

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
139,149 average circulation

THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE



49,913 average users

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)	26,535	112,614	139,149
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION WEBSITE (Monthly Users with 140,824 average Pageviews)	49,913	-	49,913

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; and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		686
Advertiser and Agency		148
Allocated for Trade Shows and Conventions		-
All Other		4,850
TOTAL		5,684

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	139,149	100.0	26,535	19.1	112,614	80.9
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	139,149	100.0	26,535	19.1	112,614	80.9

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Non-Paid	Paid	Total Qualified
July	27,672	119,039	146,711
August	26,749	109,404	136,153
September	26,173	110,959	137,132
October	26,287	111,084	137,371
November	26,269	112,386	138,655
December	26,058	112,812	138,870

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is 0.4% or 592 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	119,564	86.2	12,785	106,779
2. DENTISTS - Full Time Faculty Members	2,847	2.1	65	2,782
3. DENTISTS - FEDERAL GOVERNMENT				
a. Military	1,464	1.1	242	1,222
b. Public Health and Veterans Administration	560	0.4	22	538
TOTAL COPIES TO U.S. DENTISTS	124,435	89.8	13,114	111,321
4. DENTISTS - Foreign	712	0.5	305	407
5. UNDERGRADUATE DENTAL STUDENTS				
a. Seniors	4,473	3.2	4,473	-
b. Others	8,376	6.0	8,376	-
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)	659	0.5	1	658
TOTAL QUALIFIED CIRCULATION	138,655	100.0	26,269	112,386
PERCENT	100.0		18.9	81.1

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
2017	4,601	3.7
2016	3,088	2.5
2015	2,909	2.3
2014	2,780	2.2
2009-2013	13,408	10.8
2004-2008	13,007	10.5
1999-2003	12,190	9.8
1994-1998	11,084	8.9
1989-1993	11,903	9.6
1984-1988	14,893	12.0
1979-1983	13,542	10.9
Before 1979	21,030	16.8
TOTAL COPIES TO U.S. DENTISTS	124,435	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 1)		
a.General Practice	93,894	77.3
b.Oral Surgeons	4,858	4.0
c.Endodontists	4,061	3.3
d.Orthodontists	7,003	5.8
e.Pedodontists	5,147	4.2
f.Periodontists	3,730	3.1
g.Prosthodontists	1,987	1.6
h.Oral Pathologists	155	0.1
i.Public Health	753	0.6
TOTAL	121,588	100.0

Note 1: Non-comparable additional data reported at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

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:	138,655	-	-	26,269	112,386	138,655	100.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - 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:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	138,655	-	-	26,269	112,386	138,655	100.0
PERCENT	100.0	-	-	18.9	81.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	26,269	112,386	138,655	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,269	112,386	138,655	100.0

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 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Total Audit Average Qualified:	146,790	143,477	146,920	143,444	146,884	139,149
Qualified Non-Paid:	27,309	26,432	27,528	29,256	28,704	26,535
Qualified Paid:	119,481	117,045	119,392	114,188	118,180	112,614
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00

*NOTE: January - December 2017 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 2017*

State	Non-Paid	Paid	Total Qualified	Percent	State	Non-Paid	Paid	Total Qualified	Percent
Maine	212	502	714		Kentucky	500	1,148	1,648	
New Hampshire	41	579	620		Tennessee	564	1,935	2,499	
Vermont	33	277	310		Alabama	279	1,052	1,331	
Massachusetts	1,373	3,518	4,891		Mississippi	167	794	961	
Rhode Island	20	402	422		EAST SO. CENTRAL	1,510	4,929	6,439	4.6
Connecticut	214	1,692	1,906		Arkansas	91	832	923	
NEW ENGLAND	1,893	6,970	8,863	6.4	Louisiana	331	1,421	1,752	
New York	2,044	8,018	10,062		Oklahoma	275	1,163	1,438	
New Jersey	725	3,172	3,897		Texas	1,885	6,875	8,760	
Pennsylvania	1,386	3,593	4,979		WEST SO. CENTRAL	2,582	10,291	12,873	9.3
MIDDLE ATLANTIC	4,155	14,783	18,938	13.7	Montana	33	494	527	
Ohio	739	3,740	4,479		Idaho	59	602	661	
Indiana	453	2,194	2,647		Wyoming	16	230	246	
Illinois	1,223	4,946	6,169		Colorado	471	2,407	2,878	
Michigan	955	4,128	5,083		New Mexico	70	476	546	
Wisconsin	293	2,084	2,377		Arizona	706	1,863	2,569	
EAST NO. CENTRAL	3,663	17,092	20,755	15.0	Utah	281	1,153	1,434	
Minnesota	459	2,092	2,551		Nevada	231	684	915	
Iowa	361	1,255	1,616		MOUNTAIN	1,867	7,909	9,776	7.1
Missouri	603	1,700	2,303		Alaska	30	297	327	
North Dakota	25	321	346		Washington	470	3,056	3,526	
South Dakota	38	389	427		Oregon	362	1,514	1,876	
Nebraska	306	760	1,066		California	2,878	18,421	21,299	
Kansas	134	872	1,006		Hawaii	65	811	876	
WEST NO. CENTRAL	1,926	7,389	9,315	6.7	PACIFIC	3,805	24,099	27,904	20.0
Delaware	27	321	348		UNITED STATES	25,857	111,728	137,585	99.2
Maryland	467	1,853	2,320		U.S. Territories	96	179	275	
Washington, DC	96	256	352		Canada	180	76	256	
Virginia	728	2,762	3,490		Mexico	-	-	-	
West Virginia	181	507	688		Other International	119	327	446	
North Carolina	712	2,885	3,597		APO/FPO	17	76	93	
South Carolina	425	1,658	2,083						
Georgia	490	2,596	3,086						
Florida	1,330	5,428	6,758						
SOUTH ATLANTIC	4,456	18,266	22,722	16.4					
					TOTAL QUALIFIED CIRCULATION	26,269	112,386	138,655	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.JADA.ADA.ORG

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	126,446	53,764	45,132	2:25
August	131,206	54,509	45,631	2:33
September	147,973	61,652	51,576	2:32
October	164,287	70,318	57,344	2:41
November	165,484	69,068	57,505	2:27
December	109,551	49,674	42,293	2:21
AVERAGE:	140,824	59,830	49,913	2:29

July - December 2017 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

Sessions: A single continuous set of activity attributable to a cookie'd 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.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The 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 112,614 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:

Geographic 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 March 27, 2018

State Pennsylvania

City Philadelphia

Received by BPA Worldwide March 27, 2018

Type BD

ID Number J021B0D7

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.