

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
127,629 average circulation

DENTALTOWN E-NEWSLETTERS

3 E-Newsletters in the period
160 total issued in the period
99,899 average per occurrence
55,923 average per occurrence
60,912 average per occurrence

DENTALTOWN APPS

Community App – iOS
21,788 cumulative downloads
Magazine App – iOS
9,887 cumulative downloads
Community App – Android
3,977 cumulative downloads
Magazine App – Android
868 cumulative downloads

DENTALTOWN WEBSITE

www.dentaltown.com
87,859 average unique browsers
m.dentaltown.com
6,986 average unique browsers

DENTALTOWN SOCIAL MEDIA

16,574 Twitter followers
84,929 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)	127,570	59	127,629
a. Print	114,212	59	114,271
b. Digital	28,639	43	28,682
1. Requested	28,639	43	28,682
2. Non-Requested	-	-	-
DENTALTOWN E-NEWSLETTERS			
a. Dentaltown eNews (26 issued in the period)	99,899	-	99,899
b. Dentaltown CE-News (6 issued in the period)	55,923	-	55,923
c. Dentaltown ePromos (128 issued in the period)	60,912	-	60,912
DENTALTOWN APPS - iOS			
a. Dentaltown Community App (cumulative downloads)	**21,788	-	**21,788
b. Dentaltown Magazine App (cumulative downloads)	**9,887	-	**9,887
DENTALTOWN APPS - ANDROID			
a. Dentaltown Community App (cumulative downloads)	**3,977	-	**3,977
b. Dentaltown Magazine App (cumulative downloads)	**868	-	**868
DENTALTOWN WEBSITE (Monthly Unique Browsers with 2,011,651 average Page Impressions)	87,859	-	87,859
M.DENTALTOWN WEBSITE (Monthly Unique Browsers with 134,690 average Page Impressions)	6,986	-	6,986
DENTALTOWN SOCIAL MEDIA			
a. Twitter followers	**16,574	-	**16,574
b. Facebook likes	**84,929	-	**84,929

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

**App Downloads and Social Media Claims are a cumulative figure, not an average.

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	3,651
Allocated for Trade Shows and Conventions	14
All Other	277
TOTAL	3,942

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	127,529	99.9	127,470	99.9	59	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	100	0.1	100	0.1	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	127,629	100.0	127,570	100.0	59	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	114,723	28,385	128,203
February	114,721	28,279	128,077
March	114,409	28,844	127,786
April	114,266	28,850	127,661
May	111,999	29,215	125,476
June	115,508	28,518	128,573

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is 2.0% or 2,584 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	103,377	82.4	96,362	17,809
Anesthesiologist	55	0.1	51	18
Consultant	1,227	1.0	817	821
Cosmetic Dentist	638	0.5	438	329
Dental Assistant	1,021	0.8	860	347
Dental Company Rep	980	0.8	729	519
Dental Educator	265	0.2	163	180
Dental Laboratory Technician	711	0.6	567	311
Dental Lecturer	118	0.1	62	90
Dental Resident	484	0.4	345	282
Dental Student	3,635	2.9	2,442	2,041
Endodontist	750	0.6	475	370
Endodontic Resident	67	0.1	26	51
Front Office Coordinator	708	0.6	551	302
Hygiene Student	222	0.2	159	113
Hygienist	2,480	2.0	1,904	1,048
Implantologist	303	0.2	92	240
Office Manager	615	0.5	452	318
Oral & Maxillofacial Surgeon	556	0.4	406	238
Oral & Maxillofacial Surgical Resident	54	-	37	34
Oral Pathologist	31	-	23	12
Orthodontist	1,472	1.2	1,048	735
Orthodontic Resident	152	0.1	87	108
Pediatric Dentist	1,146	0.9	921	457
Pediatric Resident	119	0.1	87	65
Periodontist	787	0.6	584	347
Periodontic Resident	40	-	19	28
Prosthodontist	732	0.6	438	409
Public Health Dentist	134	0.1	102	54
Radiologist	24	-	10	17
TMD Specialist	39	-	32	17
Other	2,534	2.0	1,710	1,505
UNIQUE TOTAL QUALIFIED CIRCULATION*	125,476	100.0	111,999	29,215
PERCENT	100.0		89.3	23.3

