

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
129,553 average circulation

DENTALTOWN E-NEWSLETTERS



3 E-Newsletters in the period
162 total issued in the period
104,688 average per occurrence
62,185 average per occurrence
65,229 average per occurrence

DENTALTOWN APPS




Community App – iOS
30,922 cumulative downloads
Magazine App - iOS
10,744 cumulative downloads
Community App – Android
2,856 installs on active devices
Magazine App - Android
269 installs on active devices

DENTALTOWN WEBSITES



www.dentaltown.com
98,258 average users
m.dentaltown.com
7,817 average users

DENTALTOWN SOCIAL MEDIA



18,946 Twitter followers
84,644 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)	129,490	63	129,553
a. Print	117,033	63	117,096
b. Digital	28,706	47	28,753
1. Requested	28,706	47	28,753
2. Non-Requested	-	-	-
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (26 issued in the period)	104,688	-	104,688
b. Dentaltown CE-News (9 issued in the period)	62,185	-	62,185
c. Dentaltown ePromos (127 issued in the period)	65,229	-	65,229
DENTALTOWN APPS - iOS			
a. Dentaltown Community App (cumulative downloads)	**30,922	-	**30,922
b. Dentaltown Magazine App (cumulative downloads)	**10,744	-	**10,744
DENTALTOWN APPS - ANDROID			
a. Dentaltown Community App (installs on active devices)	**2,856	-	**2,856
b. Dentaltown Magazine App (installs on active devices)	**269	-	**269
DENTALTOWN WEBSITE (Monthly Users with 2,003,113 average Pageviews)	98,258	-	98,258
M.DENTALTOWN WEBSITE (Monthly Users with 120,155 average Pageviews)	7,817	-	7,817
DENTALTOWN SOCIAL MEDIA			
a. Twitter followers	**18,946	-	**18,946
b. Facebook likes	**84,644	-	**84,644

*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	3,360
Allocated for Trade Shows and Conventions	125
All Other	280
TOTAL	3,765

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	129,212	99.7	129,149	99.7	63	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	341	0.3	341	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	129,553	100.0	129,490	100.0	63	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	116,524	28,852	129,211
February	117,024	28,589	129,332
March	116,683	28,981	129,147
April	116,431	28,736	128,842
May	115,300	28,864	127,825
June	120,613	28,494	132,960

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 This issue is 1.6% or 2,073 copies below the average of the other 5 issues reported in Paragraph 2.

FIELD OF PRACTICE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
General Dentist	103,104	80.7	96,048	18,907
Anesthesiologist	63	-	57	17
Consultant	910	0.7	593	629
Cosmetic Dentist	592	0.5	404	306
Dental Assistant	662	0.5	564	238
Dental Company Rep	711	0.6	557	368
Dental Educator	206	0.2	139	129
Dental Laboratory Technician	503	0.4	419	207
Dental Lecturer	71	0.1	36	60
Dental Resident	430	0.3	318	232
Dental Student	9,308	7.3	8,122	2,063
Endodontist	737	0.6	489	344
Endodontic Resident	56	-	21	40
Front Office Coordinator	457	0.4	378	205
Hygiene Student	147	0.1	111	67
Hygienist	1,995	1.6	1,588	813
Implantologist	296	0.2	86	246
Office Manager	715	0.6	525	357
Oral & Maxillofacial Surgeon	526	0.4	380	244
Oral & Maxillofacial Surgical Resident	44	-	30	28
Oral Pathologist	24	-	14	13
Orthodontist	1,433	1.1	1,010	749
Orthodontic Resident	159	0.1	75	121
Pediatric Dentist	1,183	0.9	969	481
Pediatric Resident	98	0.1	71	57
Periodontist	786	0.6	602	348
Periodontic Resident	41	-	21	26
Prosthodontist	744	0.6	442	421
Public Health Dentist	117	0.1	90	58
Radiologist	29	-	11	22
TMD Specialist	48	-	39	22
Other	1,630	1.3	1,091	1,046
UNIQUE TOTAL QUALIFIED CIRCULATION*	127,825	100.0	115,300	28,864
PERCENT	100.0		90.2	22.6

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

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	42,443	37,117	18,232	85,267	28,864	97,792	76.5
II. Request from recipient's company:	150	50	2	202	-	202	0.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	29,831	-	-	29,831	-	29,831	23.3
**Association rosters and directories	29,831	-	-	29,831	-	29,831	23.3
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	72,424	37,167	18,234	115,300	28,864	127,825	100.0
PERCENT	56.6	29.1	14.3	90.2	22.6	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 MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	114,616	28,416	126,909	99.2
Individuals by name only	484	448	716	0.6
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	200	-	200	0.2
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	115,300	28,864	127,825	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	Circulation Claim	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified:***	123,925	124,890	127,567	127,629	128,695	129,553
Unique Qualified Non-Paid:***	123,875	124,830	127,503	127,570	128,633	129,490
Print:	113,290	112,772	114,397	114,212	115,623	117,033
Digital:	23,012	25,687	27,656	28,639	28,947	28,706
Unique Qualified Paid:***	50	60	64	59	62	63
Print:	50	60	64	59	62	63
Digital:	40	48	47	43	45	47
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 2016 – June 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			25,705	
January	2,753	795	26,500	
February	2,795	1,010	27,510	
March	2,783	1,350	28,860	
April	2,870	690	29,550	
May	2,839	614	30,164	
June	2,856	758	30,922	

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
January	1,155,497	105,671	7,435	12:21
February	1,116,525	99,888	7,322	12:31
March	1,231,257	116,930	7,774	12:39
April	1,253,803	112,323	7,499	12:40
May	1,057,575	108,304	7,508	11:27
June	959,442	98,300	7,312	11:22
AVERAGE:	1,129,017	106,903	7,475	12:10

*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			10,289	
January	344	67	10,356	
February	338	61	10,417	
March	319	72	10,489	
April	297	51	10,540	
May	272	78	10,618	
June	269	126	10,744	

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
January	2,020,648	302,645	103,384	9:31
February	1,916,617	286,641	101,594	9:32
March	2,262,695	338,362	109,303	8:51
April	2,100,784	295,632	91,797	9:03
May	1,915,362	281,584	93,404	9:35
June	1,802,573	276,618	90,071	8:59
AVERAGE:	2,003,113	296,913	98,258	9:15

January – June 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
January	127,121	28,734	9,183	5:36
February	123,918	24,954	7,605	6:25
March	136,007	27,842	8,430	6:19
April	120,183	24,264	7,083	6:31
May	111,141	23,359	7,180	5:52
June	102,559	22,037	7,418	5:38
AVERAGE:	120,155	25,198	7,817	6:04

January – June 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	17,756	84,876
January	17,949	84,838
February	18,148	84,836
March	18,355	84,814
April	18,544	84,691
May	18,762	84,614
June	18,946	84,644

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 29,831 copies or 23.3%, 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

July 17, 2017

State

Arizona

County

Maricopa

Received by BPA Worldwide

July 17, 2017

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BJ

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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.