

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 ISSUES

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

BRAND REPORT PURPOSE

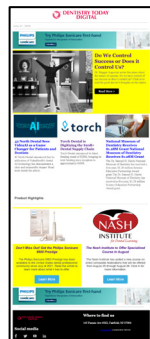
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. 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 (5 issues in the period)	102,017	-	102,017
(See Paragraph 3b for Source)			
DENTISTRY TODAY E-NEWSLETTER			
Today's Dental News (36 issued in the period)	64,248	-	64,248
DENTISTRY TODAY WEBSITE (Monthly Users with 193,977 average Pageviews)	130,251	-	130,251
DENTISTRY TODAY SOCIAL MEDIA*			
a. Twitter followers	57,700	-	57,700
b. Facebook likes	43,290	-	43,290
c. LinkedIn followers	45,412	-	45,412
d. YouTube subscribers	11,082	-	11,082

*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	338
Allocated for Trade Shows and Conventions	190
All Other	312
TOTAL	840

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	102,017	100.0	102,017	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	102,017	100.0	102,017	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January/February	102,083
March	102,001
April	102,001
May	102,001
June	102,001

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

This issue is -% or 21 copies below the average of the other 4 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	101,961	100.0
2. DENTISTS-Full-Time Faculty Members	-	-
3. DENTISTS-FEDERAL GOVERNMENT	-	-
a. Military	-	-
b. Public Health and Veterans Administration	-	-
TOTAL COPIES TO U.S. DENTISTS	101,961	100.0
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)	40	-
TOTAL QUALIFIED CIRCULATION	102,001	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
2023	-	-
2022	13	-
2021	108	0.1
2020	256	0.3
2015 - 2019	2,418	2.4
2010 - 2014	4,842	4.7
2005 - 2009	6,577	6.4
2000 - 2004	7,390	7.2
1995 - 1999	6,794	6.7
1990 - 1994	6,325	6.2
1985 - 1989	6,611	6.5
1984 and earlier	7,231	7.1
None	53,396	52.4
TOTAL QUALIFIED TO U.S. DENTISTS	101,961	100.0

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

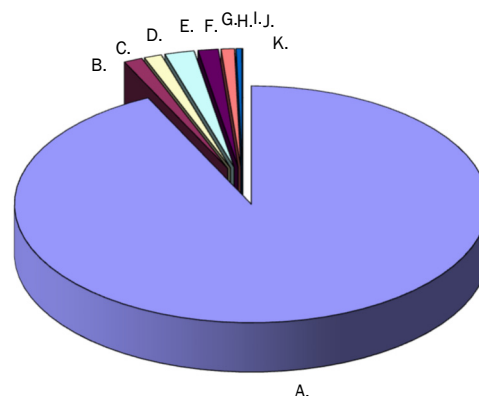
Analysis of U.S. Dentists by Specialty	Total Qualified	Percent of Total
1. DENTISTS - including Part-Time Faculty Members and Graduate Students (Note 1)		
a. General Practice	94,634	92.8
b. Oral Surgeons	1,291	1.3
c. Endodontists	1,220	1.2
d. Orthodontists	2,052	2.0
e. Pedodontists	1,403	1.4
f. Periodontists	926	0.9
g. Prosthodontists	403	0.4
h. Oral Pathologists	7	-
i. Public Health	9	-
Oral Maxillofacial Radiology (Note 2)	2	-
Other Specialty-Non ADA Specialty (Note 2)	14	-
TOTAL	101,961	100.0

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

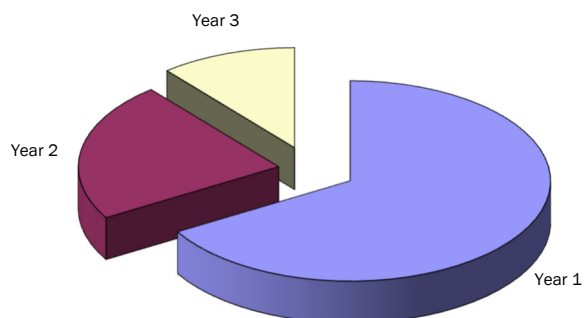
Note 2: Specialty has been added at the publisher's option.

