

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  
11,475 average circulation

**ORTHOTOWN E-NEWSLETTER**



26 issued in the period  
5,408 average per occurrence

**ORTHOTOWN APPS**



Orthotown App - iOS  
1,580 cumulative downloads  
Magazine App - iOS  
3,507 cumulative downloads  
Orthotown App - Android  
170 installs on active devices  
Magazine App - Android  
71 installs on active devices

**ORTHOTOWN WEBSITES**



www.orthotown.com  
4,913 average unique browsers  
m.orthotown.com  
375 average unique browsers

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>ORTHOTOWN MAGAZINE</b> Unique Total* (5 issues in the period)	11,464	11	11,475
a. Print	10,709	11	10,720
b. Digital	2,522	9	2,531
1. Requested	2,522	9	2,531
2. Non-Requested	-	-	-
<b>ORTHOTOWN E-NEWSLETTER</b>			
a. Orthotown eNews (26 issued in the period)	5,408	-	5,408
<b>ORTHOTOWN APPS - iOS</b>			
a. Orthotown App (cumulative downloads)	**1,580	-	**1,580
b. Orthotown Magazine App (cumulative downloads)	**3,507	-	**3,507
<b>ORTHOTOWN APPS - ANDROID</b>			
a. Orthotown App (installs on active devices)	**170	-	**170
b. Orthotown Magazine App (installs on active devices)	**71	-	**71
<b>ORTHOTOWN WEBSITE</b> (Monthly Unique Browsers with 47,680 average Page Impressions)	4,913	-	4,913
<b>M.ORTHOTOWN WEBSITE</b> (Monthly Unique Browsers with 24,904 average Page Impressions)	375	-	375

\*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		647
Allocated for Trade Shows and Conventions		-
All Other		236
<b>TOTAL</b>		<b>883</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	11,223	97.8	11,212	97.7	11	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	252	2.2	252	2.2	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,475</b>	<b>100.0</b>	<b>11,464</b>	<b>99.9</b>	<b>11</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Unique Total Qualified*
July/August	10,654	2,454	11,396
September	10,715	2,492	11,467
October	10,763	2,553	11,513
November	10,768	2,575	11,528
December	10,698	2,583	11,469

\*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 0.6% or 67 copies above the average of the other 4 issues reported in Paragraph 2.**

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print		Digital	
			Print	Digital	Print	Digital
Orthodontists	10,537	91.4	9,870	2,317		
Orthodontic Residents	991	8.6	898	258		
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,528</b>	<b>100.0</b>	<b>10,768</b>	<b>2,575</b>		
<b>PERCENT</b>	<b>100.0</b>		<b>93.4</b>	<b>22.3</b>		

\*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:	<b>4,154</b>	<b>2,596</b>	<b>1,074</b>	<b>7,064</b>	<b>2,575</b>	<b>7,824</b>	<b>67.9</b>
II. Request from recipient's company:	<b>62</b>	<b>32</b>	<b>167</b>	<b>261</b>	-	<b>261</b>	<b>2.2</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>3,443</b>	-	-	<b>3,443</b>	-	<b>3,443</b>	<b>29.9</b>
**Association rosters and directories	3,443	-	-	3,443	-	3,443	29.9
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,659</b>	<b>2,628</b>	<b>1,241</b>	<b>10,768</b>	<b>2,575</b>	<b>11,528</b>	<b>100.0</b>
<b>PERCENT</b>	<b>66.4</b>	<b>22.8</b>	<b>10.8</b>	<b>93.4</b>	<b>22.3</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 NOVEMBER 2016**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	10,507	2,575	11,267	97.7
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	261	-	261	2.3
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>10,768</b>	<b>2,575</b>	<b>11,528</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 STATEMENTS**

6-Month Period Ended:	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***:	10,934	11,163	11,055	11,490	11,205	11,475
Unique Qualified Non-Paid Total***:	10,928	11,153	11,047	11,482	11,196	11,464
Print:	10,436	10,603	10,457	10,774	10,457	10,709
Digital:	1,606	1,738	1,887	2,194	2,350	2,522
Unique Qualified Paid Total***:	6	10	8	8	9	11
Print:	6	10	8	8	9	11
Digital:	6	9	7	7	8	9
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 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

## Orthotown App

2016	Android App		iOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			1,314	
July	-	28	1,342	
August	-	43	1,385	
September	168	51	1,436	
October	173	63	1,499	
November	175	36	1,535	
December	170	45	1,580	

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 Total 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

2016	*PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	23,781	3,559	303	11.75	01:33	09:56
August	30,862	4,239	327	12.96	01:20	09:26
September	29,920	4,410	375	11.76	01:24	09:12
October	24,407	3,927	426	9.22	01:20	08:00
November	19,406	3,260	321	10.16	01:22	07:45
December	21,046	3,245	321	10.11	01:16	07:52
<b>AVERAGE:</b>	<b>24,904</b>	<b>3,773</b>	<b>346</b>	<b>10.99</b>	<b>01:22</b>	<b>08:42</b>

July – December 2016 data was provided by Google Analytics

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

## Orthotown Magazine App

2016	Android App		iOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			3,342	
July	-	30	3,372	
August	-	28	3,400	
September	72	30	3,430	
October	70	29	3,459	
November	68	26	3,485	
December	71	22	3,507	

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

# WEBSITE CHANNEL

## WWW.ORTHOTOWN.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	44,456	10,041	4,335	2.32	01:41	05:45
August	56,417	12,753	5,109	2.50	01:39	05:38
September	47,312	11,222	4,767	2.35	01:41	05:24
October	51,633	13,252	6,868	1.93	01:32	04:26
November	43,756	9,924	4,113	2.41	01:35	05:30
December	42,509	9,870	4,289	2.30	01:35	05:16
<b>AVERAGE:</b>	<b>47,680</b>	<b>11,177</b>	<b>4,913</b>	<b>2.30</b>	<b>01:37</b>	<b>05:19</b>

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

## M.ORTHOTOWN.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	5,489	1,306	374	3.49	01:19	04:12
August	6,792	1,625	402	4.04	01:18	04:09
September	6,266	1,472	381	3.86	01:17	04:09
October	4,957	1,339	425	3.15	01:09	03:06
November	5,548	1,288	315	4.09	01:12	03:59
December	5,606	1,453	353	4.12	01:19	03:44
<b>AVERAGE:</b>	<b>5,776</b>	<b>1,414</b>	<b>375</b>	<b>3.79</b>	<b>01:16</b>	<b>03:53</b>

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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a 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, 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.

### MAGAZINE:

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 3,443 copies or 29.9%, including American Dental Association list of Orthodontic Specialists, including Orthodontic Residents.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Apps, and Websites 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 Donovan, 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 BD

ID Number 0212B0D6

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.