

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.

Dentistry Today Inc.
165 Passaic Ave.
Suite 202
Fairfield, NJ 07004
Tel. No.: (973) 882-4700
Fax No.: (973) 882-3622
www.dentistrytoday.com
dentistrytoday.com/advertise
rradcliffe@dentistrytoday.com



Scan for Publisher's contact information

DENTISTRY TODAY is a B2B brand intended for individuals with broad-based interests in the dental industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

DENTISTRY TODAY is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

BRAND REPORT PURPOSE

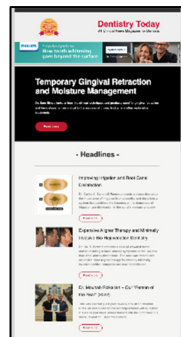
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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

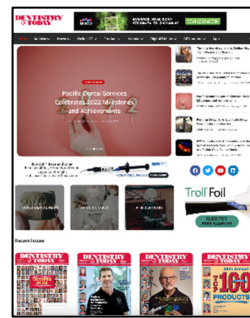
DENTISTRY TODAY PRINT AND DIGITAL MAGAZINE



DENTISTRY TODAY E-NEWSLETTER



DENTISTRY TODAY WEBSITE



DENTISTRY TODAY SOCIAL MEDIA



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DENTISTRY TODAY PRINT AND DIGITAL MAGAZINE (4 issues in the period)	108,416	-	108,416
a. Print	101,065	-	101,065
b. Digital	7,351	-	7,351
(See Paragraph 3b for Source)			
DENTISTRY TODAY E-NEWSLETTER			
Today's Dental News (32 issued in the period)	64,792	-	64,792
DENTISTRY TODAY WEBSITE (Monthly Users with 191,622 average Pageviews)	123,282	-	123,282
DENTISTRY TODAY SOCIAL MEDIA*			
a. Twitter followers	57,490	-	57,490
b. Facebook likes	41,043	-	41,043

*Social Media claims are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

DENTISTRY TODAY serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are practicing dentists, dental school faculty, and senior and other dental students in the United States.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	374
Allocated for Trade Shows and Conventions	238
All Other	331
TOTAL	943

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	108,416	100.0	108,416	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	108,416	100.0	108,416	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

	2022 Issues	Print	Digital	Total Qualified
July/ August		95,256	8,461	103,717
September		100,001	8,436	108,437
October		104,000	8,374	112,374
November/ December		105,001	4,133	109,134

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2022

This issue is 0.9% or 958 copies above the average of the other 3 issues reported in Paragraph 2.

This publication conforms to the uniform business/professional breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Dental Market in May 1974 and revised annually, requiring participating publications to report their circulation on a comparable basis by June 1976. A copy of the comparability brochure can be obtained from BPA Worldwide.

Business and Profession	Total Qualified	Percent of Total	Print	Digital
1. DENTISTS-including Part-Time Faculty Members and Graduate Students	104,541	95.8	104,541	-
2. DENTISTS-Full-Time Faculty Members	322	0.3	322	-
3. DENTISTS-FEDERAL GOVERNMENT				
a. Military	65	0.1	65	-
b. Public Health and Veterans Administration	55	-	55	-
TOTAL COPIES TO U.S. DENTISTS	104,983	96.2	104,983	-
4. DENTISTS-Foreign, Canadian General Practitioners (Note 1)	4,133	3.8	-	4,133
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	-	-	-	-
b. Others	1	-	1	-
6. DENTAL SCHOOLS: Administrators and Faculty Members without a DDS or DMD degree	-	-	-	-
7. DENTAL HYGIENIST, DENTAL ASSISTANT AND DENTAL LABORATORY TECHNICIAN SCHOOLS: Directors, instructors and Other Personnel	-	-	-	-
8. DENTAL SUPPLY DEALERS: Executives, Salesman and Other Dealer Personnel	-	-	-	-
9. DENTAL LABORATORIES: Owners, Managers and Other Personnel	-	-	-	-
10. Other Titles and Non-Titled Recipients (Note 2)	17	-	17	-
TOTAL QUALIFIED CIRCULATION	109,134	100.0	105,001	4,133

Note 1: DENTISTS- Foreign has been changed to DENTISTS-Foreign, Canadian General Practitioners at the publisher's option.

Note 2: Category has been added at the publisher's option.

