

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  
10,736 average circulation

### ORTHOTOWN E-NEWSLETTER



26 issued in the period  
5,615 average per occurrence

### ORTHOTOWN APPS



Orthotown App - iOS  
5,234 cumulative downloads  
Magazine App - iOS  
3,889 cumulative downloads  
Orthotown App - Android  
137 installs on active devices  
Magazine App - Android  
51 installs on active devices

### ORTHOTOWN WEBSITES



www.orthotown.com  
8,286 average users  
m.orthotown.com  
256 average users

## 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)	10,728	8	10,736
a. Print	9,919	8	9,927
b. Digital	2,593	6	2,599
1. Requested	2,593	6	2,599
2. Non-Requested	-	-	-
<b>ORTHOTOWN E-NEWSLETTER</b>			
a. Orthotown eNews (26 issued in the period)	5,615	-	5,615
<b>ORTHOTOWN APPS - iOS</b>			
a. Orthotown App (cumulative downloads)	**5,234	-	**5,234
b. Orthotown Magazine App (cumulative downloads)	**3,889	-	**3,889
<b>ORTHOTOWN APPS - ANDROID</b>			
a. Orthotown App (installs on active devices)	**137	-	**137
b. Orthotown Magazine App (installs on active devices)	**51	-	**51
<b>ORTHOTOWN WEBSITE</b> (Monthly Users with 43,265 average Pageviews)	8,286	-	8,286
<b>M.ORTHOTOWN WEBSITE</b> (Monthly Users with 3,041 average Pageviews)	256	-	256

\*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		651
Allocated for Trade Shows and Conventions		-
All Other		265
<b>TOTAL</b>		<b>916</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	10,531	98.1	10,523	98.0	8	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	205	1.9	205	1.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,736</b>	<b>100.0</b>	<b>10,728</b>	<b>99.9</b>	<b>8</b>	<b>0.1</b>

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

2017 Issue	Print	Digital	Unique Total Qualified*
July/August	9,953	2,663	10,759
September	10,189	2,598	10,992
October	10,130	2,591	10,942
November	9,848	2,594	10,666
December	9,518	2,547	10,322

\*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 0.8% or 88 copies below 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	9,846	92.3	9,158	2,285		
Orthodontic Residents	820	7.7	690	309		
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>10,666</b>	<b>100.0</b>	<b>9,848</b>	<b>2,594</b>		
<b>PERCENT</b>	<b>100.0</b>		<b>92.3</b>	<b>24.3</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 2017**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>3,381</b>	<b>2,331</b>	<b>972</b>	<b>5,866</b>	<b>2,594</b>	<b>6,684</b>	<b>62.7</b>
II. Request from recipient's company:	<b>99</b>	<b>62</b>	<b>20</b>	<b>181</b>	-	<b>181</b>	<b>1.7</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>3,801</b>	-	-	<b>3,801</b>	-	<b>3,801</b>	<b>35.6</b>
**Association rosters and directories	3,801	-	-	3,801	-	3,801	35.6
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,281</b>	<b>2,393</b>	<b>992</b>	<b>9,848</b>	<b>2,594</b>	<b>10,666</b>	<b>100.0</b>
<b>PERCENT</b>	<b>68.3</b>	<b>22.4</b>	<b>9.3</b>	<b>92.4</b>	<b>24.4</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 2017**

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	9,668	2,594	10,486	98.3
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	180	-	180	1.7
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,848</b>	<b>2,594</b>	<b>10,666</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 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Unique Total Audit Average Qualified***:	11,055	11,490	11,205	11,475	11,154	10,736
Unique Qualified Non-Paid Total***:	11,047	11,482	11,196	11,464	11,145	10,728
Print:	10,457	10,774	10,457	10,709	10,352	9,919
Digital:	1,887	2,194	2,350	2,522	2,612	2,593
Unique Qualified Paid Total***:	8	8	9	11	9	8
Print:	8	8	9	11	9	8
Digital:	7	7	8	9	7	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 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.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017\*\***

