

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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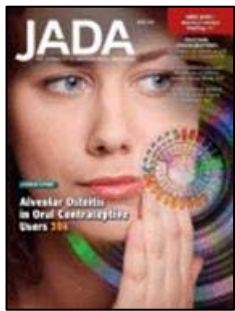
**THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION** is a B2B brand intended for dental professionals with broad-based interests in dentistry. The brand content and editorial scope of the publication includes news and industry comment, in-depth clinical articles, industry round-up and special features. 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  
 143,444 average circulation

### THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE



56,233 average unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION</b> (6 issues in the period)	29,256	114,188	143,444
<b>THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE</b> (Monthly Unique Browsers with 218,764 average Page Impressions)	56,233		56,233

**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	797
Advertiser and Agency	96
Allocated for Trade Shows and Conventions	-
All Other	5,502
<b>TOTAL</b>	<b>6,395</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	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	143,444	100.0	29,256	20.4	114,188	79.6
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>143,444</b>	<b>100.0</b>	<b>29,256</b>	<b>20.4</b>	<b>114,188</b>	<b>79.6</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Non-Paid	Paid	Total Qualified
July	30,426	120,868	151,294
August	28,510	110,442	138,952
September	28,830	112,203	141,033
October	29,026	113,060	142,086
November	29,208	113,557	142,765
December	29,536	114,997	144,533

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

This issue is 0.6% or 815 copies above 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	122,022	85.5	13,684	108,338
2. DENTISTS - Full Time Faculty Members	3,030	2.1	82	2,948
3. DENTISTS - FEDERAL GOVERNMENT				
a. Military	1,562	1.1	292	1,270
b. Public Health and Veterans Administration	576	0.4	20	556
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>127,190</b>	<b>89.1</b>	<b>14,078</b>	<b>113,112</b>
4. DENTISTS - Foreign	567	0.4	290	277
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	4,981	3.5	4,981	-
b. Others	9,856	6.9	9,856	-
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)	-	-	-	-
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)	-	-	-	-
10. HOSPITALS, HEALTH DEPARTMENTS, GOVERNMENT AGENCIES AND LIBRARIES (Note 2)	-	-	-	-
11. OTHERS ALLIED TO THE DENTAL PROFESSION (Note 2)	171	0.1	3	168
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>142,765</b>	<b>100.0</b>	<b>29,208</b>	<b>113,557</b>
<b>PERCENT</b>	<b>100.0</b>		<b>20.5</b>	<b>79.5</b>

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
2,016	5,672	4.5
2,015	5,049	4.0
2,014	3,101	2.4
2,013	2,907	2.3
2008-2012	13,664	10.7
2003-2007	13,210	10.4
1998-2002	12,418	9.8
1993-1997	11,263	8.8
1988-1992	12,171	9.6
1983-1987	15,348	12.1
1978-1982	14,422	11.3
Before 1978	17,965	14.1
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>127,190</b>	<b>100.0</b>

**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	95,865	77.2
b) Oral Surgeons	4,954	4.0
c) Endodontists	4,155	3.4
d) Orthodontists	7,227	5.8
e) Pedodontists	5,185	4.2
f) Periodontists	3,814	3.1
g) Prosthodontists	2,004	1.6
h) Oral Pathologists	165	0.1
i) Public Health	791	0.6
<b>TOTAL</b>	<b>124,160</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	<b>142,765</b>	-	-	<b>29,208</b>	<b>113,557</b>	<b>142,765</b>	<b>100.0</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>142,765</b>	-	-	<b>29,208</b>	<b>113,557</b>	<b>142,765</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>20.5</b>	<b>79.5</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	29,208	113,557	142,765	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,208</b>	<b>113,557</b>	<b>142,765</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2016*
Total Audit Average Qualified:	147,855	141,846	146,790	143,477	146,920	143,444
Qualified Non-Paid:	26,750	24,952	27,309	26,432	27,528	29,256
Qualified Paid:	121,105	116,894	119,481	117,045	119,392	114,188
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00

