

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.

American Dental Association
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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 subscriber informed of association activities affecting the future of dentistry. Available in digital and print versions.

FIELD SERVED

ADA NEWS serves the dental profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are dentists, dental students and titled and non-titled personnel in hospitals, health departments, government agencies and libraries, dental and medical schools, dental dealers, manufacturers and laboratories as well as others allied to the field.

CHANNELS

**ADA NEWS
MAGAZINE**



12 issues in the period
155,883 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ADA NEWS MAGAZINE (12 issues in the period)	38,819	117,064	155,883

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2,669
Advertiser and Agency	1,025
Allocated for Trade Shows and Conventions	134
All Other	977
TOTAL	4,805

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,437	7.9	12,396	7.9	41	-
Sponsored Individually Addressed	108	0.1	-	-	108	0.1
*Membership Benefit	143,338	92.0	26,423	17.0	116,915	75.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	155,883	100.0	38,819	24.9	117,064	75.1

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January 8	26,270	112,241	138,511
January 22	25,626	117,656	143,282
February 5	65,561	117,529	183,090
February 19	26,186	117,568	143,754
March 5	26,439	117,646	144,085
March 19	62,960	117,656	180,616
April 2	26,688	117,506	144,194
April 16	63,069	117,320	180,389
May 7	26,444	117,291	143,735
*May 21	63,067	117,402	180,469
June 4	26,716	117,471	144,187
June 18	26,797	117,476	144,273

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2018
 This issue is 17.5% or 26,822 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	154,586	85.7	42,637	111,949
2. Dentists-Full Time Faculty Members	4,113	2.3	901	3,212
3. Dentists-Federal Government:				
a. Military	2,595	1.4	1,245	1,350
b. Public Health and Veterans Administration	904	0.5	333	571
TOTAL COPIES TO U.S. DENTISTS	162,198	89.9	45,116	117,082
4. Dentists-Foreign	722	0.4	592	130
5. Undergraduate dental students:				
a. Seniors	3,581	2.0	3,581	-
b. Others	12,635	7.0	12,635	-
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	1	-	-	1
8. & 9. Dental Supply Dealers, Manufacturers And Laboratories: Executives & Salesmen and Other Dealer Personnel; Owners, Managers and Other Personnel	-	-	-	-
10. Hospitals, Health Departments, Government Agencies and Libraries	22	-	-	22
11. Others Allied to the Dental Profession	1,310	0.7	1,143	167
TOTAL QUALIFIED CIRCULATION	180,469	100.0	63,067	117,402
PERCENT	100.0		34.9	65.1

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

Year Of Graduation	U.S. Dentists	Percent of Total
2017	5,258	2.9
2016	4,852	2.7
2015	4,011	2.2
2014	3,796	2.1
2009-2013	18,612	10.3
2004-2008	19,098	10.6
1999-2003	20,049	11.1
1994-1998	17,370	9.6
1989-1993	17,157	9.5
1984-1988	19,270	10.7
1979-1983	15,606	8.7
Before 1979	17,119	9.5
TOTAL COPIES TO U.S. DENTISTS	162,198	89.9

ANALYSIS OF DENTISTS BY SPECIALTY

Dentists - Including Part Time Faculty Members and Graduate Students; Federal Government, Military, Public Health and Veterans Administration	U.S. Dentists	Percent of Total
General Practice	124,481	69.0
Oral Surgeons	5,861	3.2
Endodontists	4,707	2.6
Orthodontists	8,572	4.8
Pedodontists	6,289	3.5
Periodontists	4,441	2.5
Prosthodontists	2,584	1.4
Oral Pathologists	231	0.1
Public Health	919	0.5
TOTAL	158,085	87.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2018