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	36	6	37		Kentucky	130	19	133	
New Hampshire	41	10	42		Tennessee	173	33	176	
Vermont	24	3	24		Alabama	129	35	135	
Massachusetts	279	60	291		Mississippi	58	6	59	
Rhode Island	32	8	35		EAST SO. CENTRAL	490	93	503	4.7
Connecticut	129	28	133		Arkansas	50	7	52	
NEW ENGLAND	541	115	562	5.3	Louisiana	125	21	128	
New York	711	151	743		Oklahoma	92	22	97	
New Jersey	372	78	384		Texas	772	175	806	
Pennsylvania	441	89	466		WEST SO. CENTRAL	1,039	225	1,083	10.1
MIDDLE ATLANTIC	1,524	318	1,593	14.9	Montana	35	7	36	
Ohio	319	87	338		Idaho	52	8	54	
Indiana	162	29	167		Wyoming	14	1	14	
Illinois	412	84	430		Colorado	220	61	231	
Michigan	282	63	294		New Mexico	56	10	59	
Wisconsin	160	47	176		Arizona	193	57	204	
EAST NO. CENTRAL	1,335	310	1,405	13.2	Utah	126	26	133	
Minnesota	133	30	144		Nevada	107	41	119	
Iowa	74	16	79		MOUNTAIN	803	211	850	8.0
Missouri	221	37	230		Alaska	18	3	18	
North Dakota	17	3	18		Washington	250	65	264	
South Dakota	22	3	22		Oregon	78	18	87	
Nebraska	55	15	57		California	1,284	289	1,346	
Kansas	64	10	66		Hawaii	42	6	43	
WEST NO. CENTRAL	586	114	616	5.8	PACIFIC	1,672	381	1,758	16.5
Delaware	18	7	19		UNITED STATES	9,750	2,177	10,212	95.7
Maryland	200	51	209		U.S. Territories	8	3	9	
Washington, DC	38	9	40		Canada	81	86	115	
Virginia	287	56	293		Mexico	-	22	22	
West Virginia	40	6	40		Other International	4	291	292	
North Carolina	248	51	261		APO/FPO	5	15	16	
South Carolina	117	26	124		<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>				
Georgia	260	64	272			<b>9,848</b>	<b>2,594</b>	<b>10,666</b>	<b>100.0</b>
Florida	552	140	584						
SOUTH ATLANTIC	1,760	410	1,842	17.2					

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

\*\*See Additional Data

## E-NEWSLETTER CHANNEL

2017	Orthotown eNews
<b>JULY</b>	
July 2	5,675
July 9	5,679
July 16	5,677
July 23	5,677
July 30	5,654
<b>AUGUST</b>	
August 6	5,703
August 13	5,628
August 20	5,646
August 27	5,623
<b>SEPTEMBER</b>	
September 3	5,631
September 10	5,625
September 17	5,613
September 24	5,573
<b>OCTOBER</b>	
October 1	5,576
October 8	5,579
October 15	5,588
October 22	5,583
October 29	5,585
<b>NOVEMBER</b>	
November 5	5,585
November 12	5,585
November 19	5,583
November 26	5,543
<b>DECEMBER</b>	
December 3	5,579
December 10	5,605
December 17	5,602
December 31	5,603
<b>AVERAGE:</b>	<b>5,615</b>

Orthotown eNews (26 issued in the period)

## APP CHANNEL

### Orthotown App

2017	Android App		iOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			2,080	
July	142	151	2,231	
August	127	996	3,227	
September	137	1,840	5,067	
October	147	87	5,154	
November	140	45	5,199	
December	137	35	5,234	

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

2017	*PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	19,768	3,784	350	6:31
August	24,171	3,698	359	7:42
September	22,000	3,637	369	6:50
October	25,706	3,752	389	6:55
November	27,638	3,489	387	8:31
December	24,087	3,677	324	7:30
<b>AVERAGE:</b>	<b>23,895</b>	<b>3,673</b>	<b>363</b>	<b>7:20</b>

July - December 2017 data was provided by Google Analytics

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

### Orthotown Magazine App

2017	Android App		iOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			3,666	
July	58	54	3,720	
August	58	84	3,804	
September	57	53	3,857	
October	56	20	3,877	
November	53	7	3,884	
December	51	5	3,889	

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 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

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	40,120	12,031	7,183	3:31
August	47,575	14,553	9,247	3:31
September	39,338	11,612	7,067	4:01
October	45,051	13,360	8,208	3:49
November	46,239	14,805	9,360	3:44
December	41,270	13,588	8,656	3:35
<b>AVERAGE:</b>	<b>43,265</b>	<b>13,324</b>	<b>8,286</b>	<b>3:41</b>

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

### M.ORTHOTOWN.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	3,840	1,157	324	3:38
August	4,029	952	335	4:09
September	2,710	770	266	3:13
October	3,649	1,017	351	3:09
November	2,325	703	216	3:04
December	1,692	404	46	3:54
<b>AVERAGE:</b>	<b>3,041</b>	<b>834</b>	<b>256</b>	<b>3:31</b>

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](http://www.adicompli.com)

## 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, 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 3,801 copies or 35.6%, 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.

### 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 16, 2018

State Arizona

County Maricopa

Received by BPA Worldwide January 16, 2018

Type BD

ID Number 0212B0D7

#### 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.