

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 is a B2B brand intended for dental professionals with broad-based interests in dentistry. The brand content and editorial scope of the publication includes news and industry comment, in-depth clinical articles, industry round-up and special features. The content of every issue is also available to paid subscribers globally via online 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

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION



6 Issues in the period
147,855 average circulation

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE



59,430 average unique browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION (6 issues in the period)	26,750	121,105	147,855
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE (Monthly Unique Browsers with 192,416 average Page Impressions)	59,430	-	59,430

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	-
Advertiser and Agency	997
Allocated for Trade Shows and Conventions	-
All Other	6,565
TOTAL	7,562

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	994	0.7	-	-	994	0.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	146,768	99.3	26,750	18.1	120,018	81.2
Multi-Copy Same Addressee	93	0.1	-	-	93	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	147,855	100.0	26,750	18.1	121,105	81.9

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Non-Paid	Paid	Total Qualified
January	26,776	118,244	145,020
February	28,389	119,088	147,477
March	25,549	122,107	147,656
April	25,750	122,099	147,849
May	27,542	122,477	150,019
June	26,494	122,615	149,109

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

This issue is 0.5% or 789 copies below the average of the other 5 issues reported in Paragraph 2. 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 INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Non-Paid	Paid
1. DENTISTS-Including Part Time Faculty Members and Graduate Students	124,222	82.9	8,689	115,533
2. DENTISTS - Full Time Faculty Members	3,521	2.3	75	3,446
3. DENTISTS - FEDERAL GOVERNMENT				
a. Military	1,892	1.3	373	1,519
b. Public Health and Veterans Administration	653	0.4	21	632
TOTAL COPIES TO U.S. DENTISTS	130,288	86.9	9,158	121,130
4. DENTISTS - Foreign	904	0.6	311	593
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	4,526	3.0	4,526	-
b. Others	13,543	9.0	13,543	-
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)	13	-	-	13
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)	7	-	-	7
10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES (Note 2)	391	0.3	-	391
11. OTHERS ALLIED TO THE DENTAL PROFESSION (Note 2)	347	0.2	4	343
TOTAL QUALIFIED CIRCULATION	150,019	100.0	27,542	122,477
PERCENT	100.0		18.4	81.6

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
2014	-	-
2013	4,912	3.8
2012	3,656	2.8
2011	3,216	2.5
2006-2010	14,977	11.5
2001-2005	13,851	10.6
1996-2000	12,594	9.7
1991-1995	11,594	8.9
1986-1990	14,108	10.8
1981-1985	17,185	13.2
1976-1980	14,938	11.5
Before 1976	19,257	14.7
TOTAL COPIES TO U.S. DENTISTS	130,288	100.0

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	98,307	77.6
b) Oral Surgeons	5,096	4.1
c) Endodontists	4,075	3.2
d) Orthodontists	7,639	6.0
e) Pedodontists	4,903	3.9
f) Periodontists	3,863	3.0
g) Prosthodontists	1,962	1.5
h) Oral Pathologists	165	0.1
i) Public Health	757	0.6
TOTAL	126,767	100.0

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

QUALIFICATION SOURCE	Qualified Within				Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	1,086	-	-	-	-	1,086	1,086	0.7
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	148,792	-	-	-	27,542	121,250	148,792	99.2
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	141	-	-	-	-	141	141	0.1
Association rosters and directories	-	-	-	-	-	-	-	-
Business directories	141	-	-	-	-	141	141	0.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	150,019	-	-	-	27,542	122,477	150,019	100.0
PERCENT	100.0	-	-	-	18.4	81.6	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	27,538	121,582	149,120	99.4
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	4	754	758	0.5
Multi-Copy Same Addressee copies	-	141	141	0.1
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,542	122,477	150,019	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*
Total Audit Average Qualified:	144,076	148,989	144,622	149,132	144,219	147,855
Qualified Non-Paid:	24,380	26,231	25,998	27,208	26,405	26,750
Qualified Paid:	119,696	122,758	118,624	121,924	117,814	121,105
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 are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014*

