

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**

**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 MAGAZINE (4 issues in the period)	114,856	-	114,856
(See Paragraph 3b for Source)			
DENTISTRY TODAY E-NEWSLETTER			
Today's Dental News (55 issued in the period)	47,488	-	47,488
DENTISTRY TODAY WEBSITE (Monthly Users with 226,779 average Pageviews)	140,882	-	140,882
DENTISTRY TODAY SOCIAL MEDIA			
a. Twitter followers	*54,330	-	*54,330
b. Facebook likes	*40,616	-	*40,616

*Social Media claims are cumulative figures, not averages.

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

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	379
Allocated for Trade Shows and Conventions	75
All Other	407
TOTAL	861

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	114,856	100.0	114,856	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	114,856	100.0	114,856	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
July/August	111,457
September	115,864
October	115,978
November/December	116,123

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

This issue is 1.5% or 1,690 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
1. DENTISTS-including Part-Time Faculty Members and Graduate Students	112,682	97.0
2. DENTISTS-Full-Time Faculty Members	416	0.4
3. DENTISTS-FEDERAL GOVERNMENT		
a. Military	48	-
b. Public Health and Veterans Administration	79	0.1
TOTAL COPIES TO U.S. DENTISTS	113,225	97.5
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)	2,898	2.5
TOTAL QUALIFIED CIRCULATION	116,123	100.0

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)	Total Qualified	Percent of Total
2020	3,955	3.5
2019	4,021	3.5
2014 - 2018	17,270	15.2
2009 - 20013	14,507	12.8
2004-2008	13,591	12.0
1999 - 2003	13,464	11.9
1994 - 1998	11,852	10.5
1989-1993	11,511	10.2
1984 - 1988	12,097	10.7
1983 and earlier	10,957	9.7
TOTAL QUALIFIED TO U.S. DENTISTS	113,225	100.0

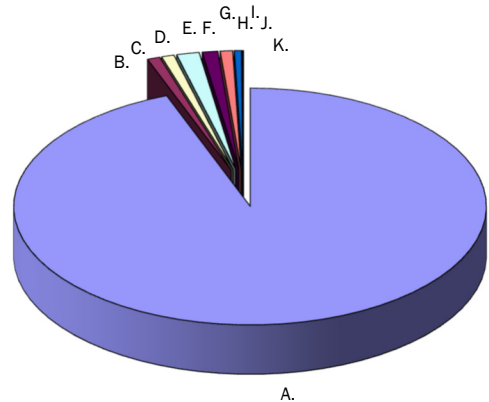
Note 1: Year groupings deviate from the standard, at the publisher's option.

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	106,324	94.2
b. Oral Surgeons	970	0.9
c. Endodontists	971	0.9
d. Orthodontists	1,744	1.5
e. Pedodontists	1,200	1.1
f. Periodontists	959	0.8
g. Prosthodontists	548	0.5
h. Oral Pathologists	22	-
i. Public Health	65	0.1
Oral Maxillofacial Radiology (Note 2)	2	-
Other Specialty-Non ADA Specialty (Note 2)	4	-
TOTAL	112,809	100.0

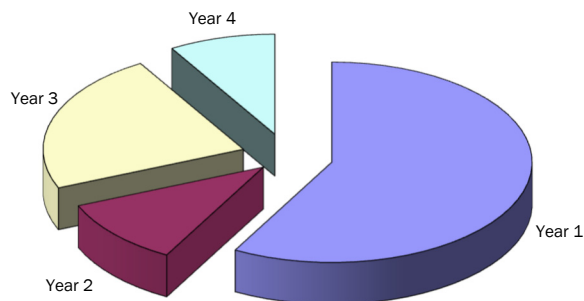
Note 1: Specialty has not been coded for full-time faculty members, but has been coded for federal government dentists.
Note 2: Specialty has been added at the publisher's option.

3a. Breakout of U.S. Dentists by Specialty (This chart represents 112,809 or 99.6% of the entire file of 113,225)

Specialty	Copies	%
A. General Practice	106,324	94.2
B. Oral Surgeons	970	0.9
C. Endodontists	971	0.9
D. Orthodontists	1,744	1.5
E. Pedodontists	1,200	1.1
F. Periodontists	959	0.8
G. Prosthodontists	548	0.5
H. Oral Pathologists	22	-
I. Public Health	65	0.1
J. Oral Maxillofacial Radiology	2	-
K. Other Specialty-Non ADA Specialty	4	-
TOTAL	112,809	100.0



3b. Qualification by Year



Year	Copies	%
Year 1	67,339	58.0
Year 2	12,381	10.7
Year 3	26,421	22.7
Year 4	9,982	8.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

