELD SERVED

DENTALTOWN serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients include the following dental professionals: General Dentists, Anesthesiologists, Consultants, Cosmetic Dentists, Dental Assistants, Dental Company Representatives, Dental Educators, Dental Laboratory Technicians, Dental Residents, Dental Students, Endodontists, Endodontic Residents, Front Office Coordinators, Hygiene Students, Hygienists, Implantologists, Oral & Maxillofacial Surgeons, Oral & Maxillofacial Surgical Residents, Oral Pathologists, Office Manager, Orthodontists, Orthodontic Residents, Pediatric Dentists, Pediatric Residents, Periodontists, Periodontic Residents, Prosthodontists, Public Health Dentists, Radiologists, Dental Lecturers, TMD Specialists as well as others allied to the profession.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	3,655
Allocated for Trade Shows and Conventions	67
All Other	277
TOTAL	3,999

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	128,315	99.7	128,253	99.7	62	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	380	0.3	380	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	128,695	100.0	128,633	100.0	62	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
July	115,330	28,671	128,396
August	115,295	28,701	128,322
September	115,674	29,063	128,708
October	115,742	29,205	128,766
November	115,841	29,692	128,943
December	116,224	28,620	129,030

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is 0.2% or 299 copies above the average of the other 5 issues reported in Paragraph 2.

FIELD OF PRACTICE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
General Dentist	104,956	81.4	98,020	18,512
Anesthesiologist	60	0.1	54	19
Consultant	1,164	0.9	771	787
Cosmetic Dentist	634	0.5	440	325
Dental Assistant	957	0.8	813	337
Dental Company Rep	922	0.7	721	461
Dental Educator	253	0.2	162	166
Dental Laboratory Technician	659	0.5	545	273
Dental Lecturer	106	0.1	55	87
Dental Resident	447	0.4	333	255
Dental Student	5,899	4.6	4,732	2,021
Endodontist	766	0.6	492	369
Endodontic Resident	65	0.1	26	47
Front Office Coordinator	639	0.5	519	270
Hygiene Student	214	0.2	158	100
Hygienist	2,428	1.9	1,899	1,024
Implantologist	311	0.2	93	254
Office Manager	748	0.6	555	375
Oral & Maxillofacial Surgeon	557	0.4	412	232
Oral & Maxillofacial Surgical Resident	46	-	33	28
Oral Pathologist	33	-	22	14
Orthodontist	1,480	1.1	1,049	766
Orthodontic Resident	161	0.1	84	122
Pediatric Dentist	1,204	0.9	978	485
Pediatric Resident	106	0.1	75	60
Periodontist	803	0.6	608	353
Periodontic Resident	42	-	21	29
Prosthodontist	748	0.6	456	410
Public Health Dentist	130	0.1	101	60
Radiologist	25	-	9	19
TMD Specialist	42	-	35	19
Other	2,338	1.8	1,570	1,413
UNIQUE TOTAL QUALIFIED CIRCULATION*	128,943	100.0	115,841	29,692
PERCENT	100.0		89.8	23.0

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	48,010	37,220	16,219	88,349	29,670	101,449	78.7
II. Request from recipient's company:	495	52	1,502	2,047	22	2,049	1.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	25,445	-	-	25,445	-	25,445	19.7
**Association rosters and directories	1,869	-	-	1,869	-	1,869	1.4
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	23,576	-	-	23,576	-	23,576	18.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	73,950	37,272	17,721	115,841	29,692	128,943	100.0
PERCENT	57.4	28.9	13.7	89.9	23.1	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 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	114,475	29,043	127,222	98.7
Individuals by name only	796	649	1,151	0.9
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	570	-	570	0.4
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	115,841	29,692	128,943	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Unique Total Audit Average Qualified:***	123,374	123,925	124,890	127,567	127,629	128,695
Unique Qualified Non-Paid:***	123,320	123,875	124,830	127,503	127,570	128,633
Print:	114,178	113,290	112,772	114,397	114,212	115,623
Digital:	19,700	23,012	25,687	27,656	28,639	28,947
Unique Qualified Paid:***	54	50	60	64	59	62
Print:	54	50	60	64	59	62
Digital:	41	40	48	47	43	45
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$69.00	\$69.00	\$69.00	\$69.00	\$69.00	\$69.00

*NOTE: July - December 2016 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.

