

**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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THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION



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Official Publication of:
American Dental Association
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FIELD SERVED

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION 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 _____	3,061
Advertiser and Agency _____	993
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	4,456
TOTAL	8,510

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,483	1.0	-	-	1,483	1.0
Sponsored Individually Addressed ____	-	-	-	-	-	-
*Membership Benefit _____	146,697	99.0	25,070	16.9	121,627	82.1
*Multi-Copy Same Addressee _____	71	-	-	-	71	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	148,251	100.0	25,070	16.9	123,181	83.1

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	24,220	119,729	143,949
February _____	23,973	124,066	148,039
March _____	24,761	123,535	148,296
April _____	25,130	123,737	148,867
May _____	25,888	123,947	149,835
June _____	26,445	124,068	150,513

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is 1.3% or 1,902 copies above the average of the other 5 issues reported in Paragraph two.

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	Qualified Non-Paid	Qualified Paid
1.	DENTISTS-Including Part Time Faculty Members and Graduate Students _____	125,212	83.6	7,693	117,519
2.	DENTISTS - Full Time Faculty Members _____	2,694	1.8	58	2,636
3.	DENTISTS - FEDERAL GOVERNMENT				
a.	Military _____	1,703	1.1	453	1,250
b.	Public Health and Veterans Administration _____	633	0.4	16	617
TOTAL COPIES TO U.S. DENTISTS		130,242	86.9	8,220	122,022
4.	DENTISTS - Foreign _____	771	0.5	106	665
5.	UNDERGRADUATE DENTAL STUDENTS				
a.	Seniors _____	4,181	2.8	4,181	-
b.	Others _____	13,380	8.9	13,380	-
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 (Note 1 & 2) _____	16	-	-	16
8. & 9.	DENTAL SUPPLY DEALERS, MANUFACTURERS AND LABORATORIES: Executives & Salesmen and Other Dealer Personnel; Owners, Managers and Other Dealer Personnel; Owners, Managers and Other Personnel (Note 1 & 2) _____	11	-	-	11
10.	HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES (Note 2) _____	681	0.5	-	681
11.	OTHERS ALLIED TO THE DENTAL PROFESSION (Note 2) _____	553	0.4	1	552
TOTAL QUALIFIED CIRCULATION		149,835	100.0	25,888	123,947
PERCENT		100.0		17.3	82.7

Note 1: Category combined at the option of the publisher.

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

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

YEAR OF GRADUATION	U.S. DENTISTS	PERCENT OF TOTAL
2011 _____	-	-
2010 _____	4,364	3.3
2009 _____	3,335	2.6
2008 _____	3,129	2.4
2003-2007 _____	14,845	11.4
1998-2002 _____	13,477	10.3
1993-1997 _____	12,211	9.4
1988-1992 _____	13,138	10.1
1983-1987 _____	17,089	13.1
1978-1982 _____	17,413	13.4
1973-1977 _____	14,631	11.2
Before 1973 _____	16,610	12.8
TOTAL COPIES TO U.S. DENTISTS	130,242	100.0

