

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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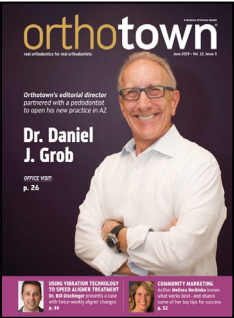
ORTHOTOWN is a B2B brand intended for connecting individuals in the dental specialty of orthodontics for the sharing of knowledge. The brand content and editorial scope of the publication includes case presentations, treatment plans, ideas for practice improvement, interactive message board forums, continuing 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



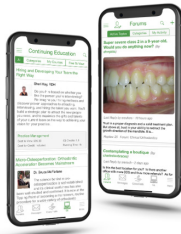
5 issues in the period
9,934 average circulation

ORTHOTOWN E-NEWSLETTER



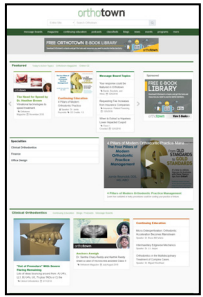
26 issued in the period
5,993 average per occurrence

ORTHOTOWN APPS



Orthotown App – iOS
5,659 cumulative downloads
Orthotown App – Android
149 installs on active devices

ORTHOTOWN WEBSITE



10,078 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ORTHOTOWN MAGAZINE Unique Total* (5 issues in the period)	9,926	8	9,934
a. Print	9,113	8	9,121
b. Digital	2,515	7	2,522
1. Requested	2,515	7	2,522
2. Non-Requested	-	-	-
ORTHOTOWN E-NEWSLETTER			
Orthotown eNews (26 issued in the period)	5,993	-	5,993
ORTHOTOWN APP – IOS			
Orthotown App	**5,659	-	**5,659
ORTHOTOWN APP – ANDROID			
Orthotown App (installs on active devices)	**149	-	**149
ORTHOTOWN WEBSITE (Monthly Users with 30,776 average Pageviews)	10,078	-	10,078

*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		625
Allocated for Trade Shows and Conventions		30
All Other		266
TOTAL		921

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,789	98.5	9,781	98.4	8	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	145	1.5	145	1.5	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,934	100.0	9,926	99.9	8	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
January/February	9,184	2,561	9,993
March	9,138	2,596	9,961
April	9,076	2,587	9,901
May	9,182	2,438	9,987
June	9,026	2,429	9,831

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
This issue is 0.7% or 65 copies above the average of the other 4 issues reported in Paragraph 2.

Field of Practice	Unique Total Qualified*	Percent of Total	Print	Digital
Orthodontists	9,268	92.8	8,628	2,105
Orthodontic Residents	719	7.2	554	333
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,987	100.0	9,182	2,438
PERCENT	100.0		91.9	24.4

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	4,111	1,683	766	5,755	2,438	6,560	65.7
II. Request from recipient's company:	2	-	-	2	-	2	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	13	121	134	-	134	1.3
V. TOTAL – Sources other than above (listed alphabetically):	3,291	-	-	3,291	-	3,291	33.0
**Association rosters and directories	3,291	-	-	3,291	-	3,291	33.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,404	1,696	887	9,182	2,438	9,987	100.0
PERCENT	74.1	17.0	8.9	92.0	24.5	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 2019

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	9,048	2,438	9,853	98.7
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	134	-	134	1.3
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,182	2,438	9,987	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Unique Total Audit Average Qualified***:	11,475	11,154	10,736	10,133	10,184	9,934
Unique Qualified Non-Paid Total***:	11,464	11,145	10,728	10,125	10,177	9,926
Print:	10,709	10,352	9,919	9,336	9,384	9,113
Digital:	2,522	2,612	2,593	2,507	2,528	2,515
Unique Qualified Paid Total***:	11	9	8	8	7	8
Print:	11	9	8	8	7	8
Digital:	9	7	6	6	6	7
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 2019 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 MAY 2019**

