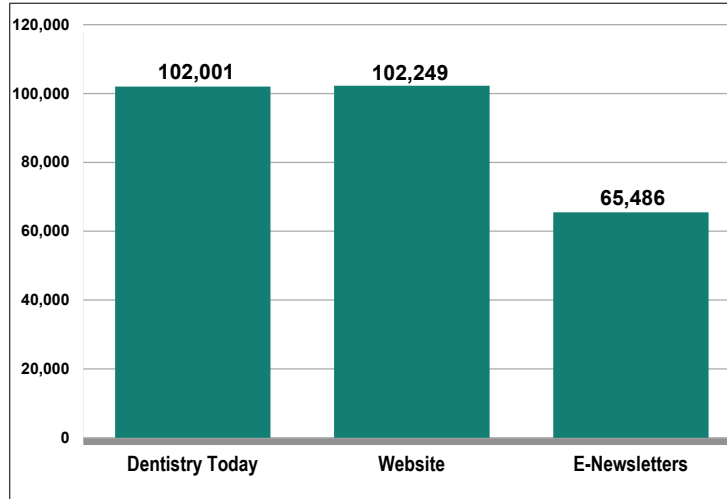


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended December 31, 2023

TOTAL GROSS CONTACTS

269,736



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Dentistry Today Total Qualified Circulation	102,001	6 months ended December 31, 2023
Website Activity Page Impressions Visits Unique Browsers	146,121 117,937 102,249	5 months ended December 31, 2023
E-Newsletters Total Average Net Distribution Per Issue	65,486	6 months ended December 31, 2023
Social Media X Followers LinkedIn Followers Facebook Likes YouTube Subscribers	57,800 50,142 41,371 11,352	As of December 1, 2023

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.



DENTISTRY TODAY

6 months ended December 31, 2023

Subject to Audit

Field Served:

DENTISTRY TODAY serves the dental profession.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	102,001
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	102,001
Total Average Qualified Nonpaid Circulation	102,001

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	213
Nonqualified Miscellaneous, Including Staff Copies - Print	723
Total Average Nonqualified Circulation	936

CIRCULATION BY ISSUES	
Issue	Qualified Nonpaid - Print
Jul/Aug	102,001
Sept	102,001
Oct	102,001
Nov/Dec	102,001

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print
1.	Dentists-Including Part-Time Faculty Members and Graduate Students	100,598	98.6	100,598
2.	Dentists-Full-Time Faculty Members			
3.	Dentists-Federal Government			
	A. Military			
	B. Public Health and Veterans Administration			
	Total Copies To U.S. Dentists	100,598	98.6	100,598
4.	Dentists-Foreign, Canadian General Practitioners (Note 1)			
5.	Undergraduate Dental Students			
	A. Seniors			
	B. Others			
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)	1,403	1.4	1,403
	Total Qualified Circulation	102,001	100.0	102,001

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.

SUPPLEMENTAL ANALYSIS

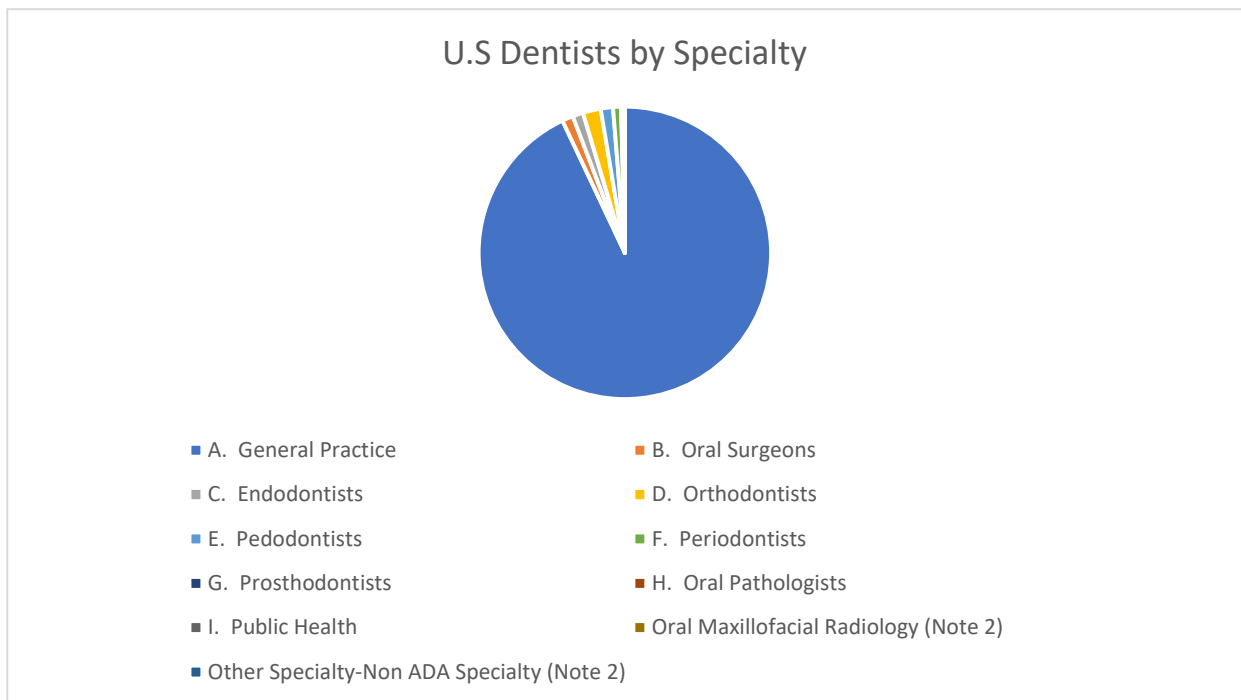
Year Of Graduation (Note 1)	Total	%	Qualified Nonpaid - Print
2023			
2022	17	0.0	17
2021	107	0.1	107
2020	228	0.2	228
2015 - 2019	2,253	2.2	2,253
2010 - 2014	4,627	4.6	4,627
2005 - 2009	6,218	6.2	6,218
2000 - 2004	7,035	7.0	7,035
1995 - 1999	6,338	6.3	6,338
1990 - 1994	5,934	5.9	5,934
1985 - 1989	6,002	6.0	6,002
1984 and earlier	6,486	6.4	6,486
None	55,353	55.0	55,353
Total Qualified To U.S. Dentists	100,598	100.0	100,598

