

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  
10,133 average circulation

**ORTHOTOWN E-NEWSLETTER**



25 issued in the period  
5,650 average per occurrence

**ORTHOTOWN APPS**



Orthotown App – iOS  
5,420 cumulative downloads  
Orthotown App – Android  
137 installs on active devices

**ORTHOTOWN WEBSITE**



www.orthotown.com  
9,411 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)	10,125	8	10,133
a. Print	9,336	8	9,344
b. Digital	2,507	6	2,513
1. Requested	2,507	6	2,513
2. Non-Requested	-	-	-
<b>ORTHOTOWN E-NEWSLETTER</b>			
Orthotown eNews (25 issued in the period)	5,650	-	5,650
<b>ORTHOTOWN APPS – iOS</b>			
Orthotown App	*5,420	-	*5,420
<b>ORTHOTOWN APPS – ANDROID</b>			
Orthotown App (installs on active devices)	137	-	137
<b>ORTHOTOWN WEBSITE</b> (Monthly Users with 39,995 average Pageviews)	9,411	-	9,411

\*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	638
Allocated for Trade Shows and Conventions	60
All Other	279
<b>TOTAL</b>	<b>977</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	9,962	98.3	9,954	98.2	8	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	171	1.7	171	1.7	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,133</b>	<b>100.0</b>	<b>10,125</b>	<b>99.9</b>	<b>8</b>	<b>0.1</b>

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

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	9,422	2,564	10,223
March	9,367	2,571	10,166
April	9,304	2,567	10,099
May	9,335	2,572	10,113
June	9,292	2,294	10,065

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
**This issue is 0.2% or 25 copies below the average of the other 4 issues reported in Paragraph 2.**

Field of Practice	Unique Total Qualified*	Percent of Total	Circulation	
			Print	Digital
Orthodontists	9,363	92.6	8,708	2,271
Orthodontic Residents	750	7.4	627	301
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>10,113</b>	<b>100.0</b>	<b>9,335</b>	<b>2,572</b>
<b>PERCENT</b>	<b>100.0</b>		<b>92.3</b>	<b>25.4</b>

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

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>3,308</b>	<b>2,167</b>	<b>731</b>	<b>5,428</b>	<b>2,572</b>	<b>6,206</b>	<b>61.3</b>
II. Request from recipient's company:	<b>1</b>	<b>121</b>	<b>47</b>	<b>169</b>	-	<b>169</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>3,738</b>	-	-	<b>3,738</b>	-	<b>3,738</b>	<b>37.0</b>
**Association rosters and directories	3,738	-	-	3,738	-	3,738	37.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,047</b>	<b>2,288</b>	<b>778</b>	<b>9,335</b>	<b>2,572</b>	<b>10,113</b>	<b>100.0</b>
<b>PERCENT</b>	<b>69.7</b>	<b>22.6</b>	<b>7.7</b>	<b>92.3</b>	<b>25.4</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 MAY 2018**

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	9,167	2,572	9,945	98.3
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	168	-	168	1.7
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,335</b>	<b>2,572</b>	<b>10,113</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	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*
Unique Total Audit Average Qualified***:	11,490	11,205	11,475	11,154	10,736	10,133
Unique Qualified Non-Paid Total***:	11,482	11,196	11,464	11,145	10,728	10,125
Print:	10,774	10,457	10,709	10,352	9,919	9,336
Digital:	2,194	2,350	2,522	2,612	2,593	2,507
Unique Qualified Paid Total***:	8	9	11	9	8	8
Print:	8	9	11	9	8	8
Digital:	7	8	9	7	6	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 - June 2018 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

2018	Android App		iOS App
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)
Beginning Balance			5,234
January	147	28	5,262
February	142	44	5,306
March	160	30	5,336
April	151	19	5,355
May	142	40	5,395
June	137	25	5,420

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

2018	Pageviews*	Sessions	Users	Average Session Duration
January	28,921	3,962	360	07:29
February	23,466	3,436	326	07:50
March	20,615	3,028	306	07:58
April	23,635	3,265	288	07:36
May	20,110	3,341	310	06:04
June	17,685	2,939	301	07:43
<b>AVERAGE:</b>	<b>22,405</b>	<b>3,329</b>	<b>315</b>	<b>07:27</b>

January – June 2018 data was provided by Google Analytics

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

## WEBSITE CHANNEL

### WWW.ORTHOTOWN.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	53,021	19,090	13,592	2:58
February	43,176	15,346	10,359	3:01
March	38,869	13,051	8,417	3:23
April	38,926	13,099	8,295	3:25
May	34,862	12,621	8,017	3:15
June	31,119	11,485	7,787	3:03
<b>AVERAGE:</b>	<b>39,995</b>	<b>14,115</b>	<b>9,411</b>	<b>3:10</b>

January – June 2018 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.

## ADDITIONAL DATA

### MAGAZINE:

#### 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.

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 3,738 copies or 37.0%, including American Dental Association.

#### 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 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, 2018
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County	Maricopa
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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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.