

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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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 ISSUES**

**DENTISTRY TODAY** is produced in a print format. The editorial for the print copy is the same for all recipients.

**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 MAGAZINE**



**DENTISTRY TODAY  
E-NEWSLETTER**



**DENTISTRY TODAY  
WEBSITE**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>DENTISTRY TODAY PRINT MAGAZINE</b> (5 issues in the period)	109,625	-	109,625
(See Paragraph 3b for Source)			
<b>DENTISTRY TODAY E-NEWSLETTER</b>			
Today's Dental News (74 issued in the period)	41,904	-	41,904
<b>DENTISTRY TODAY WEBSITE</b> (Monthly Users with 251,998 average Pageviews)	159,590	-	159,590

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.**

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

**FIELD SERVED**

**DENISTRY 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	384
Allocated for Trade Shows and Conventions	-
All Other	330
<b>TOTAL</b>	<b>714</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	109,625	100.0	109,625	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>109,625</b>	<b>100.0</b>	<b>109,625</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2021 Issue	Total Qualified
January/February	122,102
March	111,190
April	104,563
May	101,848
June	108,420

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021**

This issue is 14.6% or 15,597 copies above the average of the other 4 issues reported in Paragraph 2. (See Additional Data)

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.

Title and Function	Total Qualified	Percent of Total
1. DENTISTS-including Part-Time Faculty Members and Graduate Students	121,356	99.4
2. DENTISTS-Full-Time Faculty Members	575	0.4
3. DENTISTS-FEDERAL GOVERNMENT		
a. Military	76	0.1
b. Public Health and Veterans Administration	87	0.1
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>122,094</b>	<b>100.0</b>
4. DENTISTS-Foreign, Canadian General Practitioners (Note 1)	-	-
5. UNDERGRADUATE DENTAL STUDENTS		
a. Seniors	4	-
b. Others	4	-
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	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>122,102</b>	<b>100.0</b>

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

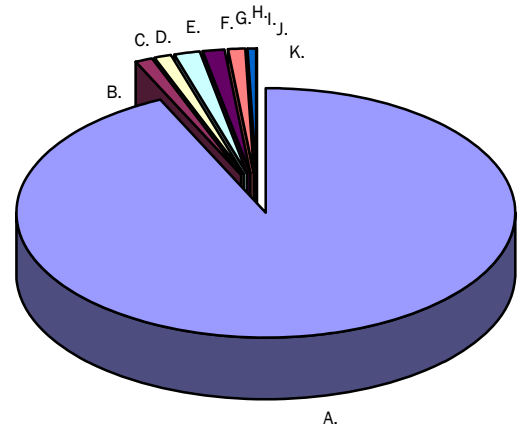
Year of Graduation	Total Qualified	Percent of Total
2021	-	-
2020	3,416	2.8
2019	4,048	3.3
2018	4,029	3.3
2013-2017	15,952	13.1
2008-2012	14,519	11.9
2003-2007	13,742	11.3
1998-2002	13,683	11.2
1993-1997	12,104	9.9
1988-1992	12,630	10.3
1983-1987	13,993	11.5
1982 and earlier	13,978	11.4
<b>TOTAL QUALIFIED TO U.S. DENTISTS</b>	<b>122,094</b>	<b>100.0</b>

Analysis of U.S. Dentists by Specialty	Total Qualified	Percent of Total
1. DENTISTS - including Part-Time Faculty Members and Graduate Students (See Note 1)		
a. General Practice	113,218	93.2
b. Oral Surgeons	1,347	1.1
c. Endodontists	1,199	1.0
d. Orthodontists	2,166	1.8
e. Pedodontists	1,534	1.2
f. Periodontists	1,233	1.0
g. Prosthodontists	696	0.6
h. Oral Pathologists	30	-
i. Public Health	87	0.1
Oral Maxillofacial Radiology	6	-
Other Specialty-Non ADA Specialty	3	-
<b>TOTAL</b>	<b>121,519</b>	<b>100.0</b>