Left Column					Right Column				
State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	30	8	33		Kentucky	127	22	132	
New Hampshire	39	7	40		Tennessee	154	36	157	
Vermont	22	5	22		Alabama	110	32	116	
Massachusetts	255	60	270		Mississippi	53	8	54	
Rhode Island	31	7	33		EAST SO. CENTRAL	444	98	459	4.6
Connecticut	127	33	134		Arkansas	51	5	53	
NEW ENGLAND	504	120	532	5.3	Louisiana	118	20	121	
New York	645	129	675		Oklahoma	82	14	83	
New Jersey	346	81	357		Texas	721	163	767	
Pennsylvania	394	90	423		WEST SO. CENTRAL	972	202	1,024	10.3
MIDDLE ATLANTIC	1,385	300	1,455	14.6	Montana	38	8	38	
Ohio	291	70	306		Idaho	56	7	57	
Indiana	140	31	149		Wyoming	16	2	16	
Illinois	356	87	376		Colorado	211	62	226	
Michigan	279	65	293		New Mexico	49	8	52	
Wisconsin	138	43	146		Arizona	170	56	179	
EAST NO. CENTRAL	1,204	296	1,270	12.7	Utah	121	20	128	
Minnesota	135	29	143		Nevada	112	43	130	
Iowa	71	16	75		MOUNTAIN	773	206	826	8.3
Missouri	202	43	220		Alaska	20	2	20	
North Dakota	15	3	16		Washington	217	49	231	
South Dakota	19	3	19		Oregon	74	17	81	
Nebraska	55	15	57		California	1,199	259	1,264	
Kansas	70	8	71		Hawaii	42	7	45	
WEST NO. CENTRAL	567	117	601	6.0	PACIFIC	1,552	334	1,641	16.4
Delaware	18	5	18		UNITED STATES	9,086	2,071	9,586	96.0
Maryland	187	41	198		U.S. Territories	6	6	10	
Washington, DC	31	8	34		Canada	79	82	106	
Virginia	260	56	269		Mexico	-	20	20	
West Virginia	38	6	38		Other International	5	251	253	
North Carolina	228	47	240		APQ/FPO	6	8	12	
South Carolina	115	26	121						
Georgia	250	70	267						
Florida	558	139	593						
SOUTH ATLANTIC	1,685	398	1,778	17.8					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	9,182	2,438	9,987	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2019	Orthotown eNews
JANUARY	
January 6	5,933
January 13	5,933
January 20	5,939
January 27	5,942
FEBRUARY	
February 3	5,977
February 10	5,990
February 17	5,990
February 24	6,001
MARCH	
March 3	6,002
March 10	5,996
March 17	5,978
March 24	5,963
March 31	5,980
APRIL	
April 7	6,011
April 14	6,026
April 21	6,023
April 28	6,013
MAY	
May 5	6,004
May 12	6,004
May 19	6,004
May 26	5,996
JUNE	
June 2	6,021
June 9	6,027
June 16	6,024
June 23	6,017
June 30	6,019
AVERAGE:	5,993

Orthotown eNews (26 issued in the period)

APP CHANNEL

Orthotown App

2019	Android App		iOS App
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)
Beginning Balance			5,545
January	144	20	5,565
February	141	19	5,584
March	150	12	5,596
April	156	22	5,618
May	148	29	5,647
June	149	12	5,659

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: Total downloads represents the aggregate number of downloads of the Orthotown App, not copies. Information regarding app deletion and/or removal is not available from third party vendors and has not been removed from these figures.

Orthotown App

2019	Pageviews	Sessions	Users	Average Session Duration
January	15,690	2,339	258	6:17
February	15,561	2,111	272	6:13
March	14,996	2,314	291	5:32
April	15,079	2,150	248	4:25
May	15,019	2,238	248	4:57
June	13,117	2,059	219	5:30
AVERAGE:	14,910	2,202	256	5:29

January – June 2019 data was provided by Google Analytics.

WEBSITE CHANNEL

WWW.ORTHOTOWN.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	33,884	14,221	10,144	2:21
February	31,954	13,950	10,187	2:08
March	32,961	15,304	11,465	1:54
April	30,814	13,938	10,111	1:56
May	26,887	12,735	9,187	1:50
June	28,159	12,852	9,379	1:54
AVERAGE:	30,776	13,833	10,078	2:00

January – June 2019 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 3,291 copies or 33.0%, including American Dental Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Apps, and Website 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 16, 2019
State	Arizona
County	Maricopa
Received by BPA Worldwide	July 16, 2019
Type	BD
ID Number	0212B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.