Year of Graduation (Note 1)

Year of Graduation (Note 1)	Total Qualified	Percent of Total
2022	2,646	2.5
2021	3,775	3.6
2020	3,926	3.7
2019	3,944	3.8
2014 - 2018	17,062	16.2
2009 - 2013	14,482	13.8
2004 - 2008	13,598	13.0
1999 - 2003	12,734	12.1
1994 - 1998	9,430	9.0
1989 - 1993	7,754	7.4
1984 - 1988	7,936	7.6
1983 and earlier	7,696	7.3
TOTAL QUALIFIED TO U.S. DENTISTS	104,983	100.0

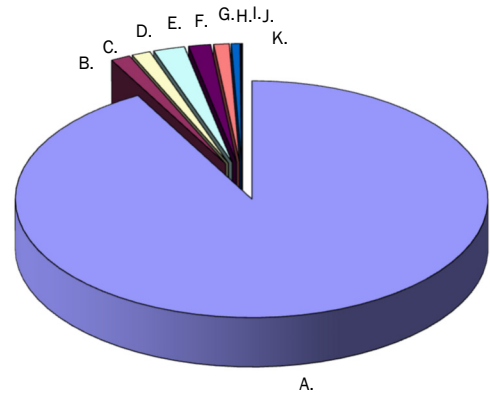
Note 1: Year groupings deviate from the standard, at the publisher's option.

Analysis of U.S. Dentists by Specialty	Total Qualified	Percent of Total
1. DENTISTS - including Part-Time Faculty Members and Graduate Students (Note 1)		
a. General Practice	96,284	92.0
b. Oral Surgeons	1,397	1.3
c. Endodontists	1,332	1.3
d. Orthodontists	2,244	2.1
e. Pedodontists	1,567	1.5
f. Periodontists	1,106	1.1
g. Prosthodontists	625	0.6
h. Oral Pathologists	32	-
i. Public Health	63	0.1
Oral Maxillofacial Radiology (Note 2)	6	-
Other Specialty-Non ADA Specialty (Note 2)	5	-
TOTAL	104,661	100.0

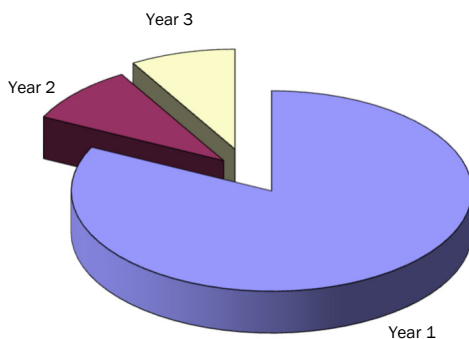
Note 1: Specialty has not been coded for full-time faculty members, but has been coded for federal government dentists.
Note 2: Specialty has been added at the publisher's option.

3a. Breakout of U.S. Dentists by Specialty
(This chart represents 104,661 or 99.7% of the 104,983 copies sent to U.S. Dentists)

Specialty	Copies	%
A. General Practice	96,284	92.0
B. Oral Surgeons	1,397	1.3
C. Endodontists	1,332	1.3
D. Orthodontists	2,244	2.1
E. Pedodontists	1,567	1.5
F. Periodontists	1,106	1.1
G. Prosthodontists	625	0.6
H. Oral Pathologists	32	-
I. Public Health	63	0.1
J. Oral Maxillofacial Radiology	6	-
K. Other Specialty-Non ADA Specialty	5	-
TOTAL	104,661	100.0



3b. Qualification by Year



Year	Copies	%
Year 1	89,688	82.2
Year 2	10,154	9.3
Year 3	9,292	8.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2022

Qualified Within

Qualification Source	1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
I. TOTAL – Direct Request:	33,758	10,154	9,292	53,204	-	53,204	48.7
a. Written	5,097	1,278	1,378	7,753	-	7,753	7.1
b. Telecommunication	28,526	8,837	7,806	45,169	-	45,169	41.4
c. Electronic	135	39	108	282	-	282	0.2
II. TOTAL – Request from recipient’s company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – Communication (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	55,930	-	-	51,797	4,133	55,930	51.3
*Association rosters and directories	51,797	-	-	51,797	-	51,797	47.5
Business directories	-	-	-	-	-	-	-
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-
Other sources	4,133	-	-	-	4,133	4,133	3.8
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	89,688	10,154	9,292	105,001	4,133	109,134	100.0
PERCENT	82.2	9.3	8.5	96.2	3.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2022