3a. Breakout of U.S. Dentists by Specialty (This chart represents 101,961 or 100% of the 102,001 copies sent to U.S. Dentists)

Specialty	Copies	%
A. General Practice	94,634	92.8
B. Oral Surgeons	1,291	1.3
C. Endodontists	1,220	1.2
D. Orthodontists	2,052	2.0
E. Pedodontists	1,403	1.4
F. Periodontists	926	0.9
G. Prosthodontists	403	0.4
H. Oral Pathologists	7	-
I. Public Health	9	-
J. Oral Maxillofacial Radiology	2	-
K. Other Specialty-Non ADA Specialty	14	-
TOTAL	101,961	100.0



3b. Qualification by Year



Year	Copies	%
Year 1	67,805	66.5
Year 2	22,938	22.5
Year 3	11,258	11.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. TOTAL - Direct Request:	14,404	22,938	11,258	48,600	47.6
a. Written	1,715	3,999	1,223	6,937	6.8
b. Telecommunication	12,581	18,822	9,998	41,401	40.6
c. Electronic	108	117	37	262	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):	53,401	-	-	53,401	52.4
*Association rosters and directories	53,401	-	-	53,401	52.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	67,805	22,938	11,258	102,001	100.0
PERCENT	66.5	22.5	11.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	102,001	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	102,001	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	406		Kentucky	1,211	
New Hampshire	418		Tennessee	1,771	
Vermont	187		Alabama	1,120	
Massachusetts	2,716		Mississippi	729	
Rhode Island	288		EAST SO. CENTRAL	4,831	4.7
Connecticut	1,336		Arkansas	714	
NEW ENGLAND	5,351	5.3	Louisiana	1,234	
New York	6,707		Oklahoma	1,090	
New Jersey	3,686		Texas	7,794	
Pennsylvania	3,550		WEST SO. CENTRAL	10,832	10.6
MIDDLE ATLANTIC	13,943	13.7	Montana	373	
Ohio	3,149		Idaho	646	
Indiana	1,840		Wyoming	174	
Illinois	4,487		Colorado	2,070	
Michigan	3,243		New Mexico	547	
Wisconsin	1,786		Arizona	2,036	
EAST NO. CENTRAL	14,505	14.2	Utah	1,084	
Minnesota	1,732		Nevada	827	
Iowa	950		MOUNTAIN	7,757	7.6
Missouri	1,669		Alaska	296	
North Dakota	216		Washington	2,803	
South Dakota	301		Oregon	1,216	
Nebraska	682		California	15,083	
Kansas	848		Hawaii	608	
WEST NO. CENTRAL	6,398	6.3	PACIFIC	20,006	19.6
Delaware	242		UNITED STATES	102,001	100.0
Maryland	2,109		U.S. Territories	-	
Washington, DC	271		Canada	-	
Virginia	2,715		Mexico	-	
West Virginia	443		Other International	-	
North Carolina	2,821		APO/FPO	-	
South Carolina	1,425				
Georgia	2,468				
Florida	5,884				
SOUTH ATLANTIC	18,378	18.0			
			TOTAL QUALIFIED CIRCULATION	102,001	100.0

*See Additional Data

2023	Today's Dental News
JANUARY	
January 2	64,356
January 11	64,927
January 16	64,905
FEBRUARY	
February 3	63,788
February 8	64,666
February 13	64,619
February 22	63,546
February 27	64,534
MARCH	
March 6	64,454
March 13	64,415
March 15	64,385
March 17	64,281
March 22	64,252
March 24	64,237
March 27	64,217
March 29	64,201
March 31	64,181
APRIL	
April 5	64,153
April 7	64,138
April 10	64,136
April 14	64,115
April 19	64,088
April 22	64,083
April 24	64,075
MAY	
May 3	63,983
May 8	64,013
May 17	64,136
May 24	64,077
May 26	64,059
JUNE	
June 1	64,117
June 2	64,103
June 7	64,134
June 16	64,266
June 21	64,244
June 29	64,521
June 30	64,512
AVERAGE:	64,248

Today's Dental News (36 issued in the period)

WEBSITE CHANNEL

WWW.DENTISTRYTODAY.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	212,405	166,875	136,472	0:56
February	175,554	137,567	115,004	0:56
March	187,055	142,371	120,348	0:51
April	207,216	162,271	142,167	0:46
May	194,574	153,231	136,963	0:48
June	187,058	145,168	130,557	0:46
AVERAGE:	193,977	151,247	130,251	0:50

January – June 2023 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

	 Twitter followers http://twitter.com/DentistryToday	 Facebook likes http://facebook.com/DentistryToday	 LinkedIn followers http://linkedin.com/company/dentistry-today	 YouTube subscribers http://youtube.com/@TodaysDentalNews
2023				
Beginning Balance:	57,490	41,043	-	-
January	57,500	42,100	37,798	10,800
February	57,530	42,490	39,147	10,847
March	57,580	42,853	40,823	10,892
April	57,645	43,206	42,201	10,961
May	57,685	43,781	43,891	11,035
June	57,700	43,290	45,412	11,082

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 53,401 copies or 52.4%, 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

Konstantin Bykhovsky, 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 20, 2023

State

New Jersey

City

Fairfield

Received by BPA Worldwide

July 20, 2023

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BJ

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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.