

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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**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 reader informed of association activities affecting the future of dentistry. Available in digital and print versions.

**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**

**ADA NEWS  
MAGAZINE**



12 Issues in the period  
239,401 average circulation

**ADA NEWS  
SOCIAL MEDIA**



28,628 average Twitter followers

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>ADA NEWS MAGAZINE</b> (12 issues in the period)	119,061	120,340	239,401
a. Print	37,516	120,340	157,856
b. Digital	81,545	-	81,545
1. Requested	-	-	-
2. Non-Requested	81,545	-	81,545
<b>ADA NEWS SOCIAL MEDIA</b>			
a. Twitter followers	28,628	-	28,628

### 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	-
Advertiser and Agency Allocated for Trade Shows and Conventions	997
All Other	7,229
<b>TOTAL</b>	<b>8,226</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	92,979	38.9	92,679	38.7	300	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	146,361	61.1	26,382	11.0	119,979	50.1
*Multi-Copy Same Addressee	61	-	-	-	61	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>239,401</b>	<b>100.0</b>	<b>119,061</b>	<b>49.7</b>	<b>120,340</b>	<b>50.3</b>

\*See Additional Data

### 1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,434	7.3	11,134	7.1	300	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	146,361	92.7	26,382	16.7	119,979	76.0
Multi-Copy Same Addressee	61	-	-	-	61	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>157,856</b>	<b>100.0</b>	<b>37,516</b>	<b>23.8</b>	<b>120,340</b>	<b>76.2</b>

### 1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	81,545	100.0	81,545	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>81,545</b>	<b>100.0</b>	<b>81,545</b>	<b>100.0</b>	-	-

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January 6	144,402	80,996	107,768	117,630	225,398
January 20	180,895	81,553	144,462	117,986	262,448
February 3	144,296	81,356	107,879	117,773	225,652
February 17	146,336	81,467	106,942	120,861	227,803
March 3	146,650	81,600	107,190	121,060	228,250
March 17	179,739	81,593	140,326	121,006	261,332
April 7	146,971	81,833	107,636	121,168	228,804
April 21	180,666	81,663	141,136	121,193	262,329
May 5	148,565	81,795	109,167	121,193	230,360
<b>*May 19</b>	<b>179,748</b>	<b>82,010</b>	<b>140,451</b>	<b>121,307</b>	<b>261,758</b>
June 2	147,960	81,296	107,854	121,402	229,256
June 16	148,052	81,374	107,920	121,506	229,426

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 19, 2014**  
 This issue is 10.3% or 24,389 copies above the average of the other 11 issues reported in Paragraph 2. (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	154,339	59.0	38,745	115,594
2. DENTISTS-Full Time Faculty Members	3,995	1.5	673	3,322
3. DENTISTS-FEDERAL GOVERNMENT:				
a. Military	2,711	1.0	1,197	1,514
b. Public Health and Veterans Administration	897	0.4	269	628
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>161,942</b>	<b>61.9</b>	<b>40,884</b>	<b>121,058</b>
4. DENTISTS-Foreign	898	0.3	757	141
5. UNDERGRADUATE DENTAL STUDENTS:				
a. Seniors	4,207	1.6	4,207	-
b. Others	12,585	4.8	12,585	-
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	3	-	-	3
10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES	44	-	-	44
11. OTHERS ALLIED TO THE DENTAL PROFESSION	66	-	8	58
AMERICAN DENTAL ASSOCIATION MEMBERS	82,010	31.4	82,010	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>261,758</b>	<b>100.0</b>	<b>140,451</b>	<b>121,307</b>
<b>PERCENT</b>	<b>100.0</b>		<b>53.7</b>	<b>46.3</b>

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

YEAR OF GRADUATION	US DENTISTS	PERCENT OF TOTAL
2014	-	-
2013	4,871	3.0
2012	3,848	2.4
2011	4,276	2.6
2006-2010	20,633	12.7
2001-2005	20,187	12.5
1996-2000	18,439	11.4
1991-1995	16,954	10.5
1986-1990	18,770	11.6
1981-1985	19,933	12.3
1976-1980	14,972	9.2
Before 1976	19,059	11.8
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>161,942</b>	<b>100.0</b>

**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
General Practice	125,191	79.3
Oral Surgeons	5,965	3.8
Endodontists	4,524	2.9
Orthodontists	8,724	5.5
Pedodontists	5,652	3.6
Periodontists	4,412	2.8
Prosthodontists	2,383	1.5
Oral Pathologists	217	0.1
Public Health	879	0.5
<b>TOTAL</b>	<b>157,947</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 19, 2014**

QUALIFICATION SOURCE	Qualified Within					Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital				
I. Direct Request:	218	-	-	218	-	-	218	218	0.1
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-
III. Membership Benefit:	147,395	-	-	147,395	-	26,426	120,969	147,395	56.3
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>114,145</b>	-	-	<b>32,135</b>	<b>82,010</b>	<b>114,025</b>	<b>120</b>	<b>114,145</b>	<b>43.6</b>
*Association rosters and directories	114,025	-	-	32,015	82,010	114,025	-	114,025	43.6
*Business directories	120	-	-	120	-	-	120	120	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>261,758</b>	-	-	<b>179,748</b>	<b>82,010</b>	<b>140,451</b>	<b>121,307</b>	<b>261,758</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>68.7</b>	<b>31.3</b>	<b>53.7</b>	<b>46.3</b>	<b>100.0</b>	