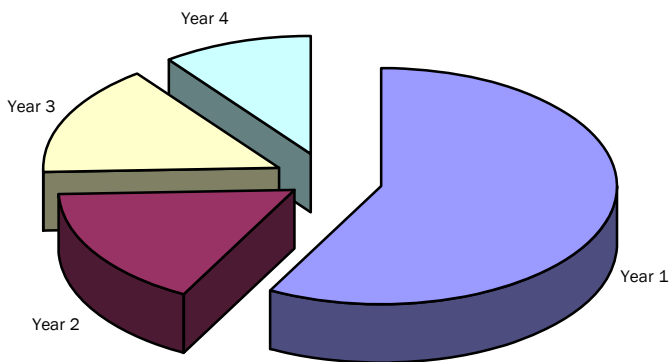
Note 1 - Specialty has not been coded for full-time faculty members, but has been coded for federal government dentists.

**3a. Breakout of U.S. Dentists by Specialty**  
 (This chart represents 121,519 or 99.5% of the entire file of 122,094)

Specialty	Copies	%
A. General Practice	113,218	93.2
B. Oral Surgeons	1,347	1.1
C. Endodontists	1,199	1.0
D. Orthodontists	2,166	1.8
E. Pedodontists	1,534	1.2
F. Periodontists	1,233	1.0
G. Prosthodontists	696	0.6
H. Oral Pathologists	30	-
I. Public Health	87	0.1
J. Oral Maxillofacial Radiology	6	-
K. Other Specialty-Non ADA Specialty	3	-
<b>TOTAL</b>	<b>121,519</b>	<b>100.0</b>



**3b. Qualification by Year**



Year	Copies	%
Year 1	70,710	57.9
Year 2	20,204	16.5
Year 3	18,640	15.3
Year 4	12,548	10.3

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021**

Qualification Source	Qualified Within				Total Qualified	Percent
	1 year	2 years	3 years	4 Years		
<b>I. TOTAL – Direct Request:</b>	<b>10,593</b>	<b>20,140</b>	<b>18,502</b>	<b>12,418</b>	<b>61,653</b>	<b>50.5</b>
a. Written	2,358	4,098	5,060	1,691	13,207	10.8
b. Telecommunication	8,125	15,860	13,301	10,592	47,878	39.2
c. Electronic	110	182	141	135	568	0.5
<b>II. TOTAL – Request from recipient's company:</b>	-	-	-	-	-	-
a. Written	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-
<b>III. TOTAL – Membership Benefit:</b>	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-
<b>IV. TOTAL – Communication (other than request):</b>	-	<b>64</b>	<b>138</b>	<b>130</b>	<b>332</b>	<b>0.3</b>
a. Written	-	64	138	130	332	0.3
b. Telecommunication	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	<b>60,117</b>	-	-	-	<b>60,117</b>	<b>49.2</b>
*Association rosters and directories	60,117	-	-	-	60,117	49.2
Business directories	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-
Other sources	-	-	-	-	-	-
<b>VI. TOTAL – Single Copy Sales:</b>	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,710</b>	<b>20,204</b>	<b>18,640</b>	<b>12,548</b>	<b>122,102</b>	<b>100.0</b>
<b>PERCENT</b>	<b>57.9</b>	<b>16.5</b>	<b>15.3</b>	<b>10.3</b>	<b>100.0</b>	

