

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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.

American Dental Association 211 East Chicago Avenue Chicago, IL 60611 Tel. No.: 312-440-2500 Fax No.: 312-440-3538 Web Site: www.ada.org **ADA NEWS** provides ADA members timely information on social, political and economic developments affecting dentistry and health care in general. The brand content and editorial scope also focuses on keeping the subscriber informed of association activities affecting the future of dentistry. Available in digital and print versions.

FIELD SERVED

ADA NEWS serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are dentists, dental students and titled and non-titled personnel in hospitals, health departments, government agencies and libraries, dental and medical schools, dental dealers, manufacturers and laboratories as well as others allied to the field.

CHANNELS

ADA NEWS MAGAZINE ADANEWS ADANEWS Toroundbreaking Health Policy Institute period that is the period to 157,159 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ADA NEWS MAGAZINE (12 issues in the period)	44,799	112,360	157,159

AVERAGE NON-QU	JALIFIED	CIRCULATIO	N
Non-Qualifie Not Included Else		Copies	
Other Paid Circula	tion	2,551	
Advertiser and Age	ency	812	
Allocated for Trade and Conventions	e Shows	-	
All Other		-	
Т	OTAL	3,363	

_	Total Qualified		Qual Non-		Qualified Paid		
Qualified Circulation	Copies Percent		Copies	Percent	Copies	Percent	
Individual	12,019	7.6	11,808	7.5	211	0.1	
Sponsored Individually Addressed	-	-	-	-	-	-	
*Membership Benefit	145,140	92.4	32,991	21.0	112,149	71.4	
Multi–Copy Same Addressee	-	-	-	-	-	-	
Single Copy Sales	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	157,159	100.0	44,799	28.5	112,360	71.5	
See Additional Data							

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
nuary 7	27,035	112,720	139,755
anuary 21	61,857	118,517	180,374
Eebruary 4	26,473	118,611	145,084
Eebruary 18	26,941	118,286	145,227
March 4	27,055	118,328	145,383
March 18	62,273	118,383	180,656
April 1	38,079	108,061	146,140
April 15	73,562	108,017	181,579
May 6	38,079	108,061	146,140
May 20	79,215	103,137	182,352
lune 3	38,942	108,137	147,079
lune 17	38,079	108,061	146,140

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid
L. Dentists-Including Part Time Faculty Members and Graduate Students	155,958	85.5	57,203	98,755
2. Dentists-Full Time Faculty Members	3,622	2.0	1,134	2,488
3. Dentists-Federal Government:				
a. Military	2,575	1.4	1,671	904
b. Public Health and Veterans Administration	877	0.5	498	379
TOTAL COPIES TO U.S. DENTISTS	163,032	89.4	60,506	102,526
1. Dentists-Foreign	942	0.5	835	107
5. Undergraduate dental students:				
a. Seniors	3,167	1.7	3,167	-
b. Others	13,430	7.4	13,430	-
5. & 7. Dental Schools, Dental Hygienist, Dental Assistant and Dental Laboratory Technician Schools: Administrators & Faculty members without a DDS/DMD degree, Directors, Instructors and Other Personnel	-	-	-	-
3. & 9. Dental Supply Dealers, Manufacturers and Laboratories: Executives & Salesmen and Other Dealer Personnel; Owners, Managers and Other Personnel	-	-	-	-
LO. Hospitals, Health Departments, Government Agencies and Libraries	-	-	-	-
L1. Others Allied to the Dental Profession	1,781	1.0	1,277	504
TOTAL QUALIFIED CIRCULATION	182,352	100.0	79,215	103,137
PERCENT	100.0		43.4	56.6

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ANALYSIS OF TOTAL COPIES TO	U.S. DENTISTS BY YEAR OF GRADUATION		
Year	of Graduation	U.S. Dentists	Percent of Total
2018		5,773	3.2
2017		5,549	3.0
2016		4,406	2.4
2015		4,122	2.3
2010-2014		19,120	10.5
2005-2009		18,901	10.4
2000-2004		20,418	11.2
1995-1999		17,886	9.8
1990-1994		16,810	9.2
1985-1989		18,283	10.0
1980-1984		14,674	8.0
Before 1980		17,090	9.4
	TOTAL COPIES TO U.S. DENTISTS	163,032	89.4

ANALYSIS OF DENTISTS BY SPECIALTY			
Dentists - Including Part Time Faculty Membe Graduate Students; Federal Government, Mi Public Health and Veterans Administratio	litary,	U.S. Dentists	Percent of Total
General Practice		125,414	68.8
Oral Surgeons		5,888	3.2
Endodontists		4,773	2.6
Orthodontists		8,587	4.7
Pedodontists		6,493	3.6
Periodontists		4,471	2.5
Prosthodontists		2,590	1.4
Oral Pathologists		237	0.1
Public Health		957	0.5
	TOTAL	159,410	87.4

