

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
132,764 average circulation

DENTALTOWN E-NEWSLETTERS



3 E-Newsletters in the period
155 total issued in the period
105,178 average per occurrence
67,010 average per occurrence
65,591 average per occurrence

DENTALTOWN APPS



Community App – iOS
37,013 cumulative downloads
Magazine App - iOS
11,146 cumulative downloads
Community App – Android
2,847 installs on active devices
Magazine App - Android
220 installs on active devices

DENTALTOWN WEBSITES



www.dentaltown.com
89,803 average users
m.dentaltown.com
5,279 average users

DENTALTOWN SOCIAL MEDIA



20,118 Twitter followers
84,631 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)	132,712	52	132,764
a. Print	120,842	52	120,894
b. Digital	26,123	39	26,162
1. Requested	26,123	39	26,162
2. Non-Requested	-	-	-
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (26 issued in the period)	105,178	-	105,178
b. Dentaltown CE-News (7 issued in the period)	67,010	-	67,010
c. Dentaltown ePromos (122 issued in the period)	65,591	-	65,591
DENTALTOWN APPS - iOS			
a. Dentaltown Community App (cumulative downloads)	**37,013	-	**37,013
b. Dentaltown Magazine App (cumulative downloads)	**11,146	-	**11,146
DENTALTOWN APPS - ANDROID			
a. Dentaltown Community App (installs on active devices)	**2,847	-	**2,847
b. Dentaltown Magazine App (installs on active devices)	**220	-	**220
DENTALTOWN WEBSITE (Monthly Users with 1,772,139 average Pageviews)	89,803	-	89,803
M.DENTALTOWN WEBSITE (Monthly Users with 78,026 average Pageviews)	5,279	-	5,279
DENTALTOWN SOCIAL MEDIA			
a. Twitter followers	**20,118	-	**20,118
b. Facebook likes	**84,631	-	**84,631

*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: Dentists, including General Practice, Dental Public Health, Endodontist, Oral & Maxillofacial Pathology, Oral & Maxillofacial Radiology, Oral Surgeon, Orthodontist, Pedodontist, Periodontist, and Prosthodontist; Dental Students and Dental Residents; Dental practice staff, including Dental Assistant, Front Office Coordinator, Office Manager, Hygienist and Hygiene Student; Others allied to the profession, including Anesthesiologist, Consultant, Dental Educator, Dental Lab Tech, Dental Lecturer, Dental Company Reps, as well as other functions.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	3,596
Allocated for Trade Shows and Conventions	21
All Other	290
TOTAL	3,907

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

#	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	132,564	99.8	132,512	99.8	52	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	200	0.2	200	0.2	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	132,764	100.0	132,712	100.0	52	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
July	122,461	27,639	134,565
August	123,333	24,300	133,343
September	122,259	24,801	132,562
October	121,355	25,158	132,042
November	118,043	27,428	131,983
December	117,914	27,646	132,091

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
This issue is 0.7% or 938 copies below the average of the other 5 issues reported in Paragraph 2.

FIELD OF PRACTICE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
1. DENTIST				
a. General Practice	114,365	86.7	107,481	18,375
b. Dental Public Health	110	0.1	83	61
c. Endodontist	681	0.5	455	314
d. Oral and Maxillofacial Pathology	22	-	14	10
e. Oral and Maxillofacial Radiology	30	-	13	22
f. Oral Surgeon	499	0.4	363	243
g. Orthodontist	1,480	1.1	1,012	807
h. Pedodontist	1,214	0.9	970	511
i. Periodontist	744	0.6	572	330
j. Prosthodontist	706	0.5	425	400
2. STUDENT				
a. Dental Student	7,317	5.5	6,326	1,750
b. Dental Resident	371	0.3	277	201
3. STAFF				
a. Dental Assistant	336	0.3	-	336
b. Dental Hygiene Student	89	0.1	-	89
c. Front Office Coordinator	197	0.1	-	197
d. Hygienist	1,115	0.8	-	1,115
e. Office Manager	456	0.3	-	456
4. OTHERS ALLIED				
a. Anesthesiologist	57	0.1	48	20
b. Consultant	609	0.5	-	609
c. Dental Educator	134	0.1	-	134
d. Dental Lab Tech	271	0.2	-	271
e. Dental Lecturer	54	0.1	-	54
5. OTHERS				
a. Other functions	1,077	0.8	3	1,075
b. Industry / Dental Company Sales Rep	49	-	1	48
UNIQUE TOTAL QUALIFIED CIRCULATION*	131,983	100.0	118,043	27,428
PERCENT	100.0		89.4	20.8

