

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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(See Additional Data)
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DENTAL ECONOMICS is a business journal for the dental profession. Every month the publication is filled with stories on how to manage a dental practice, advice on handling finances, information on new technology, and products to improve the clinical practice. The content of each issue is available to subscribers in print or digital format.

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

DENTAL ECONOMICS MAGAZINE



6 issues in the period
102,154 average circulation

DENTAL ECONOMICS WEBSITE



92,441 average users

DENTAL ECONOMICS SOCIAL MEDIA



6,236 Twitter followers
201,365 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DENTAL ECONOMICS MAGAZINE (6 issues in the period)	102,154	-	102,154
a. Print	93,132	-	93,132
b. Digital	9,022	-	9,022
1. Requested	9,022	-	9,022
2. Non-Requested	-	-	-
DENTAL ECONOMICS WEBSITE (Monthly Users with 237,946 average Pageviews)	92,441	-	92,441
DENTAL ECONOMICS SOCIAL MEDIA			
a. Twitter followers	*6,236	-	*6,236
b. Facebook likes	*201,365	-	*201,365

*Social Media claims are cumulative figures, not averages.

FIELD SERVED
DENTAL ECONOMICS serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

In order to qualify to receive **Dental Economics**, individuals must be engaged in the practice of dentistry, or be members of certain other associated groups. The associated groups include senior dental students, administration and faculty members of dental colleges, retail dental supply dealers, and dental laboratory personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	46
Advertiser and Agency	1,917
Allocated for Trade Shows and Conventions	33
All Other	764
TOTAL	2,780

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	102,154	100.0	102,154	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	102,154	100.0	102,154	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July	93,666	8,487	102,153
August	92,910	9,245	102,155
September	93,048	9,109	102,157
October	92,662	9,489	102,151
November	93,196	8,958	102,154
December	93,312	8,844	102,156

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Profession	Total Qualified	Percent of Total	Print	Digital
DENTISTS - Private Practice, Group Practice, DSO-Direct Support Organization, etc. (Note 1)	92,030	90.1	85,123	6,907
DENTISTS - Full-Time/Part-Time Faculty Members	8,293	8.1	7,291	1,002
DENTISTS - Government				
Military	63	0.1	46	17
Public Health and Veterans Administration	302	0.3	247	55
State or Local Government	99	0.1	85	14
TOTAL COPIES TO U.S. DENTISTS	100,787	98.7	92,792	7,995
DENTISTS - International & Canada	777	0.7	96	681
UNDERGRADUATE DENTAL STUDENTS				
Seniors	137	0.1	82	55
Others	-	-	-	-
DENTAL SUPPLY DEALERS: Executives, Salesmen and Other Dealer Personnel	186	0.2	61	125
DENTAL LABORATORIES: Owners, Managers and Other Personnel	58	0.1	27	31
Others Allied to the Field	209	0.2	138	71
TOTAL QUALIFIED CIRCULATION	102,154	100.0	93,196	8,958
PERCENT	100.0		91.2	8.8

Note 1: The Dentists category also includes hospital staff, interns/residents, graduate students, and dentists in business/industry/manufacturer companies.

Analysis of Dentist by Specialty	Total U.S. Dentists	Percent of Total	Print	Digital
1. TOTAL COPIES TO U.S. DENTISTS (See Note 2)				
a. General Practice	84,664	84.0	78,413	6,251
b. Oral Surgeons	2,577	2.6	2,367	210
c. Endodontists	1,894	1.8	1,725	169
d. Orthodontists	4,453	4.4	4,052	401
e. Pediatric Dentistry	3,295	3.3	3,009	286
f. Periodontists	1,967	2.0	1,774	193
g. Prosthodontists	1,005	1.0	879	126
h. Oral Pathologists	17	-	14	3
i. Public Health	94	0.1	69	25
j. Other	821	0.8	490	331
TOTAL U.S. DENTISTS	100,787	100.0	92,792	7,995

Note 2: Non-comparable additional analysis reported at the publisher's option.

ANALYSIS OF TOTAL COPIES TO U.S. DENTISTS BY GRADUATION DATE & BY THE NUMBER OF HOURS PER WEEK SPENT IN DIRECT PATIENT CARE ACTIVITY FOR NOVEMBER 2019 (SEE NOTE 2).

Year of Graduation (See Note 3)	Total U.S. Dentists	Number of Hours Per Week Spent in Direct Patient Care Activity (See Note 2)											
		Print	Digital	50 or More	40-49	30-39	More than 30 (Note 4)	Sub-Total More Than 30	Less Than 30 (Note 4)	20-29	Less Than 20	Unknown	Sub-Total Less Than 30
2019	525	493	32	8	41	68	-	117	-	13	9	378	400
2018	1,172	1,116	56	24	129	109	521	783	1	10	10	362	383
2017	1,807	1,758	49	25	110	139	1,124	1,398	4	15	8	377	404
2016	1,759	1,698	61	31	134	173	1,098	1,436	4	23	6	285	318
2015	1,621	1,549	72	35	167	205	939	1,346	24	24	7	209	264
2014-2010	10,681	10,289	392	241	1,027	1,401	6,813	9,482	131	158	55	855	1,199
2009-2005	17,480	16,780	700	478	1,669	2,534	11,253	15,934	277	274	79	916	1,546
2004-2000	7,991	6,983	1,008	784	2,606	3,649	148	7,187	4	480	148	172	804
1999-1995	7,967	7,009	958	787	2,381	3,841	186	7,195	6	562	142	248	958
1994-1990	7,767	6,951	816	734	2,348	3,773	151	7,006	7	523	174	57	761
1989-1985	9,944	8,907	1,037	821	2,820	5,085	157	8,883	27	719	256	59	1,061
1984-1980	10,197	9,247	950	838	2,581	5,319	143	8,881	32	848	348	88	1,316
1979 & Earlier	12,795	11,698	1,097	859	2,820	6,001	155	9,835	45	1,645	1,073	197	2,960
Unknown	9,081	8,314	767	1,200	3,174	3,518	1	7,893	-	787	297	104	1,188
TOTAL COPIES TO U.S. DENTISTS	100,787	92,792	7,995	6,865	22,007	35,815	22,689	87,376	562	6,081	2,612	4,307	13,562
PERCENT	100.0	92.1	7.9	6.8	21.8	35.5	22.5	86.6	0.6	6.0	2.6	4.2	13.4

Note 2: Non-comparable additional analysis reported at the publisher's option.