\*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	122,102	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>122,102</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	424		Kentucky	1,520	
New Hampshire	489		Tennessee	2,054	
Vermont	209		Alabama	1,238	
Massachusetts	3,005		Mississippi	827	
Rhode Island	343		<b>EAST SO. CENTRAL</b>	<b>5,639</b>	<b>4.6</b>
Connecticut	1,505		Arkansas	846	
<b>NEW ENGLAND</b>	<b>5,975</b>	<b>4.9</b>	Louisiana	1,434	
New York	8,611		Oklahoma	1,267	
New Jersey	4,525		Texas	10,369	
Pennsylvania	4,191		<b>WEST SO. CENTRAL</b>	<b>13,916</b>	<b>11.4</b>
<b>MIDDLE ATLANTIC</b>	<b>17,327</b>	<b>14.2</b>	Montana	377	
Ohio	3,905		Idaho	605	
Indiana	2,232		Wyoming	186	
Illinois	5,695		Colorado	2,298	
Michigan	3,907		New Mexico	631	
Wisconsin	2,036		Arizona	2,429	
<b>EAST NO. CENTRAL</b>	<b>17,775</b>	<b>14.6</b>	Utah	1,307	
Minnesota	2,144		Nevada	962	
Iowa	1,039		<b>MOUNTAIN</b>	<b>8,795</b>	<b>7.2</b>
Missouri	1,965		Alaska	298	
North Dakota	241		Washington	3,486	
South Dakota	305		Oregon	1,198	
Nebraska	785		California	18,358	
Kansas	972		Hawaii	645	
<b>WEST NO. CENTRAL</b>	<b>7,451</b>	<b>6.1</b>	<b>PACIFIC</b>	<b>23,985</b>	<b>19.6</b>
Delaware	265		<b>UNITED STATES</b>	<b>122,102</b>	<b>100.0</b>
Maryland	2,495		U.S. Territories	-	
Washington, DC	310		Canada	-	
Virginia	3,149		Mexico	-	
West Virginia	505		Other International	-	
North Carolina	3,324		APO/FPO	-	
South Carolina	1,515				
Georgia	2,849		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>122,102</b>	<b>100.0</b>
Florida	6,827				
<b>SOUTH ATLANTIC</b>	<b>21,239</b>	<b>17.4</b>			

\*See Additional Data

2021	Today's Dental News
<b>JANUARY</b>	
January 4	42,285
January 6	42,179
January 8	42,137
January 11	42,956
January 13	42,928
January 15	42,159
January 18	42,889
January 20	42,606
January 22	41,088
January 25	41,451
January 27	42,803
January 29	42,800
<b>FEBRUARY</b>	
February 1	41,011
February 3	42,727
February 5	37,591
February 8	42,687
February 10	42,662
February 12	42,826
February 15	42,600
February 18	42,565
February 19	42,547
February 22	40,842
February 24	42,495
February 26	42,454
<b>MARCH</b>	
March 1	37,296
March 3	42,414
March 5	42,401
March 8	37,239
March 10	42,368
March 12	43,834
March 15	42,004
March 17	41,681
March 19	41,609
March 22	41,345
March 24	41,443
March 26	43,085
March 29	43,591
March 31	43,006
<b>APRIL</b>	
April 5	42,967
April 7	42,968
April 9	42,949
April 12	43,041
April 14	43,011
April 16	42,800
April 19	42,974
April 21	42,960
April 23	42,866
April 26	42,694
April 28	42,431
April 30	42,595
<b>MAY</b>	
May 3	42,683
May 5	42,665
May 7	42,997
May 10	42,611
May 12	42,600
May 14	42,583
May 17	42,511
May 19	42,674
May 21	42,518
May 24	42,827
May 26	42,425
<b>JUNE</b>	
June 2	42,373
June 4	42,302
June 7	42,254
June 9	42,186
June 11	41,993
June 14	42,136
June 16	41,142
June 18	21,802
June 21	41,704
June 23	41,772
June 25	41,793
June 28	41,492
June 30	39,976
<b>AVERAGE:</b>	<b>41,904</b>

Today's Dental News (74 issued in the period)

# WEBSITE CHANNEL

## WWW.DENTISTRYTODAY.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	272,164	199,698	166,016	0:59
February	251,050	191,839	159,361	0:53
March	264,380	202,159	168,085	0:50
April	238,111	182,242	150,966	0:50
May	232,674	178,994	150,374	0:48
June	253,612	197,702	162,739	0:49
<b>AVERAGE:</b>	<b>251,998</b>	<b>192,105</b>	<b>159,590</b>	<b>0:51</b>

January – June 2021 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:

#### CHANGE IN FREQUENCY:

Effective with the November/December 2020 issue, Dentistry Today changed its frequency from 10 to 9 issues per year.

#### PARAGRAPH 3a:

The January/February 2021 issue is 14.6% or 15,597 copies above the average of the other 4 issues reported in Paragraph 2.

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 60,117 copies or 49.2%, including The American Dental Association.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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.

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

July 21, 2021

State

New Jersey

City

Fairfield

Received by BPA Worldwide

July 21, 2021

Type

BJ

ID Number

D026B0J1

#### 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-Compli 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.

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