Qualification Source	Qualified Within				Total Qualified	Percent
	1 year	2 years	3 years	4 Years		
I. TOTAL – Direct Request:	10,481	12,381	26,317	9,856	59,035	50.8
a. Written	1,767	2,723	7,143	2,281	13,914	12.0
b. Telecommunication	8,668	9,483	18,924	7,557	44,632	38.4
c. Electronic	46	175	250	18	489	0.4
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):	-	-	104	126	230	0.2
a. Written	-	-	104	126	230	0.2
b. Telecommunication	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	56,858	-	-	N/A	56,858	49.0
*Association rosters and directories	56,858	-	-	N/A	56,858	49.0
Business directories	-	-	-	N/A	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	N/A	-	-
Other sources	-	-	-	N/A	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	67,339	12,381	26,421	9,982	116,123	100.0
PERCENT	58.0	10.7	22.7	8.6	100.0	

*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 NOVEMBER/DECEMBER 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	116,123	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	116,123	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	399		Kentucky	1,423	
New Hampshire	488		Tennessee	1,967	
Vermont	195		Alabama	1,183	
Massachusetts	2,877		Mississippi	793	
Rhode Island	327		EAST SO. CENTRAL	5,366	4.6
Connecticut	1,443		Arkansas	814	
NEW ENGLAND	5,729	4.9	Louisiana	1,334	
New York	7,946		Oklahoma	1,225	
New Jersey	4,212		Texas	9,710	
Pennsylvania	3,829		WEST SO. CENTRAL	13,083	11.3
MIDDLE ATLANTIC	15,987	13.8	Montana	384	
Ohio	3,644		Idaho	617	
Indiana	2,144		Wyoming	179	
Illinois	5,403		Colorado	2,283	
Michigan	3,848		New Mexico	586	
Wisconsin	1,949		Arizona	2,391	
EAST NO. CENTRAL	16,988	14.6	Utah	1,281	
Minnesota	2,060		Nevada	931	
Iowa	991		MOUNTAIN	8,652	7.5
Missouri	1,848		Alaska	278	
North Dakota	246		Washington	3,407	
South Dakota	309		Oregon	1,154	
Nebraska	764		California	17,231	
Kansas	943		Hawaii	620	
WEST NO. CENTRAL	7,161	6.2	PACIFIC	22,690	19.5
Delaware	267		UNITED STATES	116,123	100.0
Maryland	2,315		U.S. Territories	-	
Washington, DC	301		Canada	-	
Virginia	3,011		Mexico	-	
West Virginia	474		Other International	-	
North Carolina	3,203		APO/FPO	-	
South Carolina	1,480				
Georgia	2,737		TOTAL QUALIFIED CIRCULATION	116,123	100.0
Florida	6,679				
SOUTH ATLANTIC	20,467	17.6			

*See Additional Data

2021

Today's Dental News

JULY

July 2	42,385
July 5	42,371
July 7	42,349
July 9	42,328
July 12	42,326
July 14	42,334
July 16	42,314
July 19	42,288
July 21	42,267
July 23	42,242
July 26	42,218
July 28	41,109
July 30	42,181

AUGUST

August 2	42,073
August 6	42,052
August 9	42,031
August 13	41,986
August 18	41,994
August 20	41,932
August 23	41,910
August 25	41,893
August 27	41,883
August 30	41,745

SEPTEMBER

September 1	41,544
September 3	41,239
September 7	41,217
September 8	41,198
September 10	41,183
September 20	40,848
September 22	40,833
September 29	40,797

OCTOBER

October 6	41,204
October 13	41,157
October 15	45,967
October 18	45,928
October 25	50,306
October 29	50,245

NOVEMBER

November 3	50,209
November 5	50,174
November 8	50,154
November 10	50,134
November 12	55,686
November 15	55,627
November 19	55,536
November 22	55,494
November 24	61,410
November 29	61,352

DECEMBER

December 1	61,279
December 3	61,221
December 6	61,182
December 10	62,251
December 16	62,095
December 20	62,075
December 22	62,040
December 27	62,022

AVERAGE:

47,488

Today's Dental News (55 issued in the period)

WEBSITE CHANNEL

WWW.DENTISTRYTODAY.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	218,301	172,457	144,199	0:48
August	187,005	147,158	124,058	0:48
September	198,133	152,042	128,123	0:51
October	222,803	175,093	140,807	0:51
November	211,015	169,100	136,062	0:48
December	323,421	211,409	172,046	0:53
AVERAGE:	226,779	171,209	140,882	0:49

July – December 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.

SOCIAL MEDIA CHANNEL

Dentistry Today Social Media

2021	 Twitter followers http://twitter.com/DentistryToday	 Facebook likes http://facebook.com/DentistryToday
Beginning Balance:	-	-
July	53,198	40,742
August	53,414	40,727
September	53,655	40,731
October	53,918	40,708
November	54,100	40,664
December	54,330	40,616

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 56,858 copies or 49.0%, including The American Dental Association.

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 20, 2022

State New Jersey

City Fairfield

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Type BJ

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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-iCompli 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.