Note 3: Years of graduation reported in this format will be updated by one year on an annual basis in January for reporting in June and December of that year.

Note 4: American Dental Association records provide coding for "More than 30 hours per week" or "Less than 30 hours per week," exclusively. Figures for specific hours per week are obtained by the publisher.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	59,249	17,367	-	67,658	8,958	76,616	75.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	25,538	-	-	25,538	-	25,538	25.0
*Association rosters and directories	25,538	-	-	25,538	-	25,538	25.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	84,787	17,367	-	93,196	8,958	102,154	100.0
PERCENT	83.0	17.0	-	91.2	8.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	93,196	8,958	102,154	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	93,196	8,958	102,154	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2017	July - December 2017	January – June 2018	July - December 2018	January – June 2019*	July - December 2019*
Unique Total Audit Average Qualified***:	101,487	104,231	102,181	102,151	102,153	102,154
Unique Qualified Non-Paid Total***:	101,487	104,231	102,181	102,151	102,153	102,154
Print:	92,934	93,850	91,805	92,003	93,243	93,132
Digital:	9,168	10,381	10,376	10,148	8,910	9,022
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – December 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	337	26	363		Kentucky	1,159	105	1,264	
New Hampshire	459	36	495		Tennessee	1,734	152	1,886	
Vermont	183	18	201		Alabama	1,052	84	1,136	
Massachusetts	2,257	180	2,437		Mississippi	670	50	720	
Rhode Island	285	23	308		EAST SO. CENTRAL	4,615	391	5,006	4.9
Connecticut	1,340	106	1,446		Arkansas	783	50	833	
NEW ENGLAND	4,861	389	5,250	5.1	Louisiana	1,207	102	1,309	
New York	6,541	582	7,123		Oklahoma	1,168	81	1,249	
New Jersey	3,599	305	3,904		Texas	8,518	569	9,087	
Pennsylvania	3,608	235	3,843		WEST SO. CENTRAL	11,676	802	12,478	12.2
MIDDLE ATLANTIC	13,748	1,122	14,870	14.5	Montana	378	27	405	
Ohio	3,129	230	3,359		Idaho	632	47	679	
Indiana	1,560	112	1,672		Wyoming	149	23	172	
Illinois	4,705	370	5,075		Colorado	1,979	214	2,193	
Michigan	3,683	219	3,902		New Mexico	486	51	537	
Wisconsin	1,663	139	1,802		Arizona	1,765	180	1,945	
EAST NO. CENTRAL	14,740	1,070	15,810	15.5	Utah	1,091	143	1,234	
Minnesota	1,456	140	1,596		Nevada	715	56	771	
Iowa	841	76	917		MOUNTAIN	7,195	741	7,936	7.8
Missouri	1,674	121	1,795		Alaska	266	32	298	
North Dakota	222	18	240		Washington	2,447	259	2,706	
South Dakota	230	21	251		Oregon	998	135	1,133	
Nebraska	605	56	661		California	10,242	1,096	11,338	
Kansas	800	86	886		Hawaii	480	49	529	
WEST NO. CENTRAL	5,828	518	6,346	6.2	PACIFIC	14,433	1,571	16,004	15.7
Delaware	237	20	257		UNITED STATES	93,042	8,178	101,220	99.1
Maryland	1,878	179	2,057		U.S. Territories	48	18	66	
Washington, DC	244	24	268		Canada	106	169	275	
Virginia	2,458	229	2,687		Mexico	-	17	17	
West Virginia	401	30	431		Other International	-	576	576	
North Carolina	2,450	225	2,675		APO/FPO	-	-	-	
South Carolina	1,173	129	1,302						
Georgia	2,302	242	2,544						
Florida	4,803	496	5,299						
SOUTH ATLANTIC	15,946	1,574	17,520	17.2					
					TOTAL QUALIFIED CIRCULATION	93,196	8,958	102,154	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.DENTALECONOMICS.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	263,466	117,729	97,900	2:05
August	253,817	119,918	100,944	1:54
September	251,739	120,531	100,813	1:53
October	257,980	119,491	97,856	2:03
November	215,730	102,762	84,560	2:00
December	184,947	88,398	72,577	2:02
AVERAGE:	237,946	111,471	92,441	1:59

July – December 2019 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

Dental Economics Social Media

2019	 Twitter followers http://twitter.com/dentalmagazine	 Facebook likes http://facebook.com/DentalEconomics
Beginning Balance:	6,176	203,645
July	6,209	203,223
August	6,228	202,805
September	6,230	202,388
October	6,224	202,037
November	6,232	201,698
December	6,236	201,365

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.

CHANGE IN OWNERSHIP:

Effective with the March 2019 issue, Dental Economics was purchased by Endeavor Business Media.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 25,538 copies or 25.0%, from the American Dental Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for 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.

Craig Dickson, VP, Group Publishing Director

Emily Martin, Audience Development Manager

(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 24, 2020

State Oklahoma

City Tulsa

Received by BPA Worldwide January 24, 2020

Type BD

ID Number D021B0D9

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.