APP CHANNEL*

Dentaltown Community App

2016	Android App		IOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Monthly Downloads	Cumulative Downloads (Note 2)
Beginning Balance				21,788
July	-	505		22,293
August	-	630		22,923
September	2,689	743		23,666
October	2,758	849		24,515
November	2,697	619		25,134
December	2,683	571		25,705

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: Apple Cumulative downloads represents the aggregate number of downloads of the Dentaltown Community App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

*See Additional Data

Dentaltown Community App

2016	**PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	884,474	86,940	6,306	13.79	01:13	12:10
August	951,728	92,638	6,615	14.00	01:14	12:26
September	927,674	93,759	7,057	13.29	01:14	11:58
October	1,056,442	95,597	8,843	10.81	01:08	12:12
November	977,229	92,620	6,994	13.24	01:08	11:44
December	1,028,544	97,222	6,885	14.12	01:12	12:21
AVERAGE:	971,015	93,129	7,117	13.21	01:12	12:08

**The Page Impression column represents ScreenViews as captured by Google Analytics Mobile app code.

Dentaltown Magazine App

2016	Android App		IOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Monthly Downloads	Cumulative Downloads (Note 2)
Beginning Balance				9,887
July	-	46		9,933
August	-	71		10,004
September	400	65		10,069
October	387	90		10,159
November	380	68		10,227
December	347	62		10,289

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: Apple Cumulative downloads represents the aggregate number of downloads of the Dentaltown Magazine App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

*See Additional Data

WEBSITE CHANNEL

WWW.DENTALTOWN.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	1,741,564	253,716	81,659	3.11	01:40	09:45
August	2,033,335	295,119	92,801	3.18	01:41	09:55
September	1,907,930	289,778	89,580	3.23	01:40	09:22
October	2,027,551	296,957	103,103	2.88	01:34	09:11
November	1,768,204	270,757	87,350	3.10	01:41	09:19
December	1,724,594	258,902	87,408	2.96	01:41	09:36
AVERAGE:	1,867,196	277,538	90,316	3.08	01:39	09:31

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

M.DENTALTOWN.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	106,259	21,343	5,968	3.58	01:34	06:15
August	120,675	24,037	7,049	3.41	01:37	06:28
September	111,465	22,518	7,015	3.21	01:37	06:21
October	112,186	23,300	7,414	3.14	01:38	06:12
November	106,773	23,821	7,974	2.99	01:36	05:36
December	115,095	25,042	7,844	3.19	01:39	05:55
AVERAGE:	112,076	23,344	7,211	3.25	01:37	06:08

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Dentaltown Social Media



Twitter followers

<http://www.twitter.com.Dentaltown>



Facebook likes

<http://www.facebook.com/Dentaltown>

2016

	Twitter followers	Facebook likes
Beginning Balance	16,574	84,929
July	16,780	85,255
August	16,967	85,192
September	17,121	85,117
October	17,331	85,028
November	17,501	84,959
December	17,756	84,876

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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, smartphones 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.

MAGAZINE:

PARAGRAPH 3b:

Association Rosters and Directories include 1 source of circulation for a quantity of 1,869 copies or 1.4%. Other sources include 1 source of circulation for a quantity of 23,576 copies or 18.3%, including SK&A DentistPRO General Dentist List.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, App, Website and Social Media are not reported at the media owner's option.

APP:

Effective December 1, 2016 Google Play stopped tracking "Current Installs by Device", hence this data is no longer reported herein. Effective September 1, 2016 Google Play began tracking "Installs on Active Devices" and this data is reported for September – December 2016.

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 27, 2017

State

Arizona

County

Maricopa

Received by BPA Worldwide

January 27, 2017

Type

BJ

ID Number

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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.