

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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Official Publication of: The American Dental Association
Established: 1970
Issues Per Year: 22



FIELD SERVED

ADA NEWS serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are dentists; dental students, hospitals, health departments, government agencies and libraries, dental and medical schools; dental dealers, manufacturers and laboratories, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	2,563
Advertiser and Agency _____	981
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	3,481
TOTAL	7,025

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		*Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,044	5.8	8,406	5.4	638	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	146,622	94.2	25,110	16.1	121,512	78.1
*Multi-Copy Same Addressee _____	36	-	-	-	36	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	155,702	100.0	33,516	21.5	122,186	78.5

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January 3 _____	24,910	118,652	143,562
January 17 _____	60,064	122,336	182,400
February 7 _____	23,972	122,686	146,658
February 21 _____	24,201	122,696	146,897
March 7 _____	25,054	122,575	147,629
March 21 _____	56,578	122,590	179,168
April 4 _____	25,205	122,691	147,896
April 18 _____	25,318	122,709	148,027
May 2 _____	25,888	122,200	148,088
*May 16 _____	58,378	122,322	180,700
June 6 _____	26,259	122,360	148,619
June 20 _____	26,365	122,403	148,768

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 16, 2011
 This issue is 17.8% or 27,272 copies above the average of the other 11 issues reported in Paragraph two. (See Additional Data)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
1. DENTISTS - Including Part Time Faculty Members and Graduate Students _____	155,037	85.8	37,428	117,609
2. DENTISTS - Full Time Faculty Members _____	3,321	1.8	738	2,583
3. DENTISTS - Federal Government				
a. Military _____	2,444	1.4	1,194	1,250
b. Public Health and Veterans Administration _____	936	0.5	316	620
TOTAL COPIES TO U.S. DENTISTS	161,738	89.5	39,676	122,062
4. DENTISTS - Foreign _____	785	0.4	693	92
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors _____	4,254	2.4	4,254	-
b. Others _____	13,685	7.6	13,685	-
6. & 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	-	-	3
8. & 9. DENTAL SUPPLY DEALERS, MANUFACTURERS AND LABORATORIES: Executives & Salesmen and Other Dealer Personnel; Owners, Managers and Other Personnel _____	2	-	-	2
10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES _____	72	-	-	72
11. OTHERS ALLIED TO THE DENTAL PROFESSION _____	161	0.1	70	91
TOTAL QUALIFIED CIRCULATION	180,700	100.0	58,378	122,322

ANALYSIS OF TOTAL COPIES TO U.S. DENTISTS BY YEAR OF GRADUATION

YEAR OF GRADUATION	US DENTISTS	PERCENT OF TOTAL
2011 _____	-	-
2010 _____	4,478	2.8
2009 _____	3,808	2.4
2008 _____	3,659	2.3
2003-2007 _____	19,878	12.3
1998-2002 _____	20,183	12.5
1993-1997 _____	17,196	10.6
1988-1992 _____	18,776	11.6
1983-1987 _____	22,275	13.7
1978-1982 _____	20,244	12.5
1973-1977 _____	14,721	9.1
Before 1973 _____	16,520	10.2
TOTAL COPIES TO U.S. DENTISTS	161,738	100.0