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

SUPPLEMENTAL ANALYSIS

U.S. Dentists by Specialty		Total	%	Qualified Nonpaid - Print
1.	Dentists - including Part-Time Faculty Members and Graduate Students (Note 1)			
	A. General Practice	93,535	93.0	93,535
	B. Oral Surgeons	1,231	1.2	1,231
	C. Endodontists	1,180	1.2	1,180
	D. Orthodontists	1,984	2.0	1,984
	E. Pedodontists	1,364	1.4	1,364
	F. Periodontists	892	0.9	892
	G. Prosthodontists	382	0.4	382
	H. Oral Pathologists	7	0.0	7
	I. Public Health	7	0.0	7
2.	Oral Maxillofacial Radiology (Note 2)	2	0.0	2
3.	Other Specialty-Non ADA Specialty (Note 2)	14	0.0	14
	Total Qualified Circulation	100,598	100.0	100,598

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.



Qualification by Year	Qualified Nonpaid - Print	%
Year 1	57,789	56.7
Year 2	35,011	34.3
Year 3	9,201	9.0
Total Qualified Circulation	102,001	100.0



AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Year	3 Year	Total	Percent
Total Direct Request From Recipient	2,467	35,011	9,201	46,679	45.8
Written	1,623	4,801	1,055	7,479	7.3
Telecommunication	755	30,109	8,110	38,974	38.2
Internet and Email	89	101	36	226	0.2
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	55,322			55,322	54.2
Total Qualified Subscriptions	57,789	35,011	9,201	102,001	100.0
Percent	56.7	34.3	9.0	100.0	

MAILING ADDRESS ANALYSIS		
	Qualified Nonpaid - Print	Percent
Individual by Name and Title and/or Occupation	102,001	100.0
Individual by Name Only		
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	102,001	100.0
Total Qualified Circulation	102,001	100.0

GEOGRAPHIC ANALYSIS	
State	Qualified Nonpaid - Print
Alabama	1,107
Arizona	2,015
Arkansas	693
California	15,237
Colorado	2,032
Connecticut	1,355
Delaware	240
District of Columbia	296
Florida	5,887
Georgia	2,465
Idaho	610
Illinois	4,502
Indiana	1,778
Iowa	932
Kansas	805
Kentucky	1,248
Louisiana	1,190
Maine	406
Maryland	2,134
Massachusetts	2,807
Michigan	3,193
Minnesota	1,742
Mississippi	710
Missouri	1,655
Montana	365
Nebraska	672
Nevada	843
New Hampshire	424
New Jersey	3,731
New Mexico	543
New York	6,859
North Carolina	2,773
North Dakota	208
Ohio	3,139
Oklahoma	1,097
Oregon	1,231
Pennsylvania	3,565
Rhode Island	299
South Carolina	1,404
South Dakota	285
Tennessee	1,723
Texas	7,764
Utah	1,051
Vermont	185
Virginia	2,720
Washington	2,827
West Virginia	458
Wisconsin	1,726
Wyoming	168
TOTAL 48 CONTERMINOUS STATES	101,099
Alaska	299
Hawaii	593
TOTAL ALASKA & HAWAII	892
Single Copy Sales	
U.S. Unclassified	
TOTAL UNITED STATES	101,991
Poss. & Other Areas	10
U.S. & POSS., etc.	102,001
Canada	
International	
Military or Civilian Personnel Overseas	
Total International	
E-mail Address Only	
Other Unclassified	
GRAND TOTAL	102,001

CHANNEL PROFILES

WEBSITE ACTIVITY - www.dentistrytoday.com

Month	Page Impressions	Visits	Unique Browsers
July	172,544	131,868	118,414
September	157,020	127,348	108,469
October	142,813	112,945	98,628
November	124,502	104,483	87,289
December	133,724	113,043	98,445

E-NEWSLETTER - Dentistry Today

Reporting Period	# of Issues	Average Net Distribution Per Issue
July	8	64,968
August	7	65,522
September	7	65,966
October	8	65,770
November	7	65,394
December	3	65,296

SOCIAL MEDIA

Channel	As of December 1, 2023
X Followers	57,800
LinkedIn Followers	50,142
Facebook Likes	41,371
YouTube Subscribers	11,352

NOTES

Definition of Recipient Qualification:

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

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

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

Miscellaneous: This publication reports uniform Business/Occupational categories according to an industry comparability format for the Dental Market.

Total Gross Contacts Include : Total Gross Contacts include Qualified Circulation, Unique Browsers and Average Newsletter Distribution per issue.

Website Data Source: Google Analytics

Website Domains: Domains included in website traffic: www.dentistrytoday.com.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in one page impression reported.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: Subject to Audit

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: As of August 2023, the Dentistry Today website, <https://www.dentistrytoday.com/>, transitioned to GA4. As a result, August 2023 Web Traffic is incomplete and not reported herein.

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.

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