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	49,834	32,275	16,371	85,005	29,182	98,480	78.4
II. Request from recipient's company:	50	2	1,905	1,955	33	1,957	1.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	25,039	-	-	25,039	-	25,039	20.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	25,039	-	-	25,039	-	25,039	20.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	74,923	32,277	18,276	111,999	29,215	125,476	100.0
PERCENT	59.7	25.7	14.6	89.2	23.2	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 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	111,033	28,484	124,104	98.9
Individuals by name only	891	731	1,297	1.0
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	75	-	75	0.1
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	111,999	29,215	125,476	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 July – December 2013	Audited Data January – June 2014	Audited Data July - December 2014	Audited Data January – June 2015	Circulation Claim July - December 2015*	Circulation Claim January – June 2016*
Unique Total Audit Average Qualified:***	123,723	123,374	123,925	124,890	127,567	127,629
Unique Qualified Non-Paid:***	123,649	123,320	123,875	124,830	127,503	127,570
Print:	115,466	114,178	113,290	112,772	114,397	114,212
Digital:	17,597	19,700	23,012	25,687	27,656	28,639
Unique Qualified Paid:***	74	54	50	60	64	59
Print:	74	54	50	60	64	59
Digital:	50	41	40	48	47	43
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 2015 – June 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.

State	Print	Digital	Unique Total Qualified*	Percent
Maine	380	63	405	
New Hampshire	478	83	505	
Vermont	200	38	213	
Massachusetts	2,924	538	3,087	
Rhode Island	346	59	365	
Connecticut	1,517	294	1,605	
NEW ENGLAND	5,845	1,075	6,180	4.9
New York	7,860	1,366	8,217	
New Jersey	4,156	796	4,373	
Pennsylvania	4,434	782	4,633	
MIDDLE ATLANTIC	16,450	2,944	17,223	13.7
Ohio	3,707	683	3,904	
Indiana	1,981	342	2,058	
Illinois	5,175	982	5,440	
Michigan	3,708	614	3,869	
Wisconsin	2,046	372	2,145	
EAST NO. CENTRAL	16,617	2,993	17,416	13.9
Minnesota	1,930	370	2,053	
Iowa	965	161	1,017	
Missouri	1,872	364	1,970	
North Dakota	204	34	215	
South Dakota	275	43	282	
Nebraska	721	139	764	
Kansas	900	174	958	
WEST NO. CENTRAL	6,867	1,285	7,259	5.8
Delaware	268	62	285	
Maryland	2,286	443	2,416	
Washington, DC	297	72	326	
Virginia	2,958	591	3,111	
West Virginia	364	81	382	
North Carolina	2,813	562	2,976	
South Carolina	1,324	246	1,393	
Georgia	2,665	567	2,847	
Florida	6,050	1,296	6,416	
SOUTH ATLANTIC	19,025	3,920	20,152	16.1

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	1,363	222	1,436	
Tennessee	1,971	373	2,070	
Alabama	1,153	205	1,215	
Mississippi	731	100	749	
EAST SO. CENTRAL	5,218	900	5,470	4.4
Arkansas	731	106	761	
Louisiana	1,222	267	1,295	
Oklahoma	1,209	254	1,280	
Texas	7,939	1,756	8,510	
WEST SO. CENTRAL	11,101	2,383	11,846	9.4
Montana	367	62	384	
Idaho	604	132	630	
Wyoming	143	22	147	
Colorado	2,139	458	2,300	
New Mexico	610	140	655	
Arizona	2,447	670	2,715	
Utah	1,187	355	1,307	
Nevada	866	170	920	
MOUNTAIN	8,363	2,009	9,058	7.2
Alaska	292	61	305	
Washington	2,616	610	2,804	
Oregon	1,580	296	1,683	
California	16,215	2,862	17,080	
Hawaii	571	88	592	
PACIFIC	21,274	3,917	22,464	17.9
UNITED STATES	110,760	21,426	117,068	93.3
U.S. Territories	50	42	68	
Canada	1,095	1,188	1,743	
Mexico	-	111	111	
Other International	55	6,392	6,410	
APO/FPO	39	56	76	