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	105,001	4,133	109,134	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	105,001	4,133	109,134	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2022*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	405	-	405		Kentucky	1,259	-	1,259	
New Hampshire	431	-	431		Tennessee	1,846	-	1,846	
Vermont	179	-	179		Alabama	1,099	-	1,099	
Massachusetts	2,603	-	2,603		Mississippi	761	-	761	
Rhode Island	286	-	286		EAST SO. CENTRAL	4,965	-	4,965	4.5
Connecticut	1,245	-	1,245		Arkansas	761	-	761	
NEW ENGLAND	5,149	-	5,149	4.7	Louisiana	1,288	-	1,288	
New York	6,905	-	6,905		Oklahoma	1,171	-	1,171	
New Jersey	3,682	-	3,682		Texas	9,419	-	9,419	
Pennsylvania	3,265	-	3,265		WEST SO. CENTRAL	12,639	-	12,639	11.6
MIDDLE ATLANTIC	13,852	-	13,852	12.7	Montana	362	-	362	
Ohio	3,202	-	3,202		Idaho	626	-	626	
Indiana	1,960	-	1,960		Wyoming	164	-	164	
Illinois	4,796	-	4,796		Colorado	2,235	-	2,235	
Michigan	3,486	-	3,486		New Mexico	542	-	542	
Wisconsin	1,757	-	1,757		Arizona	2,180	-	2,180	
EAST NO. CENTRAL	15,201	-	15,201	13.9	Utah	1,217	-	1,217	
Minnesota	1,874	-	1,874		Nevada	874	-	874	
Iowa	902	-	902		MOUNTAIN	8,200	-	8,200	7.5
Missouri	1,728	-	1,728		Alaska	248	-	248	
North Dakota	234	-	234		Washington	3,175	-	3,175	
South Dakota	293	-	293		Oregon	1,061	-	1,061	
Nebraska	717	-	717		California	14,354	-	14,354	
Kansas	882	-	882		Hawaii	564	-	564	
WEST NO. CENTRAL	6,630	-	6,630	6.1	PACIFIC	19,402	-	19,402	17.8
Delaware	240	-	240		UNITED STATES	104,992	-	104,992	96.2
Maryland	2,054	-	2,054		U.S. Territories	-	-	-	
Washington, DC	265	-	265		Canada	-	4,133	4,133	
Virginia	2,775	-	2,775		Mexico	-	-	-	
West Virginia	428	-	428		Other International	9	-	9	
North Carolina	3,097	-	3,097		APO/FPO	-	-	-	
South Carolina	1,359	-	1,359						
Georgia	2,519	-	2,519						
Florida	6,217	-	6,217						
SOUTH ATLANTIC	18,954	-	18,954	17.4					
					TOTAL QUALIFIED CIRCULATION	105,001	4,133	109,134	100.0

*See Additional Data

2022	Today's Dental News
JULY	
July 6	65,974
July 13	66,847
July 18	65,897
July 20	66,596
AUGUST	
August 8	65,251
August 10	65,134
August 17	64,962
August 24	64,849
SEPTEMBER	
September 5	64,709
September 7	64,644
September 9	64,597
September 12	64,455
September 14	64,405
September 19	64,323
September 21	64,248
OCTOBER	
October 3	64,146
October 5	64,064
October 24	64,840
October 26	64,799
October 28	63,855
NOVEMBER	
November 4	64,745
November 7	64,672
November 9	64,880
November 14	64,854
November 16	63,900
November 24	64,712
DECEMBER	
December 2	64,620
December 5	64,572
December 7	64,552
December 21	64,438
December 26	64,415
December 28	64,388
AVERAGE:	64,792

Today's Dental News (32 issued in the period)

WEBSITE CHANNEL

WWW.DENTISTRYTODAY.COM

2022	Pageviews	Sessions	Users	Average Session Duration
July	168,311	136,417	104,615	0:45
August	185,585	148,974	119,629	0:51
September	202,489	161,490	136,946	0:53
October	208,774	162,558	131,079	1:00
November	202,251	159,630	130,846	1:01
December	182,327	142,921	116,580	1:00
AVERAGE:	191,622	151,998	123,282	0:55

July – December 2022 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.

SOCIAL MEDIA CHANNEL

Dentistry Today Social Media

2022	Twitter followers http://twitter.com/DentistryToday	Facebook likes http://facebook.com/DentistryToday
Beginning Balance:	56,255	40,253
July	56,290	40,348
August	56,241	40,598
September	56,802	40,792
October	57,011	40,922
November	57,293	41,022
December	57,490	41,043

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.

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 51,797 copies or 47.5%, including The American Dental Association. Other sources include 1 source of circulation for a quantity of 4,133 copies or 3.8%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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.

Robert Radcliffe, Circulation Manager

Kirtan Nayee, Web Director

(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	January 11, 2023
State	New Jersey
City	Fairfield
Received by BPA Worldwide	January 11, 2023
Type	BJ
ID Number	D026BRD22

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

Copyright © 2022 BPA Worldwide. All rights reserved.