



**Alliance for
Audited Media**
TRANSACTION WITH TRUST

CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2025

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Dentaltown®

CONSOLIDATED MEDIA REPORT

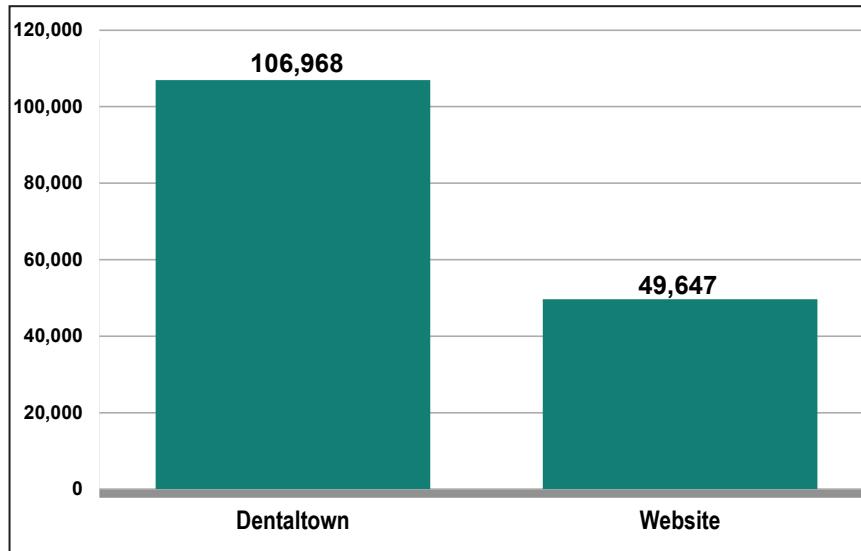
B2B Media

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TOTAL AVERAGE GROSS CONTACTS

156,615



EXECUTIVE SUMMARY

Channels	Contacts	Period
Dentaltown		6 months ended December 31, 2025
Total Qualified Circulation	106,968	
Website Activity		6 months ended December 31, 2025
Page Views	649,159	
Sessions/Visits	148,449	
Users/Visitors	49,647	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



Dentaltown

6 months ended December 31, 2025

Subject to Audit

Field Served:

Dentaltown serves the dental profession.



All totals in this report represent aggregate unique recipients,
not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		106,968
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		100,990
Qualified Nonpaid Individual - Digital		11,875
Total Qualified Nonpaid Individual		106,968
Total Average Qualified Nonpaid Circulation		106,968

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	977
Nonqualified Miscellaneous, Including Staff Copies - Digital	19
Total Nonqualified Miscellaneous, Including Staff Copies	981
Total Average Nonqualified Circulation	981

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	102,426	12,436	108,692
Aug	102,533	11,993	108,588
Sep	101,178	11,950	107,198
Oct	100,565	11,704	106,441
Nov	100,376	11,672	106,255
Dec	98,859	11,490	104,628

Business Analysis					
	Field of Practice	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital
1. DENTIST					
a. General Practice	98,815	94.4	95,205	8,645	
b. Dental Public Health	43	0.0	28	27	
c. Endodontist	423	0.4	369	96	
d. Oral and Maxillofacial Pathology	34	0.0	31	5	
e. Oral and Maxillofacial Radiology	11	0.0	3	8	
f. Oral Surgeon	202	0.2	159	92	
g. Orthodontist	928	0.9	824	187	
h. Pedodontist	1,021	1.0	900	268	
i. Periodontist	608	0.6	539	142	
j. Prosthodontist	388	0.4	299	152	
2. STUDENT					
a. Dental Student	652	0.6	417	418	
b. Dental Resident	93	0.1	61	60	
3. STAFF					
a. Dental Assistant	92	0.1		92	
b. Dental Hygiene Student	14	0.0		14	
c. Front Office Coordinator	27	0.0		27	
d. Hygienist	243	0.2		243	
e. Office Manager	164	0.2		164	
4. OTHER PROFESSIONALS					
a. Anesthesiologist	24	0.0	24	4	
b. Consultant	185	0.2		185	
c. Dental Educator	54	0.1		54	
d. Dental Lab Tech	65	0.1		65	
e. Dental Lecturer	10	0.0		10	
5. OTHER FUNCTIONS / INDUSTRY					
a. Other functions	401	0.4		401	
b. Industry / Dental Company Sales Rep	131	0.1		131	
Total Qualified Circulation	104,628	100.0	98,859	11,490	
Percent				94.5	11.0