State	Non-Paid	Paid	Total Qualified	Percent	State	Non-Paid	Paid	Total Qualified	Percent
Maine	41	567	608		Kentucky	720	1,363	2,083	
New Hampshire	22	648	670		Tennessee	610	2,064	2,674	
Vermont	16	291	307		Alabama	333	1,399	1,732	
Massachusetts	1,667	3,782	5,449		Mississippi	206	880	1,086	
Rhode Island	19	439	458		EAST SO. CENTRAL	1,869	5,706	7,575	5.0
Connecticut	258	1,900	2,158		Arkansas	59	917	976	
NEW ENGLAND	2,023	7,627	9,650	6.4	Louisiana	361	1,597	1,958	
New York	2,209	8,998	11,207		Oklahoma	305	1,369	1,674	
New Jersey	687	3,747	4,434		Texas	1,684	7,718	9,402	
Pennsylvania	1,234	4,172	5,406		WEST SO. CENTRAL	2,409	11,601	14,010	9.3
MIDDLE ATLANTIC	4,130	16,917	21,047	14.0	Montana	22	490	512	
Ohio	812	4,161	4,973		Idaho	43	650	693	
Indiana	554	2,329	2,883		Wyoming	13	240	253	
Illinois	1,156	5,550	6,706		Colorado	442	2,559	3,001	
Michigan	965	4,238	5,203		New Mexico	60	600	660	
Wisconsin	355	2,342	2,697		Arizona	734	1,991	2,725	
EAST NO. CENTRAL	3,842	18,620	22,462	15.1	Utah	314	1,294	1,608	
Minnesota	540	2,324	2,864		Nevada	328	759	1,087	
Iowa	418	1,354	1,772		MOUNTAIN	1,956	8,583	10,539	7.0
Missouri	437	1,865	2,302		Alaska	34	335	369	
North Dakota	21	325	346		Washington	393	3,262	3,655	
South Dakota	18	408	426		Oregon	383	1,641	2,024	
Nebraska	566	801	1,367		California	3,351	18,835	22,186	
Kansas	89	981	1,070		Hawaii	60	817	877	
WEST NO. CENTRAL	2,089	8,058	10,147	6.8	PACIFIC	4,221	24,890	29,111	19.5
Delaware	20	333	353		UNITED STATES	27,140	121,306	148,446	99.0
Maryland	704	2,136	2,840		U.S. Territories	109	220	329	
Washington, DC	140	291	431		Canada	93	178	271	
Virginia	703	3,026	3,729		Mexico	-	26	26	
West Virginia	225	602	827		Other International	164	576	740	
North Carolina	700	2,979	3,679		APO/FPO	36	171	207	
South Carolina	413	1,658	2,071						
Georgia	443	2,887	3,330						
Florida	1,253	5,392	6,645						
SOUTH ATLANTIC	4,601	19,304	23,905	15.9					
					TOTAL QUALIFIED CIRCULATION	27,542	122,477	150,019	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.JADA.ADA.ORG

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	198,956	72,100	59,578	1.21	01:19	02:19
February	213,436	75,822	62,859	1.21	01:18	02:21
March	227,838	84,181	69,375	1.21	01:21	02:18
April	200,848	78,164	64,727	1.21	01:20	02:06
May	184,714	73,189	60,745	1.20	01:24	02:07
June	128,704	46,815	39,297	1.19	01:16	02:14
AVERAGE:	192,416	71,711	59,430	1.21	01:19	02:14

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 120,018 copies were sent to recipients at basic subscription prices. Member's yearly subscription price of \$25.00 is included in the dues and non-deductible therefrom. Qualified paid multi-copy same addressee subscription averaging 93 copies were sent to qualified recipients at the basic price in quantities of 2 or more.

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:

Geographical data for Website 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 J021B0J4

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 for the latest audit reports, membership information and publishing and advertising industry news.