\*See Additional Data

**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 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*
Total Audit Average Qualified:	156,947	158,684	154,317	159,037	235,497	239,401
Qualified Non-Paid:	39,382	37,006	37,404	38,043	119,351	119,061
Print:	39,382	37,006	37,404	38,043	37,704	37,516
Digital:	-	-	-	-	81,647	81,545
Qualified Paid:	117,565	121,678	116,913	120,994	116,146	120,340
Print:	117,565	121,678	116,913	120,994	116,146	120,340
Digital:	-	-	-	-	-	-
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 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 19, 2014\***

State	Non-Paid	Paid	Total Qualified	Percent	State	Non-Paid	Paid	Total Qualified	Percent
Maine	85	557	642		Kentucky	1,169	1,352	2,521	
New Hampshire	100	649	749		Tennessee	1,157	2,062	3,219	
Vermont	37	291	328		Alabama	696	1,367	2,063	
Massachusetts	2,242	3,769	6,011		Mississippi	406	874	1,280	
Rhode Island	81	438	519		<b>EAST SO. CENTRAL</b>	<b>3,428</b>	<b>5,655</b>	<b>9,083</b>	<b>3.5</b>
Connecticut	589	1,895	2,484		Arkansas	213	910	1,123	
<b>NEW ENGLAND</b>	<b>3,134</b>	<b>7,599</b>	<b>10,733</b>	<b>4.1</b>	Louisiana	604	1,598	2,202	
New York	4,470	8,949	13,419		Oklahoma	573	1,367	1,940	
New Jersey	2,174	3,721	5,895		Texas	4,970	7,688	12,658	
Pennsylvania	2,566	4,116	6,682		<b>WEST SO. CENTRAL</b>	<b>6,360</b>	<b>11,563</b>	<b>17,923</b>	<b>6.8</b>
<b>MIDDLE ATLANTIC</b>	<b>9,210</b>	<b>16,786</b>	<b>25,996</b>	<b>9.9</b>	Montana	66	489	555	
Ohio	1,506	4,145	5,651		Idaho	191	640	831	
Indiana	853	2,317	3,170		Wyoming	37	239	276	
Illinois	2,548	5,516	8,064		Colorado	895	2,553	3,448	
Michigan	1,600	4,218	5,818		New Mexico	226	604	830	
Wisconsin	645	2,332	2,977		Arizona	1,567	1,970	3,537	
<b>EAST NO. CENTRAL</b>	<b>7,152</b>	<b>18,528</b>	<b>25,680</b>	<b>9.8</b>	Utah	597	1,307	1,904	
Minnesota	906	2,305	3,211		Nevada	653	757	1,410	
Iowa	515	1,341	1,856		<b>MOUNTAIN</b>	<b>4,232</b>	<b>8,559</b>	<b>12,791</b>	<b>4.9</b>
Missouri	792	1,844	2,636		Alaska	142	335	477	
North Dakota	46	327	373		Washington	1,299	3,255	4,554	
South Dakota	33	396	429		Oregon	1,005	1,631	2,636	
Nebraska	547	800	1,347		California	7,299	18,820	26,119	
Kansas	299	976	1,275		Hawaii	178	815	993	
<b>WEST NO. CENTRAL</b>	<b>3,138</b>	<b>7,989</b>	<b>11,127</b>	<b>4.2</b>	<b>PACIFIC</b>	<b>9,923</b>	<b>24,856</b>	<b>34,779</b>	<b>13.3</b>
Delaware	53	330	383		<b>UNITED STATES</b>	<b>57,034</b>	<b>120,796</b>	<b>177,830</b>	<b>67.9</b>
Maryland	1,459	2,126	3,585		U.S. Territories	639	219	858	
Washington, DC	242	292	534		Canada	274	43	317	
Virginia	1,653	2,993	4,646		Mexico	-	3	3	
West Virginia	371	600	971		Other International	344	77	421	
North Carolina	1,492	3,013	4,505		APO/FPO	150	169	319	
South Carolina	640	1,649	2,289		Email Only	82,010	-	82,010	
Georgia	1,287	2,884	4,171						
Florida	3,260	5,374	8,634						
<b>SOUTH ATLANTIC</b>	<b>10,457</b>	<b>19,261</b>	<b>29,718</b>	<b>11.4</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>140,451</b>	<b>121,307</b>	<b>261,758</b>	<b>100.0</b>

\*See Additional Data

**SOCIAL MEDIA CHANNEL**

ADA NEWS Social Media



Twitter followers

<http://twitter.com/ADAnews>

2014

January	26,565
February	27,400
March	28,400
April	29,100
May	29,800
June	30,500

AVERAGE:

28,628

## ADDITIONAL DATA

### 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.

### MAGAZINE:

#### PARAGRAPH 1:

Qualified paid membership subscriptions averaging 119,979 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.

Qualified paid multi-copy same addressee subscription averaging 61 copies were sold to qualified recipients at the base price in quantities of 2 or more.

#### PARAGRAPH 3a:

The May 19, 2014 issue is 10.3% or 24,389 copies above the average of the other 11 issues reported in paragraph 2.

#### PARAGRAPH 3b:

Association Rosters and directories include 1 source of circulation for a quantity of 114,025 copies or 43.6% including ADA.

Business directories include 1 source of circulation for a quantity of 120 copies or 0.0%.

### AVERAGE ANNUAL ORDER PRICE:

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

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Social Media is 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.

Michael D. Springer, Senior Vice President, Business and Publishing

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 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 17, 2014

State Illinois

County Cook

Received by BPA Worldwide July 17, 2014

Type BD

ID Number A528B0J4

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.