SOURCE ANALYSIS

Source	Print	Digital	Qualified Within				
			1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	46,880	11,490	18,653	14,929	19,067	52,649	50.3
Total Direct Request From Recipient's Company							
Total Communication Other Than Request							
Membership Benefit							
Business Directories	6,807				6,807	6,807	6.5
Lists	45,172		45,172			45,172	43.2
Acquired Circulation							
Other Sources							
Total Qualified Subscriptions	98,859	11,490	63,825	14,929	25,874	104,628	100.0
Percent	94.5	11.0	61.0	14.3	24.7	100.0	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	98,856	11,479	104,614	100.0
Individual by Name Only				
Title or Occupation Only	3	11	14	0.0
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	98,859	11,490	104,628	100.0
Total Qualified Circulation	98,859	11,490	104,628	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	1,019	99	1,049
Arizona	2,141	277	2,268
Arkansas	690	69	729
California	14,267	1,169	14,734
Colorado	2,181	193	2,269
Connecticut	1,170	114	1,207
Delaware	232	26	242
District of Columbia	233	18	241
Florida	6,489	620	6,754
Georgia	2,523	287	2,641
Idaho	652	58	669
Illinois	4,088	405	4,227
Indiana	1,731	162	1,798
Iowa	817	69	850
Kansas	828	88	864
Kentucky	1,099	95	1,140
Louisiana	1,033	95	1,061
Maine	373	44	389
Maryland	1,951	201	2,029
Massachusetts	2,425	222	2,508
Michigan	3,111	353	3,254
Minnesota	1,500	154	1,567
Mississippi	648	61	670
Missouri	1,651	171	1,719
Montana	385	28	397
Nebraska	641	63	663
Nevada	1,004	81	1,042
New Hampshire	432	40	450
New Jersey	3,932	423	4,068
New Mexico	512	54	536
New York	5,888	586	6,090
North Carolina	3,204	306	3,352
North Dakota	234	8	236
Ohio	2,895	310	3,019
Oklahoma	1,066	90	1,094
Oregon	1,198	110	1,251
Pennsylvania	3,149	349	3,294
Rhode Island	255	26	263
South Carolina	1,282	110	1,331
South Dakota	303	14	311
Tennessee	1,783	176	1,850
Texas	8,214	779	8,557
Utah	1,074	118	1,118
Vermont	172	19	183
Virginia	2,893	275	3,007
Washington	2,591	236	2,697
West Virginia	406	29	417
Wisconsin	1,653	192	1,725
Wyoming	166	12	173
TOTAL 48 CONTERMINOUS STATES	98,184	9,484	102,603
Alaska	240	17	248
Hawaii	360	33	371
TOTAL ALASKA & HAWAII	600	50	619
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	98,784	9,534	102,622
Poss. & Other Areas	27	23	40
U.S. & POSS., etc.	98,811	9,557	102,662
Canada	24	875	890
International	5	1,056	1,056
Military or Civilian Personnel Overseas	19	2	20
Total International	48	1,933	1,966
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	98,859	11,490	104,628

CHANNEL PROFILES

WEBSITE ACTIVITY - www.dentaltown.com

2025	Page Views	Sessions/Visits	Users/Visitors
July	683,456	154,905	51,670
August	668,675	158,061	51,762
September	650,618	145,958	47,424
October	706,289	160,901	52,174
November	588,751	136,538	48,265
December	597,162	134,330	46,587

NOTES

Definition of Recipient Qualification:

Qualified recipients include the following dental professionals: Dentists, including General Practice, Dental Public Health, Endodontist, Oral & Maxillofacial Pathology, Oral & Maxillofacial Radiology, Oral Surgeon, Orthodontist, Pedodontist, Periodontist, and Prosthodontist; Dental Students and Dental Residents; Dental practice staff, including Dental Assistant, Front Office Coordinator, Office Manager, Hygienist and Hygiene Student; Others allied to the profession, including Anesthesiologist, Consultant, Dental Educator, Dental Lab Tech, Dental Lecturer, Dental Company Reps, as well as other functions.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Business Directories: Represent copies served to subscribers obtained from State Dental License Data .

Lists: Represent copies served to subscribers obtained from the American Dental Association (ADA).

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the December issue.

Total Average Gross Contacts Include: Qualified Circulation and Users/Visitors.

Website Data Source: Google Analytics.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Datacenter traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: <https://www.dentaltown.com>.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: Monthly
Format: Standard

Established: 1999
AAM Member Since: 2001
Member #: 06-3007-7
Class: DENTAL

Parent Company: Farran Media, LLC

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