ANALYSIS OF DENTISTS BY SPECIALTY

DENTISTS - INCLUDING PART TIME FACULTY MEMBERS AND GRADUATE STUDENTS; FEDERAL GOVERNMENT, MILITARY, PUBLIC HEALTH AND VETERANS ADMINISTRATION	US DENTISTS	PERCENT OF TOTAL
a. General Practice _____	125,692	79.3
b. Oral Surgeons _____	5,865	3.7
c. Endodontists _____	4,300	2.7
d. Orthodontists _____	8,822	5.6
e. Pedodontists _____	5,125	3.2
f. Periodontists _____	4,791	3.0
g. Prosthodontists _____	2,469	1.6
h. Oral Pathologists _____	290	0.2
i. Public Health _____	1,063	0.7
TOTAL	158,417	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 16, 2011							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	199	-	-	-	199	199	0.1
II. Request from recipient's company: _____	2	-	-	-	2	2	-
III. Membership Benefit: _____	148,490	-	-	26,393	122,097	148,490	82.2
IV. Communication from recipient or recipient's company (other than request): _____	2	-	-	-	2	2	-
V. TOTAL - Sources other than above (listed alphabetically): _____	32,007	-	-	31,985	22	32,007	17.7
*Association rosters and directories _____	31,985	-	-	31,985	-	31,985	17.7
*Business directories _____	22	-	-	-	22	22	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	180,700	-	-	58,378	122,322	180,700	100.0
PERCENT	100.0	-	-	32.3	67.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 16, 2011				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	58,378	122,097	180,475	99.9
Individuals by name only _____	-	203	203	0.1
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	22	22	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,378	122,322	180,700	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 16, 2011									
State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	69	546	615		Kentucky _____	1,165	1,407	2,572	
New Hampshire _____	110	644	754		Tennessee _____	1,127	2,018	3,145	
Vermont _____	27	302	329		Alabama _____	689	1,390	2,079	
Massachusetts _____	2,303	3,783	6,086		Mississippi _____	399	865	1,264	
Rhode Island _____	84	453	537		EAST SO. CENTRAL	3,380	5,680	9,060	5.0
Connecticut _____	557	1,998	2,555		Arkansas _____	197	901	1,098	
NEW ENGLAND	3,150	7,726	10,876	6.0	Louisiana _____	611	1,548	2,159	
New York _____	5,271	9,327	14,598		Oklahoma _____	566	1,342	1,908	
New Jersey _____	2,374	3,842	6,216		Texas _____	4,194	7,437	11,631	
Pennsylvania _____	2,774	4,287	7,061		WEST SO. CENTRAL	5,568	11,228	16,796	9.3
MIDDLE ATLANTIC	10,419	17,456	27,875	15.4	Montana _____	65	488	553	
Ohio _____	1,653	4,260	5,913		Idaho _____	138	701	839	
Indiana _____	865	2,311	3,176		Wyoming _____	31	231	262	
Illinois _____	2,226	5,562	7,788		Colorado _____	801	2,569	3,370	
Michigan _____	1,590	4,250	5,840		New Mexico _____	220	626	846	
Wisconsin _____	778	2,345	3,123		Arizona _____	1,489	2,037	3,526	
EAST NO. CENTRAL	7,112	18,728	25,840	14.3	Utah _____	330	1,318	1,648	
Minnesota _____	931	2,374	3,305		Nevada _____	608	786	1,394	
Iowa _____	558	1,321	1,879		MOUNTAIN	3,682	8,756	12,438	6.9
Missouri _____	747	1,844	2,591		Alaska _____	127	351	478	
North Dakota _____	44	303	347		Washington _____	1,146	3,381	4,527	
South Dakota _____	47	364	411		Oregon _____	948	1,673	2,621	
Nebraska _____	653	792	1,445		California _____	7,545	18,678	26,223	
Kansas _____	279	996	1,275		Hawaii _____	178	817	995	
WEST NO. CENTRAL	3,259	7,994	11,253	6.2	PACIFIC	9,944	24,900	34,844	19.4
Delaware _____	52	333	385		UNITED STATES	56,804	121,838	178,642	98.9
Maryland _____	1,712	2,164	3,876		U.S. Territories _____	708	196	904	
Washington, DC _____	270	298	568		Canada _____	390	35	425	
Virginia _____	1,504	2,998	4,502		Mexico _____	-	6	6	
West Virginia _____	371	596	967		Other International _____	303	56	359	
North Carolina _____	1,199	3,015	4,214		APO/FPO _____	173	191	364	
South Carolina _____	605	1,632	2,237		TOTAL QUALIFIED CIRCULATION	58,378	122,322	180,700	100.0
Georgia _____	1,283	2,837	4,120						
Florida _____	3,294	5,497	8,791						
SOUTH ATLANTIC	10,290	19,370	29,660	16.4					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2008	January– June 2009	July– December 2009	January– June 2010	July– December 2010	January – June 2011*
Total Audit Average Qualified: _____	148,832	157,162	149,421	158,377	152,433	155,701
Qualified Non-Paid: _____	18,918	17,849	15,677	18,123	34,408	33,516
Qualified Paid: _____	129,914	139,313	133,744	140,254	118,025	122,185
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 121,512 copies were sold to qualified recipients at the basic subscriber prices. Member's yearly subscription price of \$8.00 is included in the dues and is non-deductible therefrom.

Qualified paid multi-copy same addressee subscription averaging 36 copies were sold to qualified recipients at the base price in a quantity of 36.

PARAGRAPH 3a:

The May 16, 2011 issue is 17.8% or 27,272 copies above the average of the other 11 issues reported in Paragraph two.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 31,985 copies or 17.7%, including ADA.

PUBLISHER'S AFFIDAVIT

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

Michael D. Springer, Managing Vice President, Publisher

Jill Philbin, Manager, Marketing and Circulation

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 25, 2011

State Illinois

County Cook

Received by BPA Worldwide July 25, 2011

Type PD

ID Number A528P0J1