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:	143,851	-	-	26,611	117,240	143,851	79.7
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	36,618	-	-	36,456	162	36,618	20.3
*Association rosters and directories	36,456	-	-	36,456	-	36,456	20.2
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	162	-	-	-	162	162	0.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	180,469	-	-	63,067	117,402	180,469	100.0
PERCENT	100.0	-	-	34.9	65.1	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	161,883	154,574	158,045	150,109	155,883
Qualified Non-Paid:	33,391	40,869	39,311	38,022	38,819
Qualified Paid:	128,492	113,705	118,734	112,087	117,064
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2017 - June 2018 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 21, 2018

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	276	519	795		Kentucky	1,154	1,220	2,374	
New Hampshire	128	601	729		Tennessee	1,220	2,031	3,251	
Vermont	42	279	321		Alabama	746	1,172	1,918	
Massachusetts	2,118	3,692	5,810		Mississippi	397	808	1,205	
Rhode Island	94	405	499		EAST SO. CENTRAL	3,517	5,231	8,748	4.8
Connecticut	599	1,723	2,322		Arkansas	268	854	1,122	
NEW ENGLAND	3,257	7,219	10,476	5.8	Louisiana	659	1,498	2,157	
New York	4,524	8,212	12,736		Oklahoma	625	1,223	1,848	
New Jersey	2,567	3,355	5,922		Texas	5,821	7,470	13,291	
Pennsylvania	2,981	3,772	6,753		WEST SO. CENTRAL	7,373	11,045	18,418	10.2
MIDDLE ATLANTIC	10,072	15,339	25,411	14.1	Montana	74	505	579	
Ohio	1,674	3,828	5,502		Idaho	217	643	860	
Indiana	841	2,290	3,131		Wyoming	42	241	283	
Illinois	2,583	5,295	7,878		Colorado	971	2,603	3,574	
Michigan	1,859	4,250	6,109		New Mexico	271	509	780	
Wisconsin	689	2,179	2,868		Arizona	1,525	2,050	3,575	
EAST NO. CENTRAL	7,646	17,842	25,488	14.1	Utah	619	1,248	1,867	
Minnesota	949	2,167	3,116		Nevada	657	773	1,430	
Iowa	490	1,281	1,771		MOUNTAIN	4,376	8,572	12,948	7.2
Missouri	1,107	1,768	2,875		Alaska	116	334	450	
North Dakota	50	330	380		Washington	1,503	3,219	4,722	
South Dakota	46	389	435		Oregon	949	1,635	2,584	
Nebraska	507	779	1,286		California	7,599	18,730	26,329	
Kansas	362	915	1,277		Hawaii	157	826	983	
WEST NO. CENTRAL	3,511	7,629	11,140	6.2	PACIFIC	10,324	24,744	35,068	19.4
Delaware	59	334	393		UNITED STATES	61,239	117,104	178,343	98.8
Maryland	1,446	1,975	3,421		U.S. Territories	1,101	62	1,163	
Washington, DC	245	275	520		Canada	431	73	504	
Virginia	1,826	2,878	4,704		Mexico	-	-	-	
West Virginia	326	544	870		Other International	161	57	218	
North Carolina	1,635	3,045	4,680		APO/FPO	133	104	237	
South Carolina	654	1,713	2,367		Email Only	2	2	4	
Georgia	1,402	2,816	4,218		TOTAL QUALIFIED CIRCULATION	63,067	117,402	180,469	100.0
Florida	3,570	5,903	9,473						
SOUTH ATLANTIC	11,163	19,483	30,646	17.0					

ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 116,915 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.

PARAGRAPH 3a:

The May 21, 2018 issue is 17.5% or 26,822 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 36,456 copies or 20.2%, including ADA. Other sources include 1 source of circulation for a quantity of 162 copies or 0.1%.

AVERAGE ANNUAL ORDER PRICE:

Since the Association dues for this publication are collected through local chapters, the average annual order price is not available and, therefore, not reported herein.

PUBLISHER'S AFFIDAVIT

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

Michelle Boyd, Manager, Advertising Sales

Gil Munoz, Senior Director, Advertising and Production Services

(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	October 16, 2018
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County	Cook
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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.