_	Qualified Within			_			
Qualification Source	1 Year	2 Years	3 Years	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	146,593	-	-	43,953	102,640	146,593	80.4
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	35,759	-	-	35,262	497	35,759	19.6
*Association rosters and directories	35,262	-	-	35,262	-	35,262	19.3
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	497	-	-	-	497	497	0.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	182,352	-	-	79,215	103,137	182,352	100.0
PERCENT	100.0	-	-	43.4	56.6	100.0	

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	154,574	158,045	150,109	155,883	149,410	157,159
Qualified Non-Paid:	40,869	39,311	38,022	38,819	38,143	44,799
Qualified Paid:	113,705	118,734	112,087	117,064	111,267	112,360
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	***

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^{**}NC = None Claimed.

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 20, 2019 Qualified Qualified Total Ouglified Qualified

	Qualified	Qualified	Total			Qualified	Qualified	Total	
State	Non-Paid	Paid	Qualified	Percent	State	Non-Paid	Paid	Qualified	Percent
Maine	330	488	818		Kentucky	1,357	1,010	2,367	
New Hampshire	232	518	750		Tennessee	1,468	1,779	3,247	
Vermont	75	246	321		Alabama	1,107	856	1,963	
Massachusetts	3,438	2,631	6,069		Mississippi	522	714	1,236	
Rhode Island	149	341	490		EAST SO. CENTRAL	4,454	4,359	8,813	4.8
Connecticut	784	1,512	2,296		Arkansas	357	744	1,101	
NEW ENGLAND	5,008	5,736	10,744	5.9	Louisiana	836	1,294	2,130	
New York	5,750	7,117	12,867		Oklahoma	778	1,032	1,810	
New Jersey	3,093	2,819	5,912		Texas	7,462	5,986	13,448	
Pennsylvania	3,529	3,150	6,679		WEST SO. CENTRAL	9,433	9.056	18,489	10.2
MIDDLE ATLANTIC	12,372	13,086	25,458	14.0	Montana	115	469	584	
Ohio	2,126	3,387	5,513		Idaho	277	592	869	
Indiana	1,057	2,153	3,210		Wyoming	48	224	272	
Illinois	3,238	4,511	7,749		Colorado	1,281	2,332	3,613	
Michigan	2,169	3,901	6,070		New Mexico	373	417	790	
Wisconsin	948	1,899	2,847		Arizona	2,052	1,631	3,683	
EAST NO. CENTRAL	9,538	15,851	25,389	13.9	Utah	914	964	1,878	
Minnesota	1,132	2,022	3,154		Nevada	841	647	1,488	
lowa	588	1,201	1,789		MOUNTAIN	5,901	7,276	13,177	7.2
Missouri	1,298	1,614	2,912		Alaska	177	283	460	
North Dakota	69	295	364		Washington	1,861	2,937	4,798	
South Dakota	49	379	428		Oregon	1,182	1,419	2,601	
Nebraska	631	731	1,362		California	8,827	17,990	26,817	
Kansas	502	793	1,295		Hawaii	255	766	1.021	
WEST NO. CENTRAL	4,269	7,035	11,304	6.2	PACIFIC	12,302	23.395	35,697	19.6
Delaware	84	309	393		UNITED STATES	77,242	102,867	180,109	98.8
Maryland	1,704	1,627	3,331		U.S. Territories	981	131	1,112	
Washington, DC	281	237	518		Canada	523	23	546	
Virginia	2,183	2,576	4,759		Mexico	-		-	
West Virginia	396	460	856		Other International	291	36	327	
North Carolina	2,118	2,772	4,890		APO/FPO	178	80	258	
South Carolina	800	1,603	2,403		- /				
Georgia	1,742	2,510	4,252		TOTAL QUALIFIED		400.405	400.005	400.0
Florida	4,657	4,979	9,636		CIRCULATION	79,215	103,137	182,352	100.0
SOUTH ATLANTIC	13,965	17,073	31,038	17.0					

ADDITIONAL DATA

Qualified paid membership benefit subscriptions averaging 112,149 copies were sold to qualified recipients at the basic subscription prices. Member's yearly subscription price of \$8.00 is included in the dues and is non-deductible therefrom.

PARAGRAPH 3a:

The May 20, 2019 issue is 17.7% or 27,483 copies above the average of the other 11 issues reported in Paragraph 2.

Association rosters and directories include 1 source of circulation for a quantity of 35,262 copies or 19.3%, including ADA.

Other sources include 1 source of circulation for a quantity of 497 copies or 0.3%.

AVERAGE ANNUAL ORDER PRICE:

Since the Association dues for this publication are collected through local chapters, the average annual order price is not available and, therefore, not reported herein.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Michelle Hoffman, Vice President, Publishing

(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 State City

October 3, 2019 Illinois

October 3, 2019

Received by BPA Worldwide

BJ

Chicago

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Anot-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.