

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**



22 issues in the period  
156,467 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>ADA NEWS MAGAZINE</b> (22 issues in the period)	40,019	116,448	156,467

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED	
Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	901
Allocated for Trade Shows and Conventions	160
All Other	5,363
<b>TOTAL</b>	<b>6,424</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD (SEE ADDITIONAL DATA)**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	15,512	9.9	15,392	9.8	120	0.1
*Membership Benefit Multi-Copy Same Addressee	140,955	90.1	24,627	15.8	116,328	74.3
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>156,467</b>	<b>100.0</b>	<b>40,019</b>	<b>25.6</b>	<b>116,448</b>	<b>74.4</b>

\*See Additional Data

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

2016/2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified	2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July 11	30,474	120,062	150,536	January 23	64,519	115,031	179,550
August 8	28,876	110,966	139,842	February 6	24,527	119,434	143,961
August 22	28,854	112,012	140,866	February 20	27,713	119,457	147,170
September 5	29,022	112,259	141,281	March 6	27,999	119,509	147,508
September 19	67,613	112,574	180,187	March 20	61,595	119,509	181,104
October 3	29,131	112,723	141,854	April 3	28,346	119,527	147,873
October 17	67,780	113,391	181,171	April 17	60,725	119,527	180,252
November 7	67,994	114,001	181,995	May 1	28,521	119,588	148,109
November 21	29,441	114,228	143,669	*May 15	62,192	119,588	181,780
December 12	29,506	114,835	144,341	June 5	28,104	119,267	147,371
January 9	29,504	115,031	144,535	June 19	27,984	119,334	147,318

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2017**

This issue is 17.1% or 26,518 copies above the average of the other 21 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	153,686	84.5	39,554	114,132
2. DENTISTS-Full Time Faculty Members	3,776	2.1	769	3,007
3. DENTISTS-FEDERAL GOVERNMENT:				
a. Military	2,639	1.4	1,182	1,457
b. Public Health and Veterans Administration	836	0.5	238	598
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>160,937</b>	<b>88.5</b>	<b>41,743</b>	<b>119,194</b>
4. DENTISTS-Foreign	1,002	0.6	814	188
5. UNDERGRADUATE DENTAL STUDENTS:				
a. Seniors	4,479	2.5	4,479	-
b. Others	14,813	8.1	14,813	-
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	120	0.1	-	120
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	28	-	-	28
11. OTHERS ALLIED TO THE DENTAL PROFESSION	401	0.2	343	58
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>181,780</b>	<b>100.0</b>	<b>62,192</b>	<b>119,588</b>
			<b>34.2</b>	<b>65.8</b>

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

YEAR OF GRADUATION	U.S. DENTISTS	PERCENT OF TOTAL
2016	5,170	2.8
2015	5,080	2.8
2014	4,067	2.2
2013	4,227	2.3
2008-2012	19,992	11.0
2003-2007	20,084	11.0
1998-2002	19,798	10.9
1993-1997	16,825	9.3
1988-1992	17,372	9.6
1983-1987	16,889	9.3
1978-1982	14,209	7.8
Before 1978	17,224	9.5
<b>TOTAL COPIES TO U.S. DENTISTS</b>	<b>160,937</b>	<b>88.5</b>

**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	123,136	67.7
Oral Surgeons	5,990	3.3
Endodontists	4,782	2.6
Orthodontists	8,684	4.8
Pedodontists	6,363	3.5
Periodontists	4,485	2.5
Prosthodontists	2,569	1.4
Oral Pathologists	226	0.1
Public Health	926	0.5
<b>TOTAL</b>	<b>157,161</b>	<b>86.4</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 15, 2017 (SEE ADDITIONAL DATA)

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>139,688</b>	-	-	<b>20,258</b>	<b>119,430</b>	<b>139,688</b>	<b>76.8</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>42,092</b>	-	-	<b>41,934</b>	<b>158</b>	<b>42,092</b>	<b>23.2</b>
* Association rosters and directories	41,934	-	-	41,934	-	41,934	23.1
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
* Other sources	158	-	-	-	158	158	0.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>181,780</b>	-	-	<b>62,192</b>	<b>119,588</b>	<b>181,780</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>34.2</b>	<b>65.8</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
	January – June 2016	July – December 2016	January – June 2017*
Total Audit Average Qualified:	161,883	154,574	158,045
Qualified Non-Paid:	33,391	40,869	39,311
Qualified Paid:	128,492	113,705	118,734
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC

\*NOTE: All data through June 2017 has been audited. 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 15, 2017

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	290	524	814		Kentucky	1,200	1,241	2,441	
New Hampshire	111	620	731		Tennessee	1,194	2,067	3,261	
Vermont	40	291	331		Alabama	713	1,248	1,961	
Massachusetts	2,385	3,790	6,175		Mississippi	400	845	1,245	
Rhode Island	81	416	497		EAST SO. CENTRAL	3,507	5,401	8,908	4.9
Connecticut	583	1,804	2,387		Arkansas	240	879	1,119	
<b>NEW ENGLAND</b>	<b>3,490</b>	<b>7,445</b>	<b>10,935</b>	<b>6.0</b>	Louisiana	648	1,518	2,166	
New York	4,413	8,484	12,897		Oklahoma	620	1,260	1,880	
New Jersey	2,130	3,626	5,756		Texas	5,831	7,672	13,503	
Pennsylvania	2,984	3,939	6,923		WEST SO. CENTRAL	7,339	11,329	18,668	10.3
<b>MIDDLE ATLANTIC</b>	<b>9,527</b>	<b>16,049</b>	<b>25,576</b>	<b>14.1</b>	Montana	69	499	568	
Ohio	1,585	3,934	5,519		Idaho	220	652	872	
Indiana	847	2,265	3,112		Wyoming	34	247	281	
Illinois	2,572	5,353	7,925		Colorado	1,019	2,620	3,639	
Michigan	1,698	4,286	5,984		New Mexico	203	571	774	
Wisconsin	586	2,185	2,771		Arizona	1,714	2,045	3,759	
<b>EAST NO. CENTRAL</b>	<b>7,288</b>	<b>18,023</b>	<b>25,311</b>	<b>13.9</b>	Utah	688	1,281	1,969	
Minnesota	965	2,197	3,162		Nevada	663	754	1,417	
Iowa	506	1,305	1,811		<b>MOUNTAIN</b>	<b>4,610</b>	<b>8,669</b>	<b>13,279</b>	<b>7.3</b>
Missouri	1,018	1,775	2,793		Alaska	118	333	451	
North Dakota	59	334	393		Washington	1,567	3,243	4,810	
South Dakota	39	395	434		Oregon	959	1,674	2,633	
Nebraska	530	806	1,336		California	7,408	19,047	26,455	
Kansas	326	932	1,258		Hawaii	162	842	1,004	
<b>WEST NO. CENTRAL</b>	<b>3,443</b>	<b>7,744</b>	<b>11,187</b>	<b>6.2</b>	<b>PACIFIC</b>	<b>10,214</b>	<b>25,139</b>	<b>35,353</b>	<b>19.4</b>
Delaware	57	331	388		<b>UNITED STATES</b>	<b>60,438</b>	<b>119,004</b>	<b>179,442</b>	<b>98.7</b>
Maryland	1,358	1,990	3,348		U.S. Territories	820	309	1,129	
Washington, DC	238	277	515		Canada	457	60	517	
Virginia	1,744	2,867	4,611		Mexico	-	-	-	
West Virginia	373	536	909		Other International	337	106	443	
North Carolina	1,547	3,051	4,598		APO/FPO	140	109	249	
South Carolina	705	1,714	2,419						
Georgia	1,354	2,817	4,171						
Florida	3,644	5,622	9,266						
<b>SOUTH ATLANTIC</b>	<b>11,020</b>	<b>19,205</b>	<b>30,225</b>	<b>16.6</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,192</b>	<b>119,588</b>	<b>181,780</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 116,328 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 15, 2017 issue is 17.1% or 26,518 copies above the average of the other 21 issues reported in Paragraph 2.

### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 41,934 copies or 23.1%, including ADA. Other sources include 1 source of circulation for a quantity of 158 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.

**As a result of the June 2017 audit, the following adjustments and corrections have been made to the previously released unaudited December 2016 and June 2017 Brand Reports.**

### PARAGRAPH 1:

An average of 3,632 copies or 2.3% have been transferred from non-paid Membership Benefit to non-paid Individual as reported herein.

### PARAGRAPH 3b:

8,263 copies or 4.5% have been transferred from Membership Benefit qualified within 1-year to Association Roster qualified within 1-year.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

BPA Worldwide

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

Shelton, CT

March 15, 2018

TYPE: BA

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

ID Number: A641BAJ7

### 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.