**\*NOTE: January - December 2016 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 NOVEMBER 2016\***

State	Non-Paid	Paid	Total Qualified	Percent	State	Non-Paid	Paid	Total Qualified	Percent
Maine	203	501	704		Kentucky	619	1,193	1,812	
New Hampshire	39	598	637		Tennessee	694	1,935	2,629	
Vermont	32	277	309		Alabama	314	1,112	1,426	
Massachusetts	1,704	3,452	5,156		Mississippi	196	800	996	
Rhode Island	21	392	413		<b>EAST SO. CENTRAL</b>	<b>1,823</b>	<b>5,040</b>	<b>6,863</b>	<b>4.8</b>
Connecticut	247	1,746	1,993		Arkansas	103	841	944	
<b>NEW ENGLAND</b>	<b>2,246</b>	<b>6,966</b>	<b>9,212</b>	<b>6.5</b>	Louisiana	343	1,457	1,800	
New York	2,051	8,289	10,340		Oklahoma	313	1,199	1,512	
New Jersey	678	3,373	4,051		Texas	1,947	6,936	8,883	
Pennsylvania	1,610	3,719	5,329		<b>WEST SO. CENTRAL</b>	<b>2,706</b>	<b>10,433</b>	<b>13,139</b>	<b>9.2</b>
<b>MIDDLE ATLANTIC</b>	<b>4,339</b>	<b>15,381</b>	<b>19,720</b>	<b>13.8</b>	Montana	34	482	516	
Ohio	842	3,844	4,686		Idaho	78	610	688	
Indiana	550	2,197	2,747		Wyoming	20	235	255	
Illinois	1,278	4,960	6,238		Colorado	616	2,434	3,050	
Michigan	975	4,124	5,099		New Mexico	67	507	574	
Wisconsin	398	2,062	2,460		Arizona	920	1,817	2,737	
<b>EAST NO. CENTRAL</b>	<b>4,043</b>	<b>17,187</b>	<b>21,230</b>	<b>14.9</b>	Utah	345	1,192	1,537	
Minnesota	507	2,127	2,634		Nevada	250	724	974	
Iowa	400	1,275	1,675		<b>MOUNTAIN</b>	<b>2,330</b>	<b>8,001</b>	<b>10,331</b>	<b>7.2</b>
Missouri	627	1,724	2,351		Alaska	32	308	340	
North Dakota	31	321	352		Washington	492	3,067	3,559	
South Dakota	36	386	422		Oregon	435	1,545	1,980	
Nebraska	378	763	1,141		California	3,135	18,703	21,838	
Kansas	136	891	1,027		Hawaii	84	802	886	
<b>WEST NO. CENTRAL</b>	<b>2,115</b>	<b>7,487</b>	<b>9,602</b>	<b>6.7</b>	<b>PACIFIC</b>	<b>4,178</b>	<b>24,425</b>	<b>28,603</b>	<b>20.0</b>
Delaware	21	318	339		<b>UNITED STATES</b>	<b>28,763</b>	<b>112,977</b>	<b>141,740</b>	<b>99.3</b>
Maryland	534	1,871	2,405		U.S. Territories	120	227	347	
Washington, DC	139	257	396		Canada	169	76	245	
Virginia	721	2,728	3,449		Mexico	-	-	-	
West Virginia	254	495	749		Other International	133	202	335	
North Carolina	747	2,898	3,645		APO/FPO	23	75	98	
South Carolina	449	1,648	2,097						
Georgia	549	2,622	3,171						
Florida	1,569	5,220	6,789						
<b>SOUTH ATLANTIC</b>	<b>4,983</b>	<b>18,057</b>	<b>23,040</b>	<b>16.2</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>29,208</b>	<b>113,557</b>	<b>142,765</b>	<b>100.0</b>

\*See Additional Data

**WEBSITE CHANNEL**

WWW.JADA.ADA.ORG

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	134,722	51,348	39,996	1.28	01:07	01:48
August	150,618	60,586	48,567	1.25	01:07	01:40
September	189,630	74,548	60,173	1.24	01:03	01:37
October	178,071	70,309	55,179	1.27	01:11	01:50
November	177,225	67,867	53,085	1.28	01:10	01:52
December	482,321	189,499	80,398	2.36	00:53	01:22
<b>AVERAGE:</b>	<b>218,764</b>	<b>85,692</b>	<b>56,233</b>	<b>1.45</b>	<b>01:05</b>	<b>01:41</b>

July - December 2016 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](http://www.adicompli.com)

**ADDITIONAL DATA**

**MAGAZINE: PARAGRAPH 1:**

Qualified paid membership benefit subscriptions averaging 114,188 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.

**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.  
 Stefanie Jewell-Thomas, Executive Publisher  
 Richard Bozza, Circulation Analyst  
 (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 January 30, 2017  
 State Pennsylvania  
 City Philadelphia  
 Received by BPA Worldwide January 30, 2017  
 Type BD  
 ID Number J021B0D6

**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.