ANALYSIS OF DENTISTS BY SPECIALTY

ANALYSIS OF DENTISTS BY SPECIALTY	U.S. DENTISTS	PERCENT OF TOTAL
1. DENTISTS - Including Part Time Faculty Members and Graduate Students; Federal Government, Military, Public Health and Veteran (NOTE 2)		
a) General Practice _____	99,089	78.0
b) Oral Surgeons _____	5,056	4.0
c) Endodontists _____	3,894	3.1
d) Orthodontists _____	7,722	5.7
e) Pedodontists _____	4,498	3.5
f) Periodontists _____	4,166	3.3
g) Prosthodontists _____	1,995	1.6
h) Oral Pathologists _____	231	0.2
i) Public Health _____	897	0.7
TOTAL	127,548	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	1,314	-	-	-	1,314	1,314	0.9
II. Request from recipient's company: _____	39	-	-	-	39	39	-
III. Membership Benefit: _____	148,374	-	-	25,888	122,486	148,374	99.0
IV. Communication from recipient or recipient's company (other than request): _____	2	-	-	-	2	2	-
V. TOTAL - Sources other than above (listed alphabetically): _____	106	-	-	-	106	106	0.1
Association rosters and directories _____	106	-	-	-	106	106	0.1
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	149,835	-	-	25,888	123,947	149,835	100.0
PERCENT	100.0	-	-	17.3	82.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	25,888	122,486	148,374	99.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	1,355	1,355	0.9
Multi-Copy Same Addressee copies _____	-	106	106	0.1
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,888	123,947	149,835	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine _____	28	546	574		Kentucky _____	654	1,415	2,069	
New Hampshire _____	25	643	668		Tennessee _____	543	2,019	2,562	
Vermont _____	10	303	313		Alabama _____	331	1,442	1,773	
Massachusetts _____	1,681	3,803	5,484		Mississippi _____	198	870	1,068	
Rhode Island _____	19	453	472		EAST SO. CENTRAL	1,726	5,746	7,472	5.0
Connecticut _____	268	2,011	2,279		Arkansas _____	62	904	966	
NEW ENGLAND	2,031	7,759	9,790	6.5	Louisiana _____	351	1,549	1,900	
New York _____	2,833	9,390	12,223		Oklahoma _____	299	1,344	1,643	
New Jersey _____	752	3,906	4,658		Texas _____	1,656	7,436	9,092	
Pennsylvania _____	1,146	4,329	5,475		WEST SO. CENTRAL	2,368	11,233	13,601	9.1
MIDDLE ATLANTIC	4,731	17,625	22,356	14.9	Montana _____	30	491	521	
Ohio _____	750	4,288	5,038		Idaho _____	37	707	744	
Indiana _____	557	2,323	2,880		Wyoming _____	10	232	242	
Illinois _____	862	5,577	6,439		Colorado _____	412	2,569	2,981	
Michigan _____	801	4,272	5,073		New Mexico _____	69	631	700	
Wisconsin _____	435	2,354	2,789		Arizona _____	675	2,051	2,726	
EAST NO. CENTRAL	3,405	18,814	22,219	14.8	Utah _____	76	1,307	1,383	
Minnesota _____	509	2,386	2,895		Nevada _____	311	789	1,100	
Iowa _____	452	1,332	1,784		MOUNTAIN	1,620	8,777	10,397	6.9
Missouri _____	348	1,856	2,204		Alaska _____	36	349	385	
North Dakota _____	18	303	321		Washington _____	366	3,386	3,752	
South Dakota _____	28	363	391		Oregon _____	398	1,685	2,083	
Nebraska _____	502	798	1,300		California _____	2,976	18,734	21,710	
Kansas _____	79	1,003	1,082		Hawaii _____	61	818	879	
WEST NO. CENTRAL	1,936	8,041	9,977	6.7	PACIFIC	3,837	24,972	28,809	19.2
Delaware _____	28	334	362		UNITED STATES	25,656	122,449	148,105	98.8
Maryland _____	767	2,168	2,935		U.S. Territories _____	93	199	292	
Washington, DC _____	155	296	451		Canada _____	87	226	313	
Virginia _____	631	3,018	3,649		Mexico _____	-	35	35	
West Virginia _____	221	600	821		Other International _____	18	844	862	
North Carolina _____	441	3,033	3,474		APO/FPO _____	34	194	228	
South Carolina _____	339	1,637	1,976		TOTAL QUALIFIED CIRCULATION	25,888	123,947	149,835	100.0
Georgia _____	430	2,854	3,284						
Florida _____	990	5,542	6,532						
SOUTH ATLANTIC	4,002	19,482	23,484	15.7					

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: _____	143,519	146,989	143,913	148,621	144,070	148,251
Qualified Non-Paid: _____	11,604	6,154	8,504	6,707	23,926	25,070
Qualified Paid: _____	131,915	140,835	135,409	141,914	120,144	123,181
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:

OFFICIAL PUBLICATION:

The Journal of the American Dental Association is the official publication of the American Dental Association.

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 121,627 copies were sold to qualified recipients at basic subscriber prices. Member's yearly subscription price of \$25.00 is included in the dues and is non-deductable therefrom.

Qualified paid multi-copy same addressee subscription averaging 71 copies were sold to qualified recipients at the base price in quantities of 2.

AVERAGE ANNUAL ORDER PRICE:

Since the Association dues for this publication are collected through local chapters the average annual order price is not required.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 19, 2011
Michael D. Springer, Managing Vice President and Publisher	State	Illinois
Jill Philbin, Manager, Marketing and Circulation	County	Cook
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 19, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	J021POJ1
It will be included in the annual audit made by BPA Worldwide.		