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

Qualified Within

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	41,748	33,124	14,297	75,229	27,428	89,169	67.6
II. Request from recipient's company:	-	150	51	201	-	201	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	42,613	-	-	42,613	-	42,613	32.3
**Association rosters and directories	42,613	-	-	42,613	-	42,613	32.3
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	84,361	33,274	14,348	118,043	27,428	131,983	100.0
PERCENT	63.9	25.2	10.9	89.4	20.8	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 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	117,840	26,971	131,324	99.5
Individuals by name only	3	457	459	0.3
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	200	-	200	0.2
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	118,043	27,428	131,983	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 2015	July - December 2015	January – June 2016	July - December 2016	January – June 2017	July - December 2017*
Unique Total Audit Average Qualified:***	124,890	127,567	127,629	128,695	129,553	132,764
Unique Qualified Non-Paid:***	124,830	127,503	127,570	128,633	129,490	132,712
Print:	112,772	114,397	114,212	115,623	117,033	120,842
Digital:	25,687	27,656	28,639	28,947	28,706	26,123
Unique Qualified Paid:***	60	64	59	62	63	52
Print:	60	64	59	62	63	52
Digital:	48	47	43	45	47	39
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 2017 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

2017	Android App		IOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			30,922	
July	2,806	716	31,638	
August	2,782	1,570	33,208	
September	2,831	2,460	35,668	
October	2,846	612	36,280	
November	2,859	437	36,717	
December	2,847	296	37,013	

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.

Dentaltown Community App

2017	PAGEVIEWS*	SESSIONS	USERS	AVERAGE SESSION DURATION
July	944,293	96,816	7,272	11:21
August	1,015,776	99,510	7,420	11:26
September	984,967	95,156	7,387	11:31
October	1,165,112	103,179	7,683	11:55
November	1,207,614	102,280	7,518	11:46
December	1,142,872	99,047	6,899	11:33
AVERAGE:	1,076,772	99,331	7,363	11:35

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

Dentaltown Magazine App

2017	Android App		IOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			10,744	
July	263	154	10,898	
August	240	122	11,020	
September	249	73	11,093	
October	249	35	11,128	
November	237	14	11,142	
December	220	4	11,146	

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.

WEBSITE CHANNEL

WWW.DENTALTOWN.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	1,689,112	254,872	89,855	9:09
August	1,881,532	288,288	98,860	9:07
September	1,648,828	248,818	85,974	9:17
October	2,095,312	301,493	92,810	8:59
November	1,753,945	263,370	84,459	9:37
December	1,564,108	250,420	86,865	9:07
AVERAGE:	1,772,139	267,876	89,803	9:12

July – December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

M.DENTALTOWN.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	98,807	21,074	6,449	5:46
August	96,784	23,113	7,445	5:05
September	80,502	18,337	5,814	5:17
October	91,783	20,090	5,913	5:34
November	69,421	15,019	5,107	5:55
December	30,861	5,537	945	7:20
AVERAGE:	78,026	17,195	5,279	5:50

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Dentaltown Social Media



Twitter followers

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



Facebook likes

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

2017

	Twitter followers	Facebook likes
Beginning Balance	18,946	84,644
July	19,172	84,636
August	19,374	84,636
September	19,589	84,616
October	19,810	84,591
November	19,981	84,639
December	20,118	84,631

ADDITIONAL DATA

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, 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 42,613 copies or 32.3%, including the American Dental Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Apps, Websites and Social Media 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, 2018

State

Arizona

County

Maricopa

Received by BPA Worldwide

January 16, 2018

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.