UNIQUE TOTAL QUALIFIED CIRCULATION*

111,99929,215125,476100.0

****See Additional Data**

Dentaltown eNews (26 issued in the period)
Dentaltown eNews CE-News (6 issued in the period)
Dentaltown eNews ePromos (128 issued in the period)

APP CHANNEL

Dentaltown Community App

2016	Android App		IOS App	
	Current Installs (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			17,823	
January	3,498	713	18,536	
February	3,589	674	19,210	
March	3,771	773	19,983	
April	3,813	687	20,670	
May	3,884	545	21,215	
June	3,977	573	21,788	

Note 1: Android Current Installs represent the number of users who currently have the app installed on at least one device.

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

2016	*PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	903,089	86,826	5,993	14.49	01:17	13:02
February	995,517	92,507	6,183	14.96	01:14	13:01
March	1,028,410	97,930	6,643	14.74	01:13	12:31
April	996,094	95,720	6,570	14.57	01:14	12:32
May	997,508	97,169	6,644	14.63	01:14	12:23
June	872,740	87,644	6,390	13.72	01:15	12:09
AVERAGE:	965,560	92,966	6,404	14.52	01:14	12:36

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

Dentaltown Magazine App

2016	Android App		IOS App	
	Current Installs (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			9,446	
January	917	79	9,525	
February	913	84	9,609	
March	908	86	9,695	
April	896	76	9,771	
May	879	52	9,823	
June	868	64	9,887	

Note 1: Android Current Installs represent the number of users who currently have the app installed on at least one device.

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

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	2,021,636	282,386	88,319	3.20	01:41	10:25
February	2,110,995	288,787	90,868	3.18	01:40	10:30
March	2,153,479	296,030	89,271	3.32	01:40	10:26
April	1,998,084	289,728	91,949	3.15	01:40	09:50
May	1,950,898	278,032	84,455	3.29	01:40	10:03
June	1,834,817	267,888	82,294	3.26	01:41	09:53
AVERAGE:	2,011,651	283,808	87,859	3.23	01:40	10:11

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

M.DENTALTOWN.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	140,038	24,976	6,685	3.74	01:35	07:16
February	150,526	26,245	6,680	3.93	01:35	07:32
March	141,498	26,812	7,521	3.56	01:36	06:49
April	131,674	25,425	7,477	3.40	01:33	06:29
May	133,583	25,361	7,202	3.52	01:35	06:47
June	110,821	22,595	6,350	3.56	01:37	06:19
AVERAGE:	134,690	25,236	6,986	3.62	01:35	06:52

January – June 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.

SOCIAL MEDIA CHANNEL

Dentaltown Social Media



Twitter followers

<http://www.twitter.com/Dentaltown>



Facebook likes

<http://www.facebook.com/Dentaltown>

2016

	Twitter followers	Facebook likes
Beginning Balance	14,862	78,037
January	15,164	78,919
February	15,617	80,219
March	15,910	81,976
April	16,218	83,303
May	16,422	84,374
June	16,574	84,929

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:

Other sources include 1 source of circulation for a quantity of 25,039 copies or 20.0%, including SK&A DentistPRO General Dentist List.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, App, Website 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 15, 2016

State Arizona

County Maricopa

Received by BPA Worldwide July 15, 2016

Type BJ